



**Kevin T. Boleware**  
Manager – Regulatory Affairs  
Entergy New Orleans, LLC  
504-670-3567 | kbolewa@entergy.com  
**1600 Perdido Street, New Orleans, LA 70112**

October 12, 2023

**VIA ELECTRONIC MAIL ONLY**

Ms. Lora W. Johnson, CMC, LMMC  
Clerk of Council  
City Hall - Room 1E0  
1300 Perdido Street  
New Orleans, LA 70112

**Re: Filing of Entergy New Orleans, LLC’s Energy Smart Midyear Report for Program Year 13 (Resolutions R-11-52, R-17-31, R-17-176, R-17-177, R-17-623, R-19-516, R-21-153, R-22-523; UD-08-02, UD-17-03)**

Dear Ms. Johnson,

On February 3, 2011, the Council of the City of New Orleans (“Council”) adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. Council Resolution R-22-523 adopted on December 15, 2022, approved the PY13-14 Implementation Plan, with reserved approval for PY15, and approved APTIM, Environmental and Infrastructure (“APTIM”) as the Third-Party Administrator. Council Resolution R-21-153 altered program reporting requirements from quarterly to semi-annual reports.

On behalf of APTIM, Entergy New Orleans, LLC submits this Energy Smart Program Year 13 Midyear Report for the period of January 1, 2023 through June 30, 2023 and requests that you file this submission in accordance with Council regulations. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,

A handwritten signature in black ink that reads 'Kevin T. Boleware'.

Kevin T. Boleware

Enclosure

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



# Midyear Report

Energy Smart Program  
Program Year 13  
Submitted: 10/12/2023

1100 Poydras Street  
Suite 2060  
New Orleans, LA 70163

p. 504-229-6868

[info@energysmartnola.com](mailto:info@energysmartnola.com)  
[www.energysmartnola.com](http://www.energysmartnola.com)



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## Executive Summary

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The Energy Smart Program (Program) was developed by the New Orleans City Council (Council), is administered by Entergy New Orleans, LLC (ENO) and is implemented by APTIM, the Third-Party Administrator (TPA). This report contains performance data and activities for the Program for the period of January 1, 2023 - June 30, 2023. This report includes pre-evaluated gross savings.

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

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

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.

## Staff List

Name	Title	Company	Location
<b>Brenda Hopewell</b>	Vice President, Energy Solutions	APTIM	San Francisco, CA
<b>Dan Reese</b>	Director of Energy Programs	APTIM	Portland, OR
<b>Tony Hass</b>	Portfolio Director – Utility Programs	APTIM	Hartford, WI
<b>Megan Sykes</b>	Marketing Manager	APTIM	Baton Rouge, LA
<b>Michelle Krueger</b>	Program Director	APTIM	New Orleans, LA
<b>John Krzystowczyk</b>	Commercial Program Manager	APTIM	New Orleans, LA
<b>Dawn Ellerd</b>	Marketing & Outreach Lead	APTIM	New Orleans, LA
<b>Reagan Gill</b>	Marketing Communications Specialist	APTIM	Dallas, TX
<b>Kevin Fitzwilliam</b>	Training & Development Specialist	APTIM	New Orleans, LA
<b>Spencer Kurtz</b>	Sr. Energy Engineer	APTIM	Charlotte, NC
<b>Michael Slaughter</b>	Finance	APTIM	Baton Rouge, LA
<b>Nick Bengtson</b>	Sales Executive	EnergyHub	Brooklyn, NY
<b>Nathan Meadows</b>	Client Success Manager	EnergyHub	Brooklyn, NY
<b>Meredith Seale</b>	Education Coordinator	Energy Wise Alliance	New Orleans, LA
<b>Brandon Muetzel</b>	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA
<b>Nate Wolf</b>	Residential Program Manager	Franklin Energy Services	New Orleans, LA
<b>Alan Mitchell</b>	Field Manager	Franklin Energy Services	New Orleans, LA
<b>Amanda Welch</b>	Operations Analyst	Franklin Energy Services	Milwaukee, WI
<b>Melissa Carlson</b>	Client Marketing Manager	Franklin Energy Services	Chicago, IL
<b>Kat Piacentino</b>	Client Marketing Manager	Franklin Energy Services	Rochester, NY
<b>Wendy Becker</b>	Outreach Manager	Franklin Energy Services	Milwaukee, WI
<b>Daniel Franklin</b>	Operations Manager	Franklin Energy Services	New Orleans, LA
<b>James Herman</b>	Operations Analyst	Franklin Energy Services	New Orleans, LA
<b>Dwayne Haley</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>Jackie Dadakis</b>	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
<b>Joe Ryan</b>	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
<b>John Eskew</b>	Energy Management Specialist	Green Coast Enterprises	New Orleans, LA
<b>Ben Meyers</b>	Benchmarking Associate	Green Coast Enterprises	New Orleans, LA
<b>Brandon Brown</b>	Energy Management Specialist	Green Coast Enterprises	New Orleans, LA
<b>Jessica Harris</b>	President	Harris Energy Solutions	Austin, TX
<b>Iam Tucker</b>	President & CEO	ILSI Engineering	New Orleans, LA
<b>Keeley Evans</b>	Project Specialist	ILSI Engineering	New Orleans, LA
<b>Gill Page</b>	Energy Engineer	ILSI Engineering	New Orleans, LA
<b>Alcide Tervalon III</b>	Principal	Legacy Professional	New Orleans, LA
<b>Aaron Herbert</b>	Project Energy Engineer	Legacy Professional	New Orleans, LA
<b>Iryell Richard</b>	Small Commercial Project Coordinator	Legacy Professional	New Orleans, LA
<b>Denzel Harry</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Louis Bart</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Jacob Pohlman</b>	Residential QA/QC	Legacy Professional	New Orleans, LA
<b>Derrick Hammond</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Larry Tervalon</b>	Energy Advisor	Legacy Professional	New Orleans, LA
<b>Vindocto Torns</b>	Energy Advisor	Legacy Professional	New Orleans, LA

<b>Brandon Barbre</b>	Recycling Specialist	Legacy Professional	New Orleans, LA
<b>Wilbert Curtis</b>	Recycling Specialist	Legacy Professional	New Orleans, LA
<b>Ethan Cartwright</b>	Energy Advisor	MD Energy Advisors	New Orleans, LA
<b>Layne Carroll</b>	Energy Advisor	MD Energy Advisors	New Orleans, LA
<b>Cleveland Spears</b>	President/CEO	Spears Consulting	New Orleans, LA
<b>Meredith Adams</b>	Account Executive	Spears Consulting	New Orleans, LA
<b>Klassi Duncan</b>	VP Entrepreneurship & Innovation	Urban League	New Orleans, LA
<b>Cherie Duckworth</b>	VP of Workforce Development	Urban League	New Orleans, LA



## **Offerings Overview**

### **Residential**

#### Energy Efficiency

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

#### Demand Response

- EasyCool Bring Your Own Thermostat.
- Peak Time Rebate Pilot.
- Residential Energy Battery Storage Pilot
- Bring Your Own Charger EV Pilot

### **Commercial & Industrial**

#### Energy Efficiency

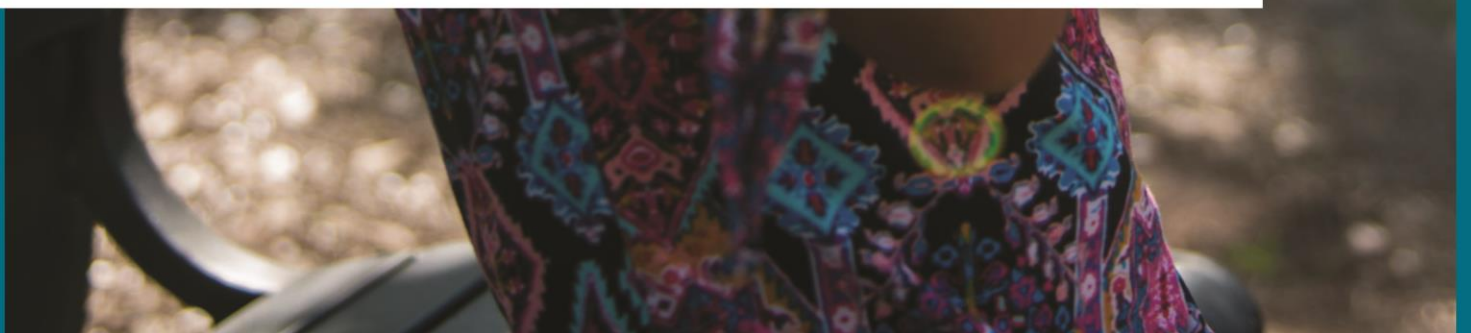
- Small Commercial & Industrial Solutions.
- Large Commercial & Industrial Solutions.
- Publicly Funded Institutions.
- Commercial & Industrial Construction Solutions.

#### Demand Response

- Large Commercial & Industrial Demand Response



# **PROGRAM PERFORMANCE & ACTIVITY**



## Program Performance and Activity

**Table 1.1**

	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
<b>Commercial &amp; Industrial - Energy Efficiency</b>	21,636,575	54,247,606	40%	1,727.71	8,639	20%	\$2,584,226	\$6,367,571	41%
<b>Commercial &amp; Industrial - Demand Response***</b>	N/A	N/A	N/A	N/A	6,970	N/A	\$22,570	\$418,200	5%
<b>Residential - Energy Efficiency</b>	19,990,895	50,370,779	40%	2,474.92	3,614	68%	\$2,244,407	\$6,919,833	32%
<b>Residential - Demand Response***</b>	N/A	N/A	N/A	N/A	10,974	N/A	\$72,125	\$450,875	16%
<b>Total</b>	<b>41,627,470</b>	<b>104,618,385</b>	<b>40%</b>	<b>4,202.63</b>	<b>30,197</b>	<b>14%</b>	<b>\$4,923,328</b>	<b>\$14,156,479</b>	<b>35%</b>

\*Goals are reflective of the Energy Smart Implementation Plan PY 13-15. Summary tables show savings achieved and incentive spend from 1/1/2023 through 6/30/2023.

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

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

**Table 1.2**

	PROGRAM COSTS*	PROGRAM BUDGET	% OF PROGRAM BUDGET
<b>Commercial &amp; Industrial - Energy Efficiency</b>	\$4,518,808	\$11,367,686	40%
<b>Commercial &amp; Industrial - Demand Response</b>	\$279,020	\$878,200	32%
<b>Residential - Energy Efficiency</b>	\$3,644,464	\$10,118,854	36%
<b>Residential - Demand Response</b>	\$541,258	\$1,419,573	38%
<b>TOTAL</b>	<b>\$8,983,550</b>	<b>\$23,784,313</b>	<b>38%</b>

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

**Table 1.3**

EM&V SPENT	EM&V BUDGET	% OF EM&V BUDGET
\$146,368	\$985,955	15%

## Residential Summary

The Energy Smart Residential Portfolio had a successful start to Program Year 13 (PY13). The portfolio achieved 19,990,895 in kWh savings and reached 40% of the energy savings goal. In May, the Department of Energy recognized the Energy Smart Program as an ENERGY STAR Sustained Excellence Partner of the Year for a fourth consecutive year. The ENERGY STAR® program annually honors a group of organizations that have made outstanding contributions to protecting the environment through superior energy achievements. Winners are selected from a network of thousands of ENERGY STAR® partners. The Energy Smart program was recognized for its efforts to advance innovations in residential energy efficiency programs and technologies, therefore improving the affordability of home energy upgrades for diverse households through Home Performance with ENERGY STAR® offering.

The Retail Lighting and Appliance and Home Performance with ENERGY STAR offerings have been the main drivers within the portfolio in Q1 and Q2 and are on track to meet energy savings goals. These programs focused on achieving lighting savings in the first half of PY13 due to the changes in lighting standards by the Energy Independence and Security Act (EISA) effective July 1, 2023. The EISA regulations decrease the energy savings Energy Smart may achieve with LED lighting, and therefore the quantity of LED lighting measures will decrease in the residential portfolio for Q3 and Q4. The Multifamily Solutions offering served eight properties in Q1 and Q2. Income Qualified Weatherization is on track to meet participation and energy savings goals with the support of customer outreach and partnerships in the community. Lastly, the Behavioral offering began utilizing AMI data for Home Energy Reports and upgraded the emailing platform to impact more customers.

## Commercial & Industrial Summary

The Energy Smart Commercial & Industrial (C&I) portfolio built a pipeline of 21,636,575 kWh in the first two quarters of PY13, resulting in a forecast of 40% to the energy savings goal and 41% to the incentive budget. While impacts of COVID-19 and the associated restrictions have been limited in PY13, trade allies and customers alike have reported ongoing staffing challenges as well as continued supply chain disruptions that cause very long lead times for equipment such as chillers and VFDs. The Energy Smart C&I pipeline was negatively impacted by the delay in program approval for 2023. Project pre-approvals for PY13 could not be issued until December 2022, leading to a decrease of 6.5 million kWh in pipeline to start PY13 in comparison with PY12.

Energy Smart designed a bonus structure in Q1 that built upon lessons learned from PY12 Step-Down Bonus to incentivize trade allies and customers to submit and complete projects earlier in the program year. A 25% incentive bonus was offered for applications submitted by June 30 for projects that anticipated completion by September 30. The 25% bonus was successful at driving additional program applications. A total of 72 projects reserved the 25% bonus incentive which contributed an additional 11.7 million kWh to the commercial portfolio pipeline.

New program offerings were introduced in Q2 including compressed air leak repair and small business energy assessments. Compressed air incentives are paid per leak repair, the incentive rate is determined by the facility's operation schedule. Outreach staff focused on trade ally recruitment and direct outreach to industrial customers during the first half of the year. Small business energy assessments were designed to introduce small commercial customers to the Energy Smart program, install measures for immediate savings and connect the participants with program trade allies to complete additional recommended measures.



# RESIDENTIAL OFFERINGS



# Residential Offerings Summary

**Table 2.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR®	11,157,892	16,461,506	68%	511.96	883	58%	\$840,067	\$1,929,175	44%
Retail Lighting & Appliances	5,567,188	7,997,811	70%	904.77	1,110	82%	\$404,013	\$1,143,327	35%
Multifamily Solutions	418,644	2,678,475	16%	51.67	142	36%	\$79,758	\$677,241	12%
Income Qualified Weatherization	1,399,681	3,817,679	37%	618.07	108	572%	\$643,651	\$1,850,412	35%
A/C Solutions	724,147	2,848,496	25%	301.31	1,239	24%	\$109,707	\$999,341	11%
Appliance Recycling & Replacement	59,639	1,701,810	4%	1.05	25	4%	\$68,611	\$221,737	31%
Behavioral**	-	14,067,914	0%	-	N/A	0%	\$0	\$0	N/A
Energy Academy Education and School Kits	663,704	797,088	83%	86.10	107	80%	\$98,600	\$98,600	100%
EasyCool - Bring Your Own Thermostat**	-	N/A	N/A	-	9,600	0%	\$59,375	\$355,000	0%
Peak Time Rebate Pilot**	-	N/A	N/A	-	714	0%	\$0	\$48,275	0%
Residential Energy Battery Storage Pilot**	-	N/A	N/A	-	135	0%	\$5,400	\$18,500	29%
Bring Your Own Charger EV Pilot**	-	N/A	N/A	-	525	0%	\$7,350	\$29,100	25%
<b>Total</b>	<b>19,990,895</b>	<b>50,370,779</b>	<b>40%</b>	<b>2,474.92</b>	<b>14,588</b>	<b>17%</b>	<b>\$2,316,532</b>	<b>\$7,370,708</b>	<b>31%</b>

\*Goals are reflective of the Energy Smart Implementation Plan PY 13-15. Summary tables show savings achieved and incentive spend from 1/1/2023 through 6/30/2023.

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

# Home Performance with ENERGY STAR®

## Description

This offering will achieve long term, significantly cost-effective electric savings through the use of local auditors and contractors who will help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. The offering includes a home energy assessment which may also recommend follow-up measures to be completed by trade ally contractors. The home energy assessment includes a walk-through inspection and direct installation of low-cost measures such as LED lighting, high-efficiency showerheads and water aerators, smart power strips, pipe wrap and smart thermostats. The home energy assessment may recommend follow-up measures which require diagnostic testing to achieve deeper savings in the home. Follow-up measures, completed by an Energy Smart approved trade ally, include attic insulation, air conditioning tune-up, air sealing, and duct sealing. This offering also includes an energy- saving kit component offered through the Online Marketplace, which provides an easy customer entry point. The Home Performance with ENERGY STAR® offering includes all buildings with four or fewer units. Structures of this size and construction type often behave and function more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier.

## Highlights

The Home Performance with ENERGY STAR® offering achieved 11,157,892 in kWh savings, reaching 68% of the goal. The Energy Smart team completed 352 assessments in the first half of the year and generated 40% of the savings from direct-install measures at the time of the assessment. The deeper savings measures by the trade allies, which include attic insulation, air sealing and duct sealing, generated the remaining 60% of the savings for retrofit customers. This measure mix allowed the offering to produce an average of 2,297 kWh per customer. Lighting kits were mailed to 24,637 customers and 1,501 Online Market kits were ordered by customers, which the program team used to create marketing leads and generate low-cost savings. Lighting kits were utilized to increase lighting savings while still allowed prior to EISA standards changing. The Department of Energy recognized the Energy Smart Program as an ENERGY STAR® Partner of the Year, Sustained Excellence, for the fourth consecutive year for its exemplary commitment and dedication to energy efficiency. The ENERGY STAR® program annually honors a group of organizations that have made outstanding contributions to protecting the environment through superior energy achievements. The Energy Smart program was recognized for its efforts to advance innovations in residential energy efficiency programs and technologies, therefore improving the affordability of home energy upgrades for diverse households through Home Performance with ENERGY STAR® offering.

## Performance

**Table 3.1**

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
11,157,892	16,461,506	68%	511.96	883	58%	\$840,067.05	\$1,929,175.00	44%

# Retail Lighting & Appliances

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## Description

The objective of the Retail Lighting and Appliance offering is to increase awareness and sales of efficient lighting and appliances to Entergy New Orleans residential population. The offering will provide customers the opportunity to purchase a variety of discounted products that are ENERGY STAR qualified or better. The Energy Smart Online Marketplace features energy efficiency products at discounted prices. This allows Entergy New Orleans customers to purchase energy efficiency products online and have them shipped directly to their home.

## Highlights

During the first six months of PY13, the Retail Lighting and Appliances offering achieved 5,567,188 in gross kWh savings, reaching 70% of the goal. The offering continues to provide a large portion of savings for the residential portfolio and continues to be the most cost-effective and visible residential offering.

Point-of-sale lighting rebates, particularly with standard LEDs, were the main driver of savings at participating retailers. Additional savings came from the Online Marketplace and mail-in appliance rebates for ENERGY STAR® certified refrigerators, window air-conditioning units, pool pumps, dehumidifiers, smart thermostats and heat-pump water heaters. Big-box stores, including The Home Depot, Costco, Lowe's and Walmart, all participated in the point-of-sale offering, with sales at Costco providing the most savings. The program team also continued its partnership with more local stores, such as The Green Project, Eddie's Ace Hardware, and Habitat for Humanity's ReStore. Partnerships with local stores are vital to providing access to quality energy-efficient products to customers who shop locally and to support local businesses.

The mail-in appliance rebate offering continues to be vital to providing customers better access to energy-efficient products with the increasing cost of goods. Placement of marketing materials in The Home Depot, Lowe's, and Walmart, alert customers of potential appliance rebates as they are making their selection in-store.

The Online Marketplace continues to play an important role in providing customers access to energy-efficient products. In addition to the manufacturer and retailer discounts during the winter and spring promotional periods on smart thermostats, LED bulbs, indoor water savers, and advanced power strips, Energy Smart also offered a three-day flash sale on the Amazon smart thermostat, with a customer cost of only \$4.99. In the first six months of PY13, the Online Marketplace sold 4,528 LEDs, 90 advanced power strips and 144 water-saving products largely as add-on purchases for customers purchasing smart thermostats.



## Performance

Table 4.1

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
5,567,188	7,997,811	70%	904.77	1,110	82%	\$404,013	\$1,143,327	35%

Table 4.2

## Retail & Appliance Sales Quantities

Participation type	
<b>In-Store</b>	<b>QTY</b>
Lighting	37,980
<b>Online Marketplace</b>	<b>QTY</b>
Advanced power strips	72
Smart thermostats	546
Smart thermostat accessories	57
Insulation	69
Lighting	855
Water savers	109
<b>Mail-In rebates</b>	<b>QTY</b>
Pool pump	4
Heat pump water heater	6
Refrigerator	51
Window A/C	18
Water cooler	0
Smart thermostat	41
Portable dehumidifier	7

**Table 4.3**

**Participating Retailers**

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
<b>Barto Appliance</b>		X	1400 Airline Dr
<b>Costco Wholesale</b>		X	3900 Dublin St
<b>Home Depot (Bullard)</b>	X	X	12300 I-10 Service Rd
<b>Home Depot (Central)</b>	X	X	1100 S Claiborne Ave
<b>Lowe's (Central)</b>		X	2501 Elysian Fields Ave
<b>Lowe's (Read)</b>		X	5770 Read Blvd
<b>Walmart (Tchoupitoulas)</b>	X	X	1901 Tchoupitoulas St
<b>Walmart (Chef Menteur)</b>	X	X	4301 Chef Menteur Hwy
<b>Walmart (Behrman)</b>	X	X	4001 Behrman Pl
<b>Walmart Bullard</b>	X	X	6000 Bullard Ave
<b>The Green Project</b>	X		2831 Marais St
<b>Eddie's Ace Hardware</b>	X		4401 Downman Rd
<b>Habitat for Humanity's ReStore</b>	X		2900 Elysian Fields Ave

# Multifamily Solutions

## Description

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

## Highlights

The Multifamily Solutions offering achieved 418,644 in kWh savings, reaching 16% of the goal. The program team began the year working with eight properties completing direct installation and assessments. Trade allies have been assigned to five of the properties with a sixth property available going into Q3. Trade ally follow up work is scheduled to start in June and the program will accrue the majority of the program offering energy savings in Q3. Outreach efforts to multifamily property tenants and managers will continue for pipeline opportunities for PY14.

## Performance

**Table 5.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
418,644	2,678,475	16%	51.67	142	36%	\$79,758	\$677,241	12%

# Income-Qualified Weatherization

## Description

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

## Highlights

The Income-Qualified Weatherization offering achieved 1,399,681 in kWh savings, reaching 37% of the goal. During the first half of the year, the Energy Smart team completed 371 Income Qualified home energy assessments. The Income-Qualified Weatherization offering generated 24% of kWh savings from direct install measures at the time of the assessment. Trade allies performed follow up measures recommended in the energy assessment report, which include attic insulation, air sealing and duct sealing. Follow up measures generated the remaining 76% of the kWh savings achieved. This measure mix allowed the offering to produce an average of 3,941 kWh reduction per customer.

The Income-Qualified Weatherization offering coordinated with multiple local organizations that support income-qualified customers. Total Community Action and AmeriHealth invited the Energy Smart team to provide education tables, present program information at energy efficiency training events and enroll customers in the program offering. Vietnamese Initiatives in Economic Training (VIET) continued to collaborate with the program by signing up their members for home energy assessments and supporting language translation. The Estates, a neighborhood in the Desire area, has enrolled all qualified residents in the offering. This work began in May and will include almost 400 customers.

## Performance

Table 6.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
1,399,681	3,817,679	37%	618.07	108	572%	\$643,651	\$1,850,412	35%

# A/C Solutions

## Description

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

## Highlights

The A/C Solutions offering achieved 724,147 in kWh savings, reaching 25% of the goal. The offering served 316 customers. Air conditioner tune-ups provided 52% of the kWh savings, duct sealing generated 47% and Smart thermostats were installed for 4 participating customers, totaling 1%. The offering will continue to utilize targeted marketing for air conditioner tune-ups throughout the second half of the program year in addition to adding more eligible trade allies to support the 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
724,147	2,848,496	25%	301.31	1,239	24%	\$109,707	\$999,341	11%

# Appliance Recycling & Replacement Pilot

## Description

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

## Highlights

The Appliance Recycling and Replacement Pilot achieved 59,639 kWh savings this reporting period. The offering served 83 income-qualified customers with the refrigerator replacement measure, installing a new ENERGY STAR® refrigerator which will reduce appliance electricity consumption. The Income-Qualified Weatherization home energy assessment now includes refrigerator replacement criteria to identify more qualified customers for this measure. The offering recycled 42 inefficient refrigerators to remove them from the electric grid permanently as well as four freezers. The Program Team has integrated the Appliance Recycling offering in cross promotional marketing with all residential portfolio program offerings, including the bill insert advertising free home energy assessments for the Home Performance with ENERGY STAR® offering.

## Performance

Table 8.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
59,639	1,701,810	4%	1.05	25	4%	\$68,611	\$221,737	31%

# Behavioral Energy Efficiency

## Description

The Behavioral offering provides customers a Home Energy Report/Scorecard (HERs). 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 and directs them to other program offerings. Residential customers that have provided email addresses are opted into the offering and can opt-out at their discretion. Customers who have not provided an email address may receive a printed HER on a quarterly basis.

## Highlights

The first Home Energy Reports (HERs) for PY13 were sent to customers in April and have continued each consecutive month to present. A total of 79,862 HERs have been delivered to customers year to date. In PY13 multiple enhancements were made to the Behavioral offering which included a redesign of the HERs template with updated program branding and easy-to-read graphics. The program team upgraded the email marketing platform to increase the number of customers that could receive email HERs. This platform upgrade doubled the number of HERs that could be sent to customers electronically. In addition, the Behavioral offering began utilizing AMI usage data for Home Energy Reports instead of monthly billing data.

## Performance

**Table 9.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal*	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
	14,067,914		N/A	N/A	N/A	\$0	\$0	N/A

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

# Energy Academy Education and School Kits

## Description

The Energy Academy program, a collaborative effort between Entergy New Orleans and National Theatre for Children, has achieved its targeted milestones in promoting energy efficiency within the NOLA Wise School Kits initiative during the first half of the year. The program's live-in-school energy efficiency program was designed to achieve a kWh savings target of 797,088 kWh. Key highlights of this accomplishment are successfully implemented across the Entergy community, reaching 30 schools in total. Among these, 28 elementary schools and 2 middle schools actively participated, benefiting from engaging and informative live-in school educational performances that focused on energy efficiency and energy savings.

## Highlights

The NOLA Wise School Kit program effectively accomplished its kWh savings objective of 797,088 kWh. This outcome was made possible through the distribution of 4,102 energy savings kits to the 30 participating schools. These kits enabled students to practice energy-saving techniques in their classrooms and also in their homes, fostering a culture of sustainable energy efficiency. NTC's partnership with ENO and the successful execution of the Energy Academy program demonstrates the commitment to promoting energy-wise behaviors and environmental stewardship within the community.

## Performance

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
663,704	797,088	83%	86.10	107	80%	\$98,600	\$98,600	100%



# EasyCool for Residents

## Description

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

## Highlights

The EasyCool offering enrolled 1,242 new customers during the reporting period bringing the total enrolled devices to 6,210. New Orleans experienced record-breaking heat in the month of June, which resulted in higher electricity demands. According to the National Weather Service, 2023 surpassed the record for the greatest number of excessive heat warnings in a year. In 2022, five excessive heat warnings were issued. As of June 29, 2023, seven excessive heat warnings have been issued in Orleans Parish. The Program Team dispatched three events in June, detailed in the table below. All events included 30 minutes of pre-cooling by two degrees, followed by increase in set temperature by three degrees. Customers can “opt-out” of the event at any time by changing the temperature setting on their thermostat. All four events produced full participation rates between 55-59%. Customers are counted as full participants if they do not “opt-out” of the event.

## Performance

Table 10.1

EASYCOOL FOR RESIDENTS	DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET **		
	kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
BYOT	-	9,600	N/A	\$59,375	\$230,000	26%	\$0	\$125,000	0%

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

\*\* Demand Response participation incentives are issued at the conclusion of the summer season in October.

Table 10.2

EVENT DATE	EVENT TIME	EVENT LENGTH	FULL PARTICIPATION
6/13/2023	4:00-7:00	3 hours	56.90%
6/15/2023	4:00-7:00	3 hours	55.90%
6/29/2023	3:00-6:30	3.5 hours	58.60%

# Peak Time Rebate Pilot

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## Description

The opt-in Peak Time Rebate Pilot will engage customers to reduce energy consumption during Peak Events. The proposed Pilot allows Entergy New Orleans to call events year-round and will include customer engagement through email. Email communications will notify customers when events are imminent and provide clear recommendations on how and when to reduce their energy consumption. The Pilot includes a tiered incentive for low, medium, or high savers ranging from \$10 to \$50.

## Highlights

The Peak Time Rebate Pilot completed the opt-in enrollment period, successfully recruiting 2,700 participants. The enrollment campaign targeted customers with higher average loads, with more opportunity to shed load during peak demand events, as well as customers who are not enrolled in the EasyCool Bring Your Own Thermostat program. The event notifications were designed, approved and will launch in July 2023.

# Bring Your Own Charger (BYOC) EV Pilot

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## Description

The BYOC program incentivizes EV owners to charge their vehicles during preset off-peak hours, with no special hardware or separate meter required. Participants will program their vehicles to charge during off-peak hours, and software developed by program administrator, Sagewell, will confirm off-peak charging is taking place using AMI data. The program has a 2023 enrollment goal of 350 vehicles. Enrolled customers will receive a credit of \$7 per month, paid quarterly.

## Highlights

The BYOC program launched on July 18, 2023. Approximately 9% of the program enrollment target was achieved in the first 14 days of the program between July 18 and July 31 with a total of 27 customers and 31 EVs enrolled. As setting a charging schedule is a required part of enrollment, participants began charging off-peak immediately upon enrollment.

In the first 3 days after launch, there were 20 vehicles enrolled and scheduled to charge off-peak when New Orleans temperature was 98 degrees July 20, 2023. There were 31 vehicles approved as of July 31, 2023 when temperature reached 100 degrees. July 2023 was the second hottest July on records and Entergy New Orleans benefited by launching BYOC in time for record-breaking heat.

The program was initially marketed via email to 270 ENO customers who received an EVSE rebate. Over 75% of recipients opened the email, and 30% of those that opened the email clicked a link to learn more about the program. Marketing efforts will continue via electronic newsletter and other channels in August 2023 and beyond.

## Performance

Performance of program participants will be determined via AMI data analysis. Program performance metrics will include percentage of charging sessions during on-peak and off-peak periods, aggregate EV charging load shapes and other metrics. ENO staff and Sagewell are still working on finalizing an automated AMI meter data transfer process for reporting.

Data from other BYOC programs around the country shows that over 90% of EV charging occurs outside of the afternoon and evening peak windows and 98% of EV charging occurs outside of coincident system peak hours. Additionally, because BYOC shifts EV load via everyday charging schedules instead of active management, no DR events are called. This every-day load shifting feature helps reduce localized distribution system overloading throughout the year and not just on the systemwide highest peak load days of the year.

# Residential Battery Energy Storage Pilot

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## Description

The Residential Battery Pilot has a one-year term which began on April 1, 2023 and continues through December 31, 2023. The objective of the program is to secure 135 kW in peak demand reduction through the participation of 30 residential battery customers. The target audience is residential customers that have already purchased, or plan to purchase, a residential battery storage solution as part of their home solar photovoltaic (PV) system. The incentives being proposed are designed to encourage participation in the battery storage demand response program. They are not high enough to meaningfully influence battery storage adoption or convert a PV system customer into a PV + battery storage customer.

There are two main objectives of the pilot. The first is to understand how much demand reduction can be realized during peak time periods. The second is to determine acceptance of the program's utilization of customers' battery for a demand response program.

## Highlights

Currently have eleven residential customers enrolled and seven additional being integrated into the demand response system. There is ongoing challenges in the area with some of the local installation contractors. Multiple contractors have gone out of business, did not complete the installation fully, or equipment was installed incorrectly. We are working with the contractor community to refer customers to an alternate contractor to allow for participation in the program.

Entergy has called for four demand response events this season. Honeywell has marketed the program to residents, manufacturers, and installers. A referral incentive is available for customers and trade allies.



# COMMERCIAL & INDUSTRIAL OFFERINGS



# Commercial & Industrial Offerings Summary

**Table 11.1**

OFFERING	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
<b>Small Commercial &amp; Industrial Solutions</b>	1,801,554	4,925,994	37%	158.73	949	17%	\$221,528	\$711,293	31%
<b>Large Commercial &amp; Industrial Solutions</b>	15,080,371	35,008,874	43%	1,174.85	6,475	18%	\$1,857,776	\$4,037,813	46%
<b>Publicly Funded Institutions</b>	4,141,910	10,799,767	38%	270.44	409	66%	\$435,360	\$1,486,165	29%
<b>Commercial &amp; Industrial Construction Solutions</b>	612,740	3,512,971	17%	123.69	806	15%	\$69,563	\$132,300	53%
<b>Large Commercial &amp; Industrial Demand Response***</b>	-	-	N/A	-	6,970	0%	\$22,570	\$418,200	5%
<b>TOTAL</b>	<b>21,636,575</b>	<b>54,247,606</b>	<b>40%</b>	<b>1,727.71</b>	<b>15,609</b>	<b>11%</b>	<b>\$2,606,796</b>	<b>\$6,785,771</b>	<b>38%</b>

\*Goals are reflective of the Energy Smart Implementation Plan PY 13-15. Summary tables show savings achieved and incentive spend from 1/1/2023 through 6/30/2023.

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

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

# Small Commercial & Industrial Solutions

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## Description

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

## Highlights

The Small Commercial & Industrial offering reached 1,801,554 kWh, resulting in a forecast of 37% to goal. Participation in the Small Commercial & Industrial offering increased compared to the mid-year point of PY12 with 44 Small Commercial & Industrial project applications received in PY13 compared to 30 applications in PY12. In order to drive Small C&I customer participation, the Energy Smart team prioritized direct outreach and marketing strategies including directing customers to the Project Inquiry form on the Energy Smart website, designed to reduce application barriers for busy small business owners.

Energy Smart introduced the PY13 25% Customer Bonus at the beginning of Program Year 13 to allow customers to apply for a project by June 30th and reserve a 25% increased incentive as long as the project was completed before September 30, 2023. The PY13 25% Incentive Bonus helped reduce project costs for Small C&I customers and in the first half of the year increased overall Small C&I incentives by over \$13,000.

Throughout the first half of PY13 the Energy Smart team maximized the number of customer-initiated Small C&I projects by performing direct outreach and providing one-on-one support from project initiation to incentive payment. The team's Small Commercial Outreach Specialist immediately contacted customers following an Inquiry Form submission. The Outreach Specialist assisted customers in gathering additional project information, soliciting project estimates from program trade allies, ensuring equipment eligibility and completing project application documents. Over 60% of the Energy Smart Inquiry Forms received were associated with Small Commercial customers.

## Performance

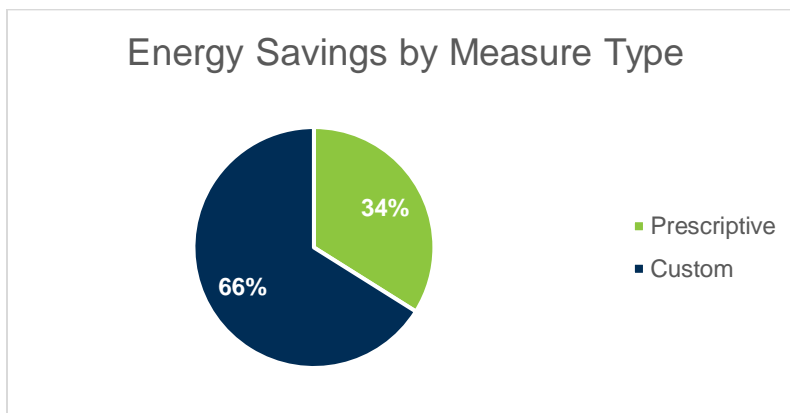
- A total of 14 projects were completed during the first half of PY12 and 30 additional projects are currently being implemented.
- 44 orders were processed from the Small Business online store.
- Small Business online store orders achieved 59,456 kWh.

**Table 12.1**

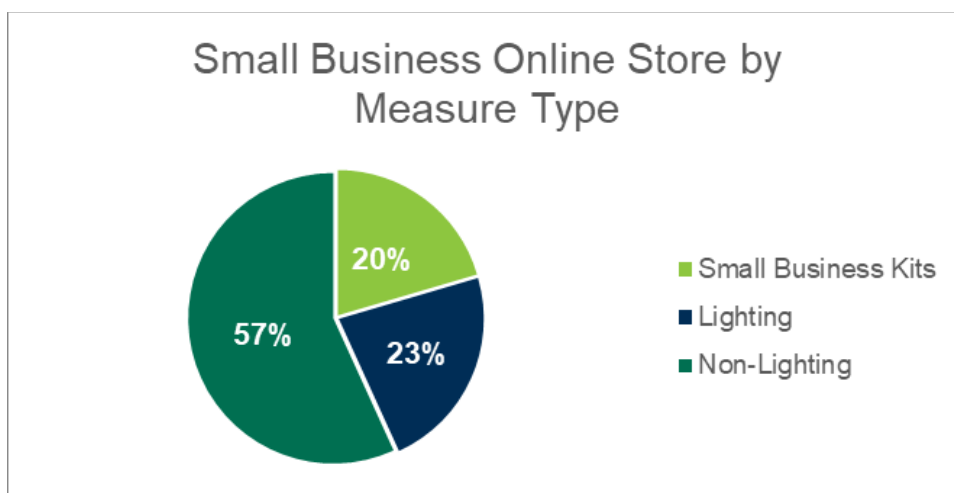
ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
1,801,554	4,925,994	37%	158.73	949	17%	\$221,528	\$711,293	31%

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

**Chart 12.2**



**Chart 12.3**





# Large Commercial & Industrial Solutions

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## Description

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

## Highlights

By the end of Q2, the Large Commercial & Industrial offering reached 15,080,371 kWh, resulting in a forecast of 43% to goal. The Energy Smart Large C&I pipeline was 5.7 million kWh higher at the midyear point in PY12. Energy Smart received more projects in the first six months of PY13 than in the same period in PY12 and these projects contributed 1,072,106 kWh more to the Large C&I pipeline in PY13 compared to PY12. This Large C&I pipeline decrease is a result of delayed Energy Smart program approval in 2022; the Program was not able to pre-approve projects for PY13 until mid-December 2022 which led to zero projects in the pipeline until January 2023. Large C&I projects generally have longer sales cycles, longer equipment lead times and longer installation timelines. Delayed Energy Smart program approval negatively affects Large C&I program savings more than any other offering.

Large C&I customers and trade allies continued to report staffing challenges, tighter budgets and long lead-times for non-lighting measures such as chillers and VFDs. The 25% Customer Bonus was designed to allow customers to reserve a higher bonus amount throughout an additional quarter compared to PY12's bonus structure. In the first half of PY13, 43 Large Commercial & Industrial projects reserved a 25% Customer Bonus incentive which added over \$200,000 in additional incentives and 8.1 million kWh to the PY13 pipeline.

Energy Smart continues to prioritize recruiting new trade allies and re-activating existing trade allies to meet the energy savings goal for Large C&I customers in PY13. Publicly available bid documents and Utility Service Request Forms were utilized so far in PY13 to maximize trade ally recruitment and participation. Energy Smart also added new measures and project tracks in the first half of PY13 including the Compressed Air offering and the Continuous Commissioning project track to ensure Energy Smart provides the most comprehensive portfolio of measures and offerings to meet the energy needs of Large Commercial & Industrial customers.

## Performance

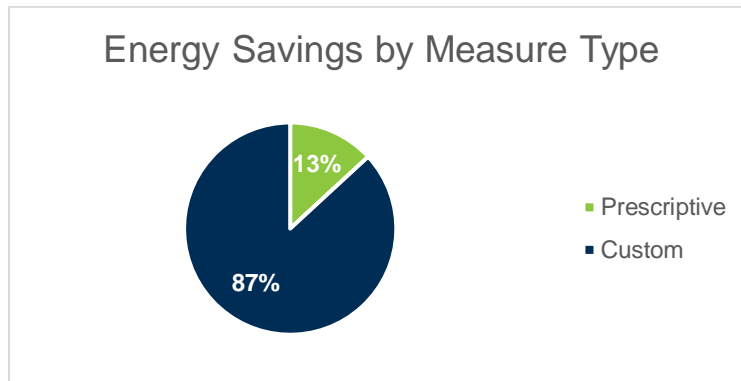
- A total of 25 projects were completed during the first half of PY13 and 56 additional projects are currently being implemented.
- Measure Mix: 29% lighting and 71% non-lighting.

**Table 13.1**

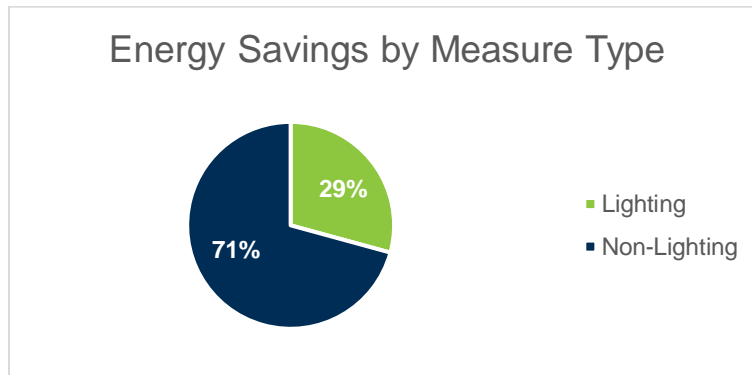
ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
15,080,371	35,008,874	43%	1,174.85	6,475	18%	\$1,857,776	\$4,037,813	46%

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

**Chart 13.2**



**Chart 13.3**



# Publicly Funded Institutions

## Description

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

## Highlights

The Publicly Funded Institutions offering reached 4,141,910 kWh, resulting in a forecast of 38% to goal. After several years of exceeding the PFI energy savings goal and incentive budget, Energy Smart proposed to nearly triple the PFI energy savings goal from 3.6 million kWh in PY12 to 10.8 million kWh in PY13. Along with increased goal and incentive budgets, PFI outreach staff was expanded with an emphasis on retro-commissioning. Retro-commissioning has proven to be a cost-effective measure for PFI customers and helps facility managers better understand and control the energy use in their buildings.

Budget restrictions and limited funding for capital projects continue to impact PFI customers’ ability to make energy efficiency investments. The Energy Smart program 25% Bonus aimed to address this challenge. The 25% Bonus increased PFI incentives by almost \$67,000 and contributed 2.8 million kWh to the PY13 pipeline. Customers that received the bonus include several public charter schools, city government and federal government facilities.

In order to meet the increased energy savings goal for PFI customers in PY13 the Energy Smart team continues to meet regularly with high impact PFI customers with substantial energy savings potential. Energy Smart Provides technical and application assistance as well as education for facility staff and City Departments about Energy Smart opportunities. In addition, Energy Smart staff is coordinating with the City’s Office of Resilience & Sustainability to provide energy efficiency support to meet the City’s aggressive sustainability goals as outlined in the Resilient New Orleans Strategy Report.

## Performance

- Two projects were completed during the first half of PY13, and 15 additional projects are currently being implemented.
- Project Type: Both completed projects were Building Automation System projects.

**Table 14.1**

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
4,141,910	10,799,767	38%	270.44	409	66%	\$435,360	\$1,486,165	29%

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

# Commercial & Industrial Construction Solutions

## Description

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

## Highlights

The Commercial & Industrial Construction Solutions offering reached 612,740 kWh, resulting in a forecast of 17% to goal. With program approval coming late in 2022, Energy Smart was unable to pre-approve C&I Construction Solutions projects in PY12, which had a negative impact on the Program’s ability to build a pipeline of new construction/major renovation projects that typically have long implementation timelines.

However, the Energy Smart outreach and marketing efforts have built momentum for this offering to garner more applications in Q1 and Q2 PY13 than any other program year since the C&I Construction Solutions offering was introduced. Outreach staff continue to educate and enroll prospective trade allies on the benefits of the Energy Smart program. Energy Smart also continues to receive several C&I Construction Solutions project leads each month via the Project Inquiry Form on the Energy Smart website. Many of these customers inquire specifically about building shell improvements such as windows, doors and insulation. Through the end of Q2, three C&I Construction Solutions projects received a 25% Customer Bonus incentive which added 95,000 kWh to the PY13 pipeline.

## Performance

- Five Commercial & Industrial Construction Solutions projects compared to two projects in PY12.
- Measure Mix: 50% lighting and 50% non-lighting.
- Measure Mix: 70% prescriptive and 30% custom.

Table 15.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
612,740	3,512,971	17%	123.69	806	15%	\$69,563	\$132,300	53%

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

# Large Commercial & Industrial Demand Response

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## Description

The Large Commercial & Industrial Demand Response (DR) offering launched with an objective to secure a total of 7.5 megawatts (MW) of commercial demand shed over term of the program cycle. Large commercial customers (exceeding 100kW peak demand) are being recruited and enrolled for an automated turn-key DR solution.

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

## Highlights

The Program Team conducted 41 site surveys including hospitals, secondary schools, commercial office space, university, and industrial sites totaling 5.6 MW. The offering includes 19 enrolled customers totaling 5,923 kW. There are three projects in the installation and testing phase totaling 763 kW.

An effort to integrate with Entergy electrical meters has been completed. The integration allows Concerto® to produce same-day consumption and demand baselines to monitor customer performance in the Large C&I DR offering. Daily monitoring allows the customer, and in turn the Program Team, to maximize energy savings.

In addition to directly targeting customers, the outreach team is educating controls contractors on program benefits for both the controls company and their customers. Honeywell has joined local industry organizations to further conduct outreach and promote the multiple benefits of program participation in Energy Smart and the Large C&I DR offering.



# MARKETING, OUTREACH & ENGAGEMENT

# Marketing, Outreach & Engagement

## Public Awareness Campaign

### Highlights

The Energy Smart team launched the program’s public awareness campaign on May 8. The goal of the year-long campaign is to utilize high-impact media tactics to drive awareness of the programs savings-benefits and increase participation. A laser-focused targeting strategy was implemented. Media placement and messaging was placed within 11 zip codes identified as areas with customers having severe energy burdens. The 11 zip codes targeted were: 70126, 70127, 70129, 70117, 70116, 70119, 70112, 70125, 70113, 70115, 70114.

The team developed four static ads for the May 8 campaign launch. The ads ran on digital out-of-home (OOH) billboards and digital display ads followed by transit ads, launching on June 19. The OOH placements consisted of five 14’x48’ digital bulletins that rotate throughout 14 locations in the city and four 10’x21’ digital posters that are in fixed locations. Two are adjacent to the University Medical Center and the other two are targeting people entering and leaving the French Quarter and Central Business District. Digital dominant display advertising utilized geo-targeting to deliver ads to customers in the designated 11 zip codes while Device ID targeting delivered ads specifically to Energy New Orleans customers mobile devices visiting discount grocery, dollar stores and community assistance centers.

As of June 30 reporting, overall traffic to the Energy Smart website is up 12% and dominant display ad conversions are up 100%. The Energy Smart team is developing new creative executions with anticipated early August launch date.

### Performance

**Table 16.1: Digital Billboard**

DIGITAL BILLBOARDS	DATE	# OF BILLBOARDS	IMPRESSIONS
Digital Bulletins	May 8 – June 30	5	12,650,342
Posters	May 8 – June 30	4	3,217,785

**Table 16.2: Transit Ads**

TYPE	DATE	# OF UNITS	IMPRESSIONS
Bus Shelters	June 19 - 30	10	528,000
Bus Kings	June 19 - 30	7	504,000
Bus Wrap	June 19 - 30	1	1,980,000

**Table 16.3: Digital Ads**

TYPE	DATE	IMPRESSIONS	CLICKS	CTR	CONVERSIONS
Device ID	May 5-31	104,025	185	.18%	52
	June 1 - 30	103,795	256	.25%	38
Dominant Display	May 5 - 31	282,990	515	.18%	100
	June 1 - 30	281,593	483	.17%	222

## Residential Marketing and Outreach

### Highlights

Program Year 13 kicked off in January with customer satisfaction survey emails to customers who had recently participated in the Energy Smart program. A second set of customer satisfaction survey emails were sent in May.

On Feb. 8, the Q1 digital campaign launched. The campaign targeted customers in the Entergy New Orleans territory. The digital campaign consisted of a Facebook ad, Google Search ad and Google Display ads. The Facebook ad launched on February 8 and the Google Search and Display ads kicked-off a week later on Feb. 15. The messaging for all three Q1 ads focused on the Home Performance with ENERGY STAR® offering with Residential Appliances as a secondary message.

**Table 16.4: Q1 Digital Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Facebook ad (gif)	February 8–March 31, 2023	25,556	N/A	N/A	353	1.38%
Google Search ad	February 15–March 31, 2023	2,983	N/A	N/A	330	11.06%
Google Display ads	February 15–March 31, 2023	614,772	N/A	N/A	507	0.08%

Every month, the Energy Smart team creates an article for the monthly Circuit newsletter and a corresponding social media post to increase awareness and promote program participation. In February, the Energy Smart team produced a Home Performance with ENERGY STAR® bill insert. The two-sided bill insert showcased the benefits of the Home Performance with ENERGY STAR® offering along with all the other offerings available to customers through the Energy Smart program. The bill insert was sent to 110,000 customers between Feb. 2 and March 1.

On Feb. 13, a campaign focusing on the Home Performance with ENERGY STAR® offering and lighting discounts available in-store or on the Online Marketplace launched. The campaign included a postcard mailing, a lead generation email, a did-not-open email and a did-not-click email. The did-not-open email is a remarketing email to customers that did not open the lead generation email and the did-not-click email is a remarketing email to customers that opened the lead generation email but did not click the call to action in the lead generation email. The campaign targeted residential customers who had not participated in the Home Performance with ENERGY STAR® (HPwES) offering and lived within the Entergy New Orleans territory. The first postcard was sent on February 13 to customers that lived in the ZIP codes 70112, 70118, 70119 and the lead generation email was sent on February 13 to customers that lived in the ZIP codes from 70112-70119. The second postcard drop was sent on February 28 and targeted customers that lived in ZIP codes 70113, 70115, 70116 and 70117 while the second lead generation email was sent on March 2 and targeted customers that lived in ZIP codes 70122-70130, 70114 and 70131.



**Table 16.5: Home Performance with ENERGY STAR Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>Postcard – Drop 1</b>	February 13, 2023	5,164	N/A	N/A	N/A	N/A
<b>Lead Gen Email – Drop 1</b>	February 13, 2023	49,073	8,848	18.74%	395	0.84%
<b>Did Not Open Email – Drop 1</b>	February 20, 2023	42,389	3,360	8.05%	145	0.35%
<b>Did Not Click Email – Drop 1</b>	February 20, 2023	4,704	2,745	58.35%	51	1.86%
<b>Postcard – Drop 2</b>	February 28, 2023	5,721	N/A	N/A	N/A	N/A
<b>Lead Gen Email – Drop 2</b>	March 2, 2023	52,710	9,391	18.26%	489	0.95%
<b>Did Not Open Email – Drop 2</b>	March 9, 2023	45,877	4,619	10.2%	190	0.42%
<b>Did Not Click Email – Drop 2</b>	March 9, 2023	37,957	6,907	18.33%	188	0.5%

A large focus for the first six months of the year was on lighting. To help achieve the lighting savings goals, the Program Team sent an LED kit to eligible customers who had not had a Home Performance with ENERGY STAR® or Income-Qualified Weatherization assessment, with a focus on customers that were high energy users or in arrears. The LED kit contained five 9-watt standard LEDs, two 15-watt spotlight LEDs and one 13-watt standard LED. After the kit was mailed to customers, the team follow-up with a postcard mailing and three emails for those customers that had an email address. The three emails sent were a lead generation, did-not-open and did-not-click email. The kits and subsequent follow-up campaign was broken into four separate drops. All customers that were targeted had not received a kit or had a Home Performance with ENERGY STAR® or Income-Qualified assessment. Customers were then targeted based on the ZIP code for their residence. Drops 1 and 2 was sent to customers who lived in 70014 or 70131 and also focused on customers in arrears. Drop 3 was sent to customers who lived in 70112, 70113, 70115, 70116, 70117, 70118, 70119, 70125, 70130 and also focused on customers that were high energy users or in arrears. Drop 4 was sent to customers who lived in 70122, 70124, 70126, 70127, 70128, 70129, 70148 and also focused on customers that were high energy users or in arrears.

**Table 16.6: LED Kit and Follow-Up Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
LED Kit – Drop 1	February 21, 2023	4,242	N/A	N/A	N/A	N/A
Postcard – Drop 1	March 7, 2023	4,242	N/A	N/A	N/A	N/A
Lead Gen Email – Drop 1	March 15, 2023	2,916	438	15.18%	26	0.9%
Did Not Open Email – Drop 1	March 21, 2023	2,597	213	8.32%	11	0.43%
Did Not Click Email – Drop 1	March 21, 2023	299	155	51.81%	6	2.01%
LED Kit – Drop 2	March 7, 2023	4,250	N/A	N/A	N/A	N/A
Postcard – Drop 2	March 17, 2023	4,202	N/A	N/A	N/A	N/A
Lead Gen Email – Drop 2	March 24, 2023	2,974	555	19.48%	26	0.91%
Did Not Open Email – Drop 2	March 31, 2023	2,006	123	6.25%	9	0.46%
Did Not Click Email – Drop 2	March 31, 2023	318	148	46.67%	1	0.32%
LED Kit – Drop 3	April 21, 2023	8,122	N/A	N/A	N/A	N/A
Lead Gen Email – Drop 3 & 4	May 9, 2023	6,148	794	13.15%	48	0.8%
Postcard – Drop 3	May 18, 2023	16,115	N/A	N/A	N/A	N/A
Did Not Open Email – Drop 3	May 16, 2023	5,598	368	6.69%	18	0.33%
Did Not Click Email – Drop 3	May 16, 2023	479	204	42.62%	4	0.84%
LED Kit – Drop 4	May 11, 2023	8,122	N/A	N/A	N/A	N/A
Lead Gen Email – Drop 4	May 25, 2023	7,226	981	13.9%	84	1.19%
Did Not Open Email – Drop 4	June 1, 2023	6,417	487	7.61%	52	0.81%
Did Not Click Email – Drop 4	June 1, 2023	634	325	51.23%	28	4.42%

In April, the Department of Energy announced that the Energy Smart program won the 2023 ENERGY STAR® Partner of the Year Award—Sustained Excellence for the fourth consecutive year. The Energy Smart program was recognized for its efforts to advance innovations in residential energy efficiency programs and technologies to improve the affordability of home energy upgrades for diverse households through Home Performance with ENERGY STAR®. The Energy Smart team worked collaboratively with Entergy New Orleans communications team in developing the news release that ran on the Entergy New Orleans website.

On April 1, the Q2 digital campaign launched and targeted customers in the Entergy New Orleans territory. The digital campaign consisted of a Facebook ad, Google Search ad and Google Display ads. The messaging for all three Q2 ads focused on the Home Performance with ENERGY STAR® offering with A/C Tune-Up as a secondary message.

**Table 16.7: Q2 Digital Campaign Results\***

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Facebook ad (gif)	April 1-June 30, 2023	160,808	N/A	N/A	1,299	0.56%
Google Search ad	April 1-June 30, 2023	5,426	N/A	N/A	427	7.87%
Google Display ads	April 1-June 30, 2023	903,831	N/A	N/A	786	0.09%

\*Data as of June 15, 2023.

On April 14, the April campaign launched. The April campaign consisted of a postcard, lead generation email, did-not-open email and did-not-click email. The campaign targeted any customer who lived in the Entergy New Orleans territory, have not had an assessment, and did not receive the LED kit that was sent on April 21. The campaign kicked off with the lead generation email on April 14 that was sent to 110,611 customers and then was followed up by the postcard that was mailed on April 18 to 9,999. The did not open and did not click emails were sent 10 days after the lead generation email on April 24.

**Table 16.8: April Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>Lead Generation Email</b>	April 14, 2023	110,611	13,856	13.02%	559	0.53%
<b>Postcard</b>	April 18, 2023	9,999	N/A	N/A	N/A	N/A
<b>Did-Not-Open Email</b>	April 24, 2023	98,859	8,241	8.5%	467	0.48%
<b>Did-Not-Click Email</b>	April 24, 2023	8,425	4,815	57.4%	171	2.04%

In May, the Energy Smart team produced an A/C tune-up bill insert. The two-sided bill insert showcased the benefits of an A/C tune-up along with the other rebates available through the A/C Solutions offering. The May bill insert was sent to 110,000 customers between May 2 and May 31.

On May 26, the May-June campaign launched. The May-June campaign consisted of a postcard, lead generation email, did-not-open email and did-not-click email. The campaign targeted any customer who have not had an assessment or received a LED Kit. Customer were also targeted based on the ZIP code they lived in. The ZIP codes used included: 70112, 70113, 70115, 70116, 70117, 70118, 70119, 70125, 70130, 70122, 70124, 70126, 70127, 70128, 70129, 70148. The campaign kicked off with the lead generation email that was sent on May 26 to 63,875 customers and then was followed up by the postcard that was mailed on May 31 to 4,791. The did-not-open and did-not-click emails were sent June 19. The second portion of the campaign kicked off with the postcard that was mailed on June 15 to 4,980 customers. It was followed a week later on June 22 by the lead generation email. The did-not-open and did-not-click emails were sent after the lead generation email on July 12th.

**Table 16.9: May-June Campaign Results**

CHANNEL	IN-MARKET DATE	IMPRESSION S/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>Lead Generation Email – Drop 1</b>	May 26, 2023	63,875	8,039	12.97%	241	0.39%
<b>Postcard – Drop 1</b>	May 31, 2023	4,791	N/A	N/A	N/A	N/A
<b>Did Not Open Email – Drop 1</b>	June 19, 2023	58,781	3,560	6.25%	208	.37%
<b>Did Not Click Email – Drop 1</b>	June 19, 2023	5,238	2,253	42.56%	101	1.91%
<b>Postcard – Drop 2</b>	June 15, 2023	4,980	N/A	N/A	N/A	N/A
<b>Lead Generation Email – Drop 2</b>	June 22, 2023	57,100	7,272	12.93%	269	.48%
<b>Did Not Open Email – Drop 2</b>	July 12, 2023	51,389	4,880	9.63%	212	.42%
<b>Did Not Click Email – Drop 2</b>	July 12, 2023	5,028	2,800	55.74%	108	2.15%

In June, the team launched point-of-purchase (POP) signage for a select group of mail-in rebate products. The goal of the new POP is to help encourage more customers to take advantage of the rebates offered by the Energy Smart program.

**Table 16.10: Residential Emails**

EMAIL NAME	IN-MARKET DATE	IMPRESSION S/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>A/C Tune-Up Survey - January 2023</b>	January 30, 2023	16	2	15.38%	1	6.25%
<b>EE Kit Survey - January 2023</b>	January 30, 2023	22	10	100%	3	14.29%
<b>HPwES Survey - January 2023</b>	January 30, 2023	112	28	38.36%	10	9.01%
<b>IQW Survey - January 2023</b>	January 30, 2023	193	47	37.01%	19	10.22%
<b>OLM Survey - January 2023</b>	January 30, 2023	57	13	44.83%	3	5.66%
<b>OLM Survey - May 2023</b>	May 18, 2023	215	47	32.64%	10	4.69%
<b>IQW Survey - May 2023</b>	May 18, 2023	297	57	26.39%	29	10.10%
<b>HPwES Survey - May 2023</b>	May 18, 2023	226	64	46.72%	20	8.97%
<b>EE Kit Survey - May 2023</b>	May 18, 2023	110	34	47.89%	9	8.18%
<b>A/C Tune-Up Survey - May 2023</b>	May 18, 2023	134	20	21.51%	7	5.51%

**Table 16.11: Circuit Newsletter Metrics**

DATE	SCHEDULED RECIPIENTS	OPEN RATE	CLICK-TO- OPEN RATE	UNIQUE OPENS	UNIQUE CLICKS	CLICK-THROUGH RATE
January	January and February Results were not available by Entergy Operating Company					
February	January and February Results were not available by Entergy Operating Company					
March	83,986	42.57%	1.26%	35,613	448	0.54%
April	84,574	47.12%	1.57%	39,681	623	0.74%
May	84,830	48.20%	1.83%	40,719	747	0.88%
June	85,335	46.43%	2.19%	36,808	991	1.04%

## Appliance Replacement and Recycling

All collateral and marketing pieces for this program offering were rebranded in Q1 and Q2. Digital advertising components were created and approved for upcoming marketing efforts which include a media mix of paid search, paid social, in-store signage, outreach events and email campaigns. Forecasting for search generated leads was conducted and it was determined the offering needed a presence on Google. The marketing team facilitated the creation and verification of the appliance recycling google business account which is expected to be complete late July. This will allow Energy Smart to populate local search engine optimization searches in the New Orleans area with targeted keywords and zip codes. In addition to the upcoming marketing efforts, the Energy Smart team has partnered with several title companies in the New Orleans area. The appliance recycling offering information will be included in promotional gift bags distributed to new homeowners in July and August 2023. Appliance Recycling was also featured in The Green Project’s June newsletter and will be featured on the Green Project’s New Orleans Recycling Guide listed online.

**Table 16.12: Appliance Recycling Metrics**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Earned Media: The Green Project June Newsletter	June 2023	TBD	TBD	TBD	TBD	TBD

## EasyCool

The EasyCool offering marketing launched in Q2 during cooling season. Marketing efforts for this offering include paid social media, recruitment email marketing and a new table display for outreach events. The new booth display includes a scannable QR code which directs customers to a newly updated webpage. Webpage edits focused on added emphasis to the “Enroll Now” button. In addition to the current and upcoming marketing efforts, the EasyCool offering will also be included in promotional gift bags that will be distributed to new homeowners in July and August 2023. Marketing and advertising plans for the remainder of PY13 include text message marketing campaigns, informative leave behinds, point of purchase in-store signage, banner ads on the online marketplace and paid/organic/earned social campaigns.

**Table 16.13: EasyCool Metrics**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>Paid social</b>	March – April 2023	159,283	n/a	718	0.45%
<b>Enrollment Email</b>	March 27, 2023	5,505	55.9%	189	2.5%
<b>Earth Day Email</b>	April 20, 2023	61,832	16.8%	423	0.4%
<b>Pre-Season Reminder</b>	June 9, 2023	4,754	60.7%	0	0

### Peak Time Rebate

The Energy Smart team supported the launch of the Peak Time Rebate Demand Response Pilot with several marketing efforts in Q2. Three recruitment emails were drafted and deployed over the span of two months, May-June 2023, resulting in 633 enrollments. A/B testing was conducted on email subject lines to ensure best practice for future efforts. The marketing team drafted and distributed a Circuit article, Entergy New Orleans’ Residential, monthly e-newsletter, featuring the pilot and enrollment information. A press release was distributed to local media outlets the last week in June as an additional tactic to advertise the pilot. Ongoing efforts will include organic social media posts with Entergy New Orleans as well as the exploration of using text message and email marketing that will target zip codes with high energy usage.

**Table 16.14: Peak Time Rebate Metrics**

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
<b>1<sup>st</sup> Drop: Recruitment email</b>	May 25, 2023	62,446	16,268	17.8%	1,372	1.3%
<b>Remarket Email: Did not click</b>	June 8, 2023	13,721	13,721	16.5%	696	0.8%
<b>Remarket Email: Did not open</b>	June 8, 2023	5,096	5,096	7.6%	189	0.3%
<b>3<sup>rd</sup> Drop: Recruitment Email</b>	June 23, 2023	N/A	N/A	N/A	N/A	N/A

## Energy Smart Online Marketplace

Throughout PY13, the team promoted the Energy Smart Online Marketplace by using email marketing, Facebook ads, Google Shopping ads, homepage online store banners and a postcard. These tactics were used to create awareness for marketplace offerings, promotions and the duration of the promotions.

For the first six months of the year, the focus for the team was on promoting the LED discounts and the no-cost energy-efficiency kit available on the Online Marketplace.

Each campaign utilized email marketing that included a lead generation email, which first notified customers of marketplace promotions and their timeframes. Remarketing emails were used as reminders for customers to act on the promotion before it ended. A Facebook ad was used to help promote the new Amazon smart thermostat being added to the marketplace. The ad brought in 200 users during its short runtime. Google Shopping Ads have also been an ongoing tactic. So far this year, Google ads have yielded a 6.34% conversion rate on the marketplace. Marketplace discounts were also promoted via homepage online store banners. For each promotion, a homepage banner was created and added to the homepage of the marketplace. The banners included imagery pertaining to the discount, a message on the promotion and its duration.

By the end of Q2, the online marketplace reached 87.6% of the energy-efficiency kit goal, 14.6% of the annual thermostat goal (5,200 thermostats) and 59.5% of the annual LED goal (9,000 LEDs). The Google Nest Thermostat was the most popular thermostat, with 386 sold. The Sensi smart thermostat was the second most popular thermostat with more than 245 sold. Overall, the marketplace achieved an 8.88% conversion-rate average.

**Table 16.15: Online Marketplace Promotions**

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
<b>LED PROMOTION</b>	January 18-March 1, 2023	Standard LEDs
<b>WINTER HELPFULNESS PROMOTION</b>	February 15-March 1, 2023	Specialty LEDs, Google Nest Thermostat, Google Learning Thermostat
<b>EARLY SPRING PROMOTION</b>	March 2-March 29, 2023	ecobee3 lite, ecobee Enhanced, ecobee Premium, Standard LEDs, Indoor Water Savers
<b>EARTH DAY PROMOTION</b>	April 10-25, 2023	Google Nest Thermostat, Google Learning Thermostat, Emerson Sensi, Emerson Sensi Touch, Flood LEDs, Advanced Power Strip, Amazon Smart Thermostat
<b>MEMORIAL DAY PROMOTION</b>	May 22-July 5, 2023	Emerson Sensi, Emerson Sensi Touch, ecobee3 lite, Standard LEDs
<b>FATHER'S DAY/FOURTH OF JULY PROMOTION</b>	June 21-July 14, 2023	ecobee3 lite, ecobee Enhanced, ecobee Premium, Google Nest Thermostat, Google Learning Thermostat

**Table 16.16: Online Marketplace Emails and Facebook Ad**

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK- THROUGH RATE
Energy-Efficiency Kit + Lighting – Lead Generation Email	January 20, 2023	25,000	3,885	24.03%	956	3.89%
Energy-Efficiency + Lighting - Remarketing Email	January 31, 2023	49,995	7,402	22.51%	1,643	3.35%
February 2023 Campaign – Lead Generation Email	February 24, 2023	61,439	7,600	19.05%	2,009	3.32%
February 2023 Campaign – Remarketing Email	February 28, 2023	51,898	3,797	11.26%	920	1.79%
Energy-Efficiency Kit – Lead Generation Email	March 9, 2023	3,026	538	26%	121	4.20%
March 2023 Campaign – Lead Generation Email	March 17, 2023	67,573	6,076	13.46%	278	0.41%
March 2023 Campaign – Remarketing Email	March 23, 2023	50,485	3,420	10.52%	139	0.28%
Facebook Ad	March 23-April 23, 2023	17,614	N/A	N/A	523	2.87%
Earth Day Promo Campaign – Lead Generation Email	April 12, 2023	63,078	6,124	15.04%	339	0.55%
Earth Day Promo Campaign – Remarketing Email	April 22, 2023	56,609	2,091	5.69%	112	0.20%
Memorial Day Promo Campaign – Lead Generation Email	May 30, 2023	61,945	4,687	10.95%	426	0.70%
Memorial Day Promo Campaign – Remarketing Email	June 6, 2023	56,021	2,931	7.77%	418	0.75%
LED Discount Going Away Campaign – Lead Generation Email Send 1	June 15, 2023	66,936	4,120	8.60%	363	0.55%
LED Discount Going Away Campaign – Lead Generation Email Send 2	June 16, 2023	54,302	2,360	6.02%	324	0.71%
Father's Day/ Fourth of July Promo – Lead Generation Email	June 21, 2023					
LED Discount Going Away Campaign – Remarketing Email	June 22, 2023					



## Marketing Collateral

- General Energy Smart Overview Brochure.
- General Energy Smart Overview Brochure (Spanish).
- General Energy Smart Handout.
- Residential Customer Authorization Form.
- Rebate Forms.
  - A/C Tune-Up Rebate Form.
  - Central A/C Rebate Form.
  - Duct Efficiency Improvement Rebate Form.
  - HPwES and MF Attic Insulation and Air Infiltration Reeducation Rebate Form.
  - IQW Attic Insulation and Air Infiltration Reeducation Rebate Form.
  - IQW Duct Efficiency Improvement Rebate Form.
  - Dehumidifier Rebate Form.
  - Heat Pump Water Heater Rebate Form.
  - Pool Pump Rebate Form.
  - Refrigerator Rebate Form.
  - Smart Thermostat Rebate Form.
  - Trade Ally Smart Thermostat Rebate Form.
  - Water Cooler Rebate Form.
  - Window A/C Rebate Form.
- Customer Satisfaction Surveys.
  - Home Performance with ENERGY STAR Satisfaction Survey.
  - Income-Qualified Weatherization Satisfaction Survey.
  - A/C Tune-Up Satisfaction Survey.
  - Energy Smart Online Marketplace Satisfaction Survey.
  - Energy Efficiency Kits Satisfaction Survey.
- Sensi Smart Thermostat Leave Behind.
- HPwES Contractor Agreement.
- HPwES and IQW Sorry We Missed You Door Hanger.
- Multifamily Sorry We Missed You Door Hanger.
- Multifamily Broken Item Leave Behind.
- Multifamily Landlord Permission Form.
- Multifamily Direct Install Service Agreement.
- Multifamily Program Sell Sheet.
- Multifamily Tenant Leave Behind.
- Multifamily Tenant Notification Flyer.
- Retail Employee Education Flyer.
- Four-Pack LED Bulb Giveaway Label.
- Energy Efficiency Kit Label.
- Energy Efficiency Kit Insert.
- Smart Thermostat Rebate Landing Page.
- Dehumidifier Rebate Landing Page.
- Water Cooler Rebate Landing Page.
- Trade Ally Rebate Forms Landing Page.
- HERs Reports.
- CEP Widget.

- Vehicle Magnet.
- Point of Purchase Signage.
- Appliance Recycling rack card.

### **Marketing Tactics**

- Home Fitness Campaign Materials.
- Circuit E-Newsletters Content.
- EasyCool Switch Removal Letter and Envelope.
- Trade Ally Emails.
  - Q1 Newsletter.
- High Energy User Campaign Materials.
- Home Performance with ENERGY STAR® Bill Insert
- Spring into Energy Savings Campaign Materials.
- Trade Ally Emails.
  - Save the Date.
  - Q2 Newsletter.
- A/C Tune-Up Customer Reach Back Campaign Materials.
- LED Kit Materials.
- A/C Tune-Up Bill Insert.
- Keep Your Cool Campaign Materials.
- My Rewards Emails.
- Online Marketplace Promotions.
  - Valentine’s Day Promotion Materials.
  - Earth Day Promotion Materials.
  - Memorial Day Promotion Materials.
  - Summer Promotion Materials.
  - Postcard (Google Promotion Only).
- Appliance Recycling Campaign.
  - Paid search.
  - Digital display.
  - Email.

## Community Outreach

### Highlights

**Table 16.17: Community Outreach Events by Council District**

COUNCIL DISTRICT	NUMBER OF EVENTS	ATTENDANCE
A	3	850
B	29	3366
C	7	430
D	8	2056
E	6	439
Combined	6	1523
<b>Total</b>	<b>59</b>	<b>8,664</b>

The community outreach strategy included attending live meetings run by community groups, inviting community members to monthly Energy Smart hosted virtual briefings about the program and in-person tabling events. In addition to tabling, the Energy Smart team offered flexible content options to community groups, ranging from five-minute briefings to 60-minute energy efficiency lessons. During this period, community outreach was conducted over 61 event days, to gain visibility with up to 9,164 community members.

Eleven outreach events at public buildings reached a combined 1,311 customers. Event locations included Eastbank and Westbank Entergy Customer Care Centers, Amerihealth Caritas and the Orleans Parish Sheriff's Office.

The Energy Smart team continued to partner with the City of New Orleans at several Neighborhood Cares events in the Upper 9<sup>th</sup> Ward, Lower 9<sup>th</sup> Ward and Taylor Park. The events pair community resources with volunteers that clean public spaces throughout the city.

As in previous years, neighborhood associations invited Energy Smart to their regular meetings to provide a five to 15-minute briefing. These presentations included five neighborhood associations including Hoffman Triangle, East New Orleans Neighborhood Advisory Committee (ENONAC), Aurora West, Treme and The Irish Channel Neighborhood.

The Energy Smart team continued to attend community resource groups such as Central Circle and Gladewaves and added the CADA Prevention and Recovery Center this Spring. These groups meet periodically and have standing invitations for all community members which help the team continue to expand the program's reach within their respective communities.

The team continued to offer 'Power Trip: Your Journey to Energy Efficiency.' Community members were invited to attend a 20-minute webinar on the Energy Smart program, followed by a question-and-answer session with an energy expert that provided individuals with information specifically for their home energy needs. In the first half of PY13, these events reached 18 participants.

During the springtime, the Energy Smart team partnered with Market Umbrella and tabled at several Crescent City Farmer's Markets throughout New Orleans. This offered additional networking opportunities as well as visibility to 1,450 community members.

## Commercial Marketing and Outreach

### Highlights

Marketing campaigns during the first six months of PY13 were heavily focused on supporting the 25% Bonus Incentive and the Small Business Online Marketplace promotional offerings. Marketing communication assets were developed and implemented to support these offerings throughout Q1 and Q2.

The website was updated to include the customer testimonial videos from Café Reconcile and LSU Health Science Center, 25% Bonus incentive messaging and the new 2023 program lighting and non-lighting calculators. The team refreshed the creative for the small business kit labels, developed new trade ally recruitment collateral and designed and printed new window clings for business customers that received incentives to display on their storefronts. Website content and collateral to support the new small business energy assessment and compressed air leaks offering were initiated in May and June and will be deployed in early July.

Energy Smart presentations were updated to reflect new program offerings and presented at a variety of customer and program partner meetings to include Entergy New Orleans Customer Service Managers, GNO Inc., Greater New Orleans and Company, Downtown Development District and Algiers Economic Development Foundation. The program also participated as panelist at the Love Your City Keep It Clean NOLA Kick-Off and the 2023 Women in Construction Convening: Pathways to Profit seminar.

Small commercial customers were targeted with promotional offers from the small business online marketplace. During the first of the PY13, three campaigns were implemented to promote the energy-saving products available during promotional periods when the online marketplace offered additional manufacturer discounts. The first campaign to launch was the Early Spring campaign in March, followed by Earth Day in April and Memorial Day in May. These campaigns were supported with email and a two-week paid social flight.

The Energy Smart team secured earned media opportunities in the first half of PY13. A press release was developed and distributed to media outlets highlighting the 25% bonus. The story was picked up by Biz New Orleans and made homepage headlines on NOLA NewsWire. During Earth Day, Energy Smart had an on-air appearance on WDSU to share how customers can save energy and money. Lastly, the Energy Smart team participated in the ribbon cutting and big check presentation ceremony for Poree's Embroidery on June 22. Poree's Embroidery completed a new construction project through Energy Smart.

The following advertising campaigns were launched throughout the first half of PY13.

- 25% Bonus Incentive.
  - Target: Large and small business customers and trade allies.
    - Social.
    - Digital Display.
    - Print.
    - Email.
    - Radio.
    - Earned Media.
- Early Spring OLM.
  - Target: Small business customers.
    - Social.
    - Email.
- Earth Day OLM.
  - Target: Small business customers.
    - Social.
    - Email.
- Memorial Day OLM.
  - Target: Small business customers.
    - Social.
    - Email.

**25% Bonus Incentive Campaign Details**

The 25% bonus incentive bonus offering was promoted heavily throughout the first six months of PY13 to increase awareness of the offering and help drive application. By the end of Q2, 72 projects reserved the 25% bonus.

The campaign launched on Jan. 26, 2023, with a targeted email campaign to over 11,000 Entergy New Orleans business customers and 223 Energy Smart program trade allies. Emails to these segments continued throughout the first half of the year and on average saw open and click through rates above the programs benchmarks for these targets.

**Table 16.18:: 25% Bonus Email Campaign Results**

CUSTOMER LIST	IN-MARKET	IMPRESSIONS/SENDS	REACH/OPENS	OPEN RATE	CLICKS	CTR
C&I	January 6	11,082	4,561	42.5%	155	1.4%
Trade Ally	January 27	223	131	62.1%	35	16.6%
C&I	February 13	10,944	3,318	31.1%	96	.9%
C&I	March 9	7,581	2,535	33.7%%	85	1.1%
C&I	April 19	7,596	2,661	35.3%	44	.6%
C&I	May 31	11,215	3,083	28.2%	91	.8%

Paid media to support this offering launched March 10 and ended on June 30. The media mix consisted of :15 and :30 radio spots traditional and digital streaming radio, print ads in Biz New Orleans and The

Times-Picayune, Facebook social, programmatic digital display, digital display ads on City Business Journal and NOLA.com home pages, City Business Journal Daily Alert e-newsletters, Biz New Orleans Morning e-newsletter, Chamber of Commerce e-newsletter and dedicated emails from Biz New Orleans and NOLA.com.

The 25% Bonus digital display ads launched on March 10. The first set of digital ads had LED imagery. The second had HVAC imagery. Reporting through June 15 showed the ads delivered 553,291 impressions and generated 1,611 clicks to the business landing page. These ads exceeded the 2022 program CTR benchmark of .14%. Individually, the HVAC creative outperformed the best with a CTR of 1.03%.

The paid social media approach consisted of launching an awareness campaign to maximize media reach and to build a retargeting audience of people who engaged with the program. In April, the strategy pivoted to a traffic driving campaign resulting in higher click through rates, but lower audience reach. This type of campaign is geared towards increasing the frequency or number of times the ad is served. In June the strategy pivoted to test a lead generation format which produced 47 leads. Results of each strategy are outlined below.

The Energy Smart team continued to utilize digital audio and the Biz Talks Podcast sponsorship and expanded the radio buy to include spots running on the WWL 105 FM traffic updates and on NFL Draft coverage.

QR codes were included in the print ads that ran in City Business Journal, Biz New Orleans and The Times-Picayune. The front-page strip ads on the business section of The Times-Picayune received 168,096 targeted impressions and reached 32,021 (44.2%) business decision makers in Orleans Parish.

Newsletter and social post content was shared with program partners such as, New Orleans Chamber of Commerce, Downtown Development District, Algiers Economic Development Foundation, GNO, Inc., NOLABA and StayLocal, for inclusion in their member newsletters and social media pages.

**Table 16.19: 25% Bonus Paid Media Campaign Results**

Reporting Period: Launch to June 19, 2023

TACTIC	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	CLICKS/LEADS	CTR
Digital Display	March 10-June 30	553,291	90,642	1,611	.29%
Paid Social - Awareness	March 13-April 10	176,313	79,489	355	.20%
Paid Social - Traffic	April 11-May 31	59,087	17,706	2,497	4.23%
Paid Social - Leads	June 2-June 19	21,146	8,965	377/48	1.78%
WWL Radio Traffic Updates	April 3-June 30	2,822,400	215,300	N/A	N/A
Digital Audio	April 6-June 30	81,852	12,061	N/A	N/A
NFL Draft Radio	April 24-April 30	38 spots	N/A	N/A	N/A
NOLA Chamber E-Blast Digital Ad	April 3	N/A	2,444	N/A	N/A
City Business Print Ad	March 10	15,000	N/A	N/A	N/A
City Business Print Ad	March 24	15,000	N/A	N/A	N/A
City Business Daily Alert Ads	April 1	234,938	N/A	330	.12%
City Business Home Page Digital Ad	March 18-March 25	5,671	N/A	14	.25%
City Business Home Page Digital Ad	March 26-April 3	11,607	N/A	15	.13%
City Business Home Page Digital Ad	April 8-April 14	10,433	N/A	7	.07%
Times-Picayune Front Page Print Strip Ad	April 2 April 16 April 23 May 14 May 21	168,096 total of 5 insertions	32,021 total for 5 insertions	N/A	N/A
Biz New Orleans Biz Talks Podcast	April 11 April 18 April 25 May 1	N/A	105 79 128 93	N/A	N/A
Biz New Orleans ½ Page Print Ad	April 10	N/A	40,000	N/A	N/A
Biz New Orleans E-Blast & Re-Drop	May 9 May 22 May 31	17,000 40,000 40,000	N/A 8,717 8,688	N/A 898 991	N/A 2.25% 2.48%
Biz New Orleans Morning Biz Newsletter	May 4-June 4	N/A	N/A	425	N/A
Biz New Orleans Afternoon Biz Newsletter	June 6 June 13	2,254 1,928	5,715 4,919	193 147	N/A

**Table 16.20: Digital Display and Digital Audio Ad Delivery by Zips**

DIGITAL DISPLAY & DIGITAL AUDIO: GEOGRAPHIC DELIVERY				
ZIP CODE *	IMPRESSIONS	CLICKS	CTR	REACH
70114	46,589	165	0.35%	9,024
70119	30,305	76	0.25%	5,719
70117	24,596	79	0.32%	4,987
70115	18,040	52	0.29%	3,197
70113	17,109	33	0.19%	3,794
70112	15,111	69	0.46%	3,131
70130	7,809	19	0.24%	1,227
70116	6,092	12	0.20%	1,278
70125	3,737	8	0.21%	681

*\*Sample of the zip codes that showed the most impressions delivery via the digital display and digital audio ads.*

**Table 16.21: Most Engaged Audience Segments\***

AUDIENCE NAME	IMPRESSIONS	CLICKS	CTR	REACH
Eyeota > Americas > US > Job Function	5,262	26	0.49%	586
Receiving email about business operations	2,884	13	0.45%	378
Receiving email about Small Business	2,942	13	0.44%	881
Receiving emails about business finances	3,133	12	0.38%	1,484
Liveramp > D&B > Job Function > SMB Owners	6,974	23	0.33%	1,317
Flurry > Recently visited locations for Business Taxes and Payroll	6,503	18	0.28%	1,927
Flurry > Recently visited locations for Corporate Finance & Investments	10,721	28	0.26%	2,645
Flurry > Recently visited Construction & Electrical suppliers 4 times within 30 days	8,137	21	0.26%	2,593
Flurry > Visited locations for Commercial Realtors in the past 30 days	7,607	18	0.24%	1,863
Receiving Email about Commercial Insurance and Corporate Finance	3,482	13	0.37%	1,204

*\*Sample of audiences targeted via geo-farming, email domain conquest and third-party audience targeting to anonymously advertise to prospects as they browse the web and use mobile apps was implemented.*



## Small Business Online Marketplace Campaign Details

Early Spring: Campaign ran March 3 through March 15. It launched March 3 on social media followed by an email on March 6, targeting small commercial customers. The promotion messaged deals on smart thermostats available on the Small Business Online Store. Sales metrics for March reported 639 users to the online marketplace representing a 660.7% increase from February. Session also experiences a triple digit increase over the prior month with a 500% increase. Social media drove 60.6% of the traffic to the online store. The average cart total was \$48.92. The 2.7% click through rate is 3x's greater than the benchmark link CTR for Meta social ads.

Earth Day: Campaign ran April 4 through April 23. It launched on April 14 on social media followed by an email on April 18, targeting small commercial customers. The promotion featured smart thermostats, LED bulbs, power strips and free small business kits. Sales metrics for April reported 853 new users to the online marketplace representing a 33.5% increase from March. Sessions also experienced a double digit increase over the prior month with a 39.6% increase. Social media drove 60% of the traffic to the online store. The average cart total was \$10.94.

Memorial Day: Campaign ran May 16 through May 29. It launched May 16 on social media followed by an email on May 23. The promotion messaged the clearance sale on LED bulbs – up to 80% off. Sales metrics for May reported 376 new users to the online marketplace, a 55.9% decrease compared to April. The number of sessions also decreased 52.8% compared to April, but conversions and the average cart totals had triple digit increases. The average cart total during this promotion was \$65 versus prior months cart total of \$10.94. This increase can be attributed to the new 4' linear LEDs priced at \$50 for a 25 pack.

**Table 16.22: Small Business OLM Campaign Results**

CAMPAIGN/PROMO	CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Early Spring	Email	March 6	7,391	3,096	42.2%	138	1.9%
	Social	March 3- March 15	26,929	14,488	N/A	728	2.84%
Earth Day	Email	April 18	7,338	2,600	35.8%	73	1%
	Social	April 14- April 23	40,489	16,628	N/A	719	1.8%
Memorial Day	Email	May 23	7,562	2,383	31.8%	71	.9%
	Social	May 16- May 29	33,349	9,254	N/A	526	1.6%

**Table 16.23: Trade Ally Newsletters and Emails**

MESSAGE/CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Kick-Off Meeting Email	January 10	185	100	54.9%	14	7.7%
Kick-Off Meeting Reminder Email	January 16	184	118	64.1%	22	12%
25% Bonus Incentive Email	January 27	223	131	62.1%	35	16.6%
Q1 2023 TA Quarterly Newsletter	March 20	65	36	55.4%	36	7.7%
Q2 2023 TA Quarterly Newsletter	May 11	154	60	39.5%	2	1.3%

## Marketing Collateral

### Trade Ally Recruitment collateral: Become an Energy Smart Trade Ally

- Redesigned window cling and accompanying Thank You note.
- New Online Marketplace 'Thank You' insert.
- Small Business Energy Assessment web content.
- Compressed Air overview.
- Energy Smart program presentations.
- Social post templates.
- Meeting invite template.

### Marketing Tactics

- 25% bonus press release.
- 25% bonus email.
  - Owned.
  - Publisher dedicated eblasts.
- 25% bonus digital display ads.
- 25% bonus social media ads.
- 25% bonus print ads.
- 25% bonus :15 and :30 radio ads.
- OLM Early Spring email.
- OLM Early Spring social.
- OLM Earth Day email.
- OLM Earth Day social.
- Earth Day media interview on WDSU.
- OLM Memorial Day email.
- OLM Memorial Day social.
- Events/Sponsorships.

## Customer Outreach

During the first half of PY13 the Energy Smart C&I Energy Advisors focused on direct customer outreach to business customers throughout the programs large, small and publicly funded segments to promote the 25% bonus incentive offering. During the first half of PY13, the outreach team met with 71 large commercial customers and 45 small commercial customers. Large commercial customers came from a mix of segments such as hotels, universities, city government, economic development organizations, industrial service providers and contractors/real estate developers. Small commercial customer outreach focused primarily on the food and beverage segment followed by retail stores. The Energy Smart team participated in three Life City Keep It Clean NOLA events throughout the first half of PY13. On April 6, Energy Smart was a panelist at the Impact Officer Roundtable. On May 25, Energy Smart was one of four panelist at the Life City 'Keep It Clean NOLA Campaign' Kick-Off and lastly on June 28, the Energy Smart was one of three presentors at the "Keep It Clean NOLA" event at Café Negril. The Energy Smart team will have more opportunities to participate in these Life City events throughout PY13.

The Energy Smart team kicked-off the new small business energy assessment offering the first week of May. The outreach team pushed this new offering to small commercial customers through cold calling, direct customer meetings and presentations to organizations.

**Table 16.24: C&I Customer Outreach**

<b>Date</b>	<b>Customer</b>
1/6/2023	St. Stephens
1/6/2023	Tulane University
1/9/2023	Lagniappe Pharmacy
1/12/2023	National World War II Museum
1/18/2023	Lakeview Christian Center
1/20/2023	General Services Administration
1/24/2023	University of New Orleans
1/24/2023	Louisiana Cancer Research Center
1/25/2023	Highgate Properties
1/25/2023	New Orleans Food Co-op
1/25/2023	Hyatt Regency New Orleans
1/26/2023	Westin Hotel
1/30/2023	New Orleans Business Alliance
1/31/2023	NO Board of Trade Building
2/1/2023	City of New Orleans
2/1/2023	Canal Place
2/2/2023	Fire Food and Spirits
2/3/2023	General Services Administration
2/6/2023	SWBNO
2/6/2023	New Orleans & Company
2/7/2023	Louisiana Children's Museum
2/8/2023	Jonquil Wise
2/9/2023	Mad Chef
2/13/2023	GNO, Inc.
2/16/2023	Kevin Alker
2/17/2023	NOLA LED
2/23/2023	Hilton Riverside
2/28/2023	Port NOLA
3/1/2023	LSU-IAC
3/2/2023	Gloss Beauty Bar
3/7/2023	Bywater American Bistro
3/7/2023	Bywater Bakery
3/7/2023	Bywater Brewpub
3/7/2023	Better Boxing Company
3/8/2023	ROI Energy Investments
3/9/2023	AJ's Produce
3/9/2023	Bar Redux
3/10/2023	Bethlehem Lutheran Church
3/10/2023	Kevin Alker

<b>3/13/2023</b>	Diversified Enterprise New Orleans
<b>3/13/2023</b>	Krewe of Red Beans
<b>3/14/2023</b>	Bratz Y'all Bistro
<b>3/14/2023</b>	Country Club New Orleans
<b>3/16/2023</b>	Chester Development
<b>3/16/2023</b>	Kirk Williams
<b>3/17/2023</b>	GSA - Ameresco
<b>3/17/2023</b>	General Services Administration
<b>3/17/2023</b>	Nation World War 2 Museum
<b>3/17/2023</b>	National World War II Museum
<b>3/22/2023</b>	Plume Algiers
<b>3/22/2023</b>	Olive Branch Restaurant
<b>3/22/2023</b>	Dry Dock Café
<b>3/22/2023</b>	DiMartino's
<b>3/22/2023</b>	Kevin Alker
<b>3/23/2023</b>	Taste and See
<b>3/23/2023</b>	Touro Infirmary
<b>3/24/2023</b>	Isidore Newman School
<b>3/24/2023</b>	Praxus
<b>3/27/2023</b>	SWBNO - Procurement
<b>3/28/2023</b>	Meals from the Heart
<b>3/29/2023</b>	M3 Design
<b>3/30/2023</b>	Marriott EBC
<b>3/31/2023</b>	General Services Administration
<b>3/31/2023</b>	New Orleans Women in Business Conference
<b>4/3/2023</b>	IZ Systems
<b>4/3/2023</b>	Daniel Rich - PEC
<b>4/4/2023</b>	Air Power USA
<b>4/5/2023</b>	LSUHSC
<b>4/5/2023</b>	Arana Taqueria Cantina
<b>4/6/2023</b>	Life City
<b>4/10/2023</b>	Wisznia Architects
<b>4/10/2023</b>	GNO, Inc.
<b>4/12/2023</b>	Leo's Bread
<b>4/13/2023</b>	Second Line Stages
<b>4/13/2023</b>	Enterprising Women of Color
<b>4/15/2023</b>	New Orleans African American Museum
<b>4/17/2023</b>	Riley Foods
<b>4/17/2023</b>	JW Marriott
<b>4/17/2023</b>	TraElle Salon
<b>4/20/2023</b>	Goodwill Industries
<b>4/25/2023</b>	Textron
<b>4/26/2023</b>	Textron

<b>4/26/2023</b>	Gabrielle's
<b>4/26/2023</b>	The Ritz Carlton
<b>5/1/2023</b>	Impetus
<b>5/1/2023</b>	Baby's Snackbox
<b>5/8/2023</b>	WHO DAT Barbershop
<b>5/9/2023</b>	Algiers Economic Development Foundation
<b>5/12/2023</b>	General Services Administration
<b>5/16/2023</b>	New Orleans & Co
<b>5/17/2023</b>	Rusty Nail
<b>5/18/2023</b>	Avenue Plaza Hotel
<b>5/24/2023</b>	Jumpstart Childcare Development
<b>5/25/2023</b>	EMR Group
<b>5/25/2023</b>	Synergy-MEP
<b>5/25/2023</b>	Ruby Slipper
<b>5/25/2023</b>	M&J Restaurant/Flea Market
<b>5/25/2023</b>	Xclusive Arts
<b>5/25/2023</b>	Off the Porch Barbershop
<b>5/25/2023</b>	Block Body Training
<b>5/30/2023</b>	Hampton Inn Convention Center
<b>5/30/2023</b>	Hampton Inn Convention Center
<b>5/31/2023</b>	NBG LLC
<b>5/31/2023</b>	Liberty Bank
<b>5/31/2023</b>	Rendez-vous Haitian Restaurant
<b>6/1/2023</b>	Café Negril
<b>6/1/2023</b>	Spotted Cat
<b>6/1/2023</b>	R&B Bed and Breakfast
<b>6/6/2023</b>	Ferrand ACS
<b>6/6/2023</b>	Moses Engineering
<b>6/6/2023</b>	Ferrand ACE
<b>6/12/2023</b>	Pepperoni Ray's
<b>6/13/2023</b>	Energy Smart TA Advisory Meeting
<b>6/19/2023</b>	Galaxie
<b>6/20/2023</b>	EMR Group
<b>6/20/2023</b>	Link Restaurant Group

# Trade Allies

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## Overview

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

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

## Network Development & Highlights

**Table 17.1: C&I Trade Ally Tiers**

TIER	# OF TRADE ALLIES
Platinum	2
Gold	6
Silver	29
General	59

## Commercial & Industrial Trade Ally Network

In Q1, the Energy Smart team updated the Commercial & Industrial trade ally tier system based on trade ally participation in the prior program year. The designations of Platinum, Gold, Silver or General correspond to benefits such as the option to co-brand marketing materials. Trade allies learned their status prior to the Kick-Off meeting. In Q2, Energy Smart hosted four trade ally trainings on a variety of topics, both sales and technical.

## Residential Trade Ally Network

The Residential Trade Ally Network held the Trade Ally Kick-Off and Awards on January 17, which served as the Q1 TAAG meeting. The Q2 TAAG Meeting occurred on June 14. The Energy Smart team discussed the following topics:

- Award Presentations.
- Program Savings to goal.
- Status of the Home Performance with ENERGY STAR® clipboard projects.
- Trade Ally referrals.
- No-shows and missed-appointments discussion.
- Income Qualification Attic Insulation Rebate Discussion.



## Commercial & Industrial Trade Ally Advisory Group

Energy Smart hosted the Commercial & Industrial Trade Ally Kick-Off and Awards Ceremony on January 17. Program staff reviewed the following topics:

- Overall budget and goals for PY13.
- Program caps.
- The 25% bonus in the first half of the year.
- Updates to program requirements, such as an upgrade to the Design Lights Consortium standards.
- Updated tier rankings.
- Workforce development efforts with community colleges, LSU, Urban League, LA Green Corps, Youth Force NOLA and other local organizations.
- The opportunity to record audio/video descriptions of trade ally job descriptions which would be promoted within the workforce network.

Energy Smart provided the following awards to trade allies during the kick-off:

- Lighting Trade Ally of the Year.
- HVAC Trade Ally of the Year.
- Building Automation Trade Ally of the Year.
- Retro-commissioning Trade Ally of the Year.
- Small Business Trade Ally of the Year.
- Customer Service Trade Ally of the Year.

On June 13 the team hosted the Mid-Year C&I Trade Ally Advisory Group meeting. Program staff covered:

- The project pipeline and program status of goals and budget.
- The leaderboard of trade ally participation to that point in the year.
- Adjustments to offerings such as compressed air and continuous commissioning.
- Workforce development and training opportunities.
- Reminders about the project submission process.
- Emphasis on Q1 & Q2 bonus.

## Measuring the Network

### *Contractor Engagement*

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

**Table 17.2: Trade Ally Engagement**

CATEGORY	# OF COMPANIES
C&I Network	78
Residential Network	14
<b>Total Engagement</b>	<b>92</b>

### *Contractor Participation*

Participation is defined as registered trade allies who have completed and closed out projects in the current program year.

**Table 17.3: Trade Ally Participation**

CATEGORY	# OF COMPANIES
C&I Network	23
Residential Network	11
<b>Total Engagement</b>	<b>34</b>

# Training Program

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## Commercial & Industrial Highlights

### Audiences Trained

Energy Smart provided technical training to:

- Commercial & industrial trade allies.
- Residential trade allies.
- Facility directors.
- Architecture firms.
- Commercial business owners.
- Workforce agency staff and students.
- Program staff.

### Training Topics

Energy Smart provided onboarding training to 21 new Commercial & Industrial trade allies in the first half of PY13. The onboarding of individual Commercial & Industrial trade allies consisted of the following overview of the application process:

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

On March 22, Energy Smart welcomed energy engineer Adil Khan, CEO of TransPower Company and senior member of the Association of Energy Engineers, to lead the training 'Unlocking the Mystery of Utility Bills.' Topics included:

- Line items that determine overall utility bill price.
- Demand charge, energy charge and reactive power charge.
- Purchased power cost.
- Base rate charges.
- Riders.
- Franchise fees.
- Active power and apparent power.
- Power quality and power factor.

On April 12, Energy Smart welcomed David Bonaventure, PE, CEM, to discuss updates to the state Building Energy Code. David is the past president of the Baton Rouge Chapter of ASHRAE. The training covered how the changes will impact the state's Energy Code will impact:

- New insulation levels.
- Building envelope construction.
- HVAC equipment efficiencies.

- Building ventilation changes.
- Energy recovery.
- Lighting controls.
- Mechanical and electrical commissioning.

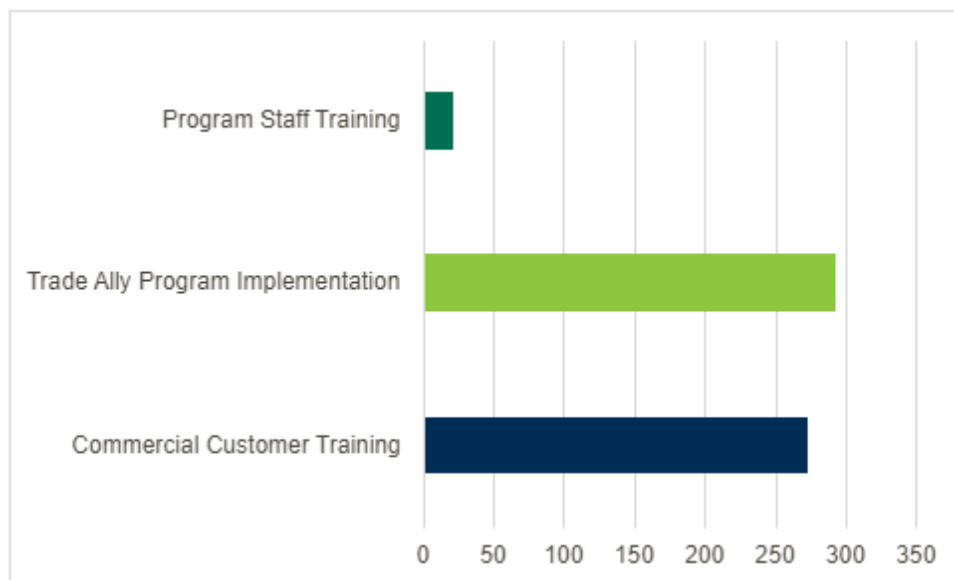
On April 26, Adil Khan led the training ‘Power Factor: Back to the Basics.’ Topics included:

- Understanding Power Factor.
- How non-linear loads or equipment affect the Power Factor in buildings.
- How Power Factor impacts watts per square feet in a building.
- How Power Factor affects power quality.
- How improving the Power Factor of electrical panels and equipment can improve overall building Power Factor.
- How energy inefficiencies in commercial buildings increase total power demand and consumption.

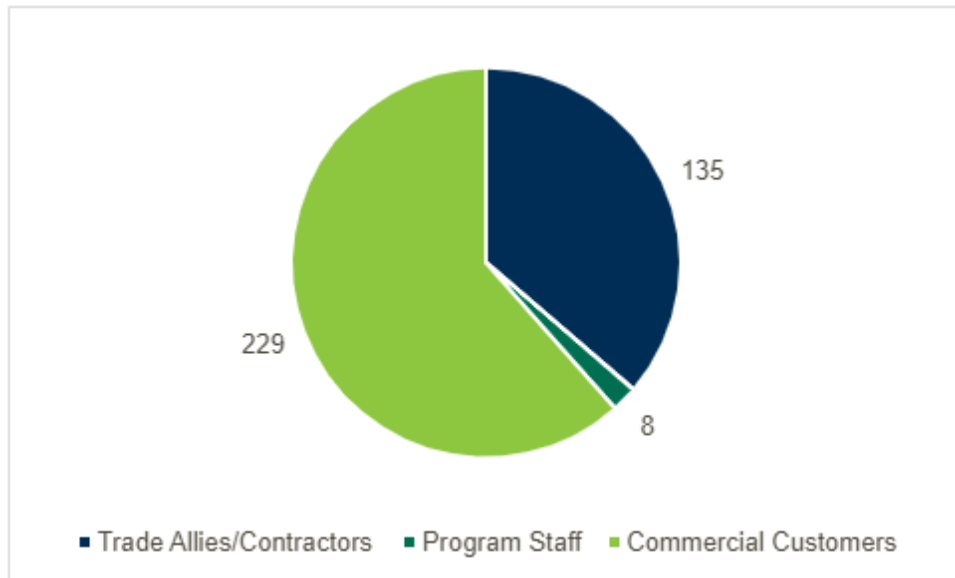
On May 23, Energy Smart welcomed renowned sales trainer Mark Jewell, author of Selling Energy, to lead a sales training for Energy Smart trade allies focused on the following topics:

- Prospecting through success stories.
- Understanding proper financial metrics in lieu of simple payback period.
- Speaking the language that facility directors and building owners need to hear.
- The purpose of the one-page proposal.
- How to sell to different audiences.
- How to craft a useful elevator pitch.

**Chart 18.1: Hours of Training by Type**



**Chart 18.2: Training by Audience Type**



# Initiatives

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## Workforce Development

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

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

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

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

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

In the first half of program year Energy Smart worked with trade allies on several workforce objectives:

- Energy Smart staff facilitated connections between workforce organizations and the trade allies who were open to consider internships and entry-level employees.
- Energy Smart exhibited at career fairs on behalf of their trade allies.
- Energy Smart planned the creation of a Clean Energy Career Fair which will take place Q4.
- Energy Smart introduced the New Orleans Technical Education Provider director to several trade allies via separate individual meetings.
- Energy Smart introduced the LA Green Corps career counselor to several trade allies via separate individual meetings.
- Energy Smart staff tabled alongside the Urban League of Louisiana at the Coalition of Black Trade Unionists.

## **Supplier Diversity & Inclusion**

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

In total, Energy Smart spent over \$1.14 million of non-incentive program funds on diverse suppliers in the first six months of PY13.



# FINANCIAL PERFORMANCE



# Budget Highlights

**Table 19.1**

OFFERING	INCENTIVES**	BUDGET*	% TO BUDGET
Small Commercial & Industrial Solutions	\$221,528	\$711,293	31%
Large Commercial & Industrial Solutions	\$1,857,776	\$4,037,813	46%
Publicly Funded Institutions	\$435,360	\$1,486,165	29%
Commercial & Industrial Construction Solutions	\$69,563	\$132,300	53%
Large Commercial Demand Response	\$22,570	\$418,200	5%
Home Performance with ENERGY STAR	\$840,067	\$1,929,175	44%
Retail Lighting & Appliances	\$404,013	\$1,143,327	35%
Multifamily Solutions	\$79,758	\$677,241	12%
Income Qualified Weatherization	\$643,651	\$1,850,412	35%
A/C Solutions	\$109,707	\$999,341	11%
Appliance Recycling & Replacement	\$68,611	\$221,737	31%
Behavioral Energy Efficiency	\$0	\$0	N/A
Energy Academy Education and School Kits	\$98,600	\$98,600	100%
EasyCool - Bring Your Own Thermostat	\$59,375	\$355,000	17%
Peak Time Rebate Pilot	\$0	\$48,275	0%
Residential Energy Battery Storage Pilot	\$5,400	\$18,500	29%
Bring Your Own Charger EV Pilot	\$7,350	\$29,100	25%
<b>TOTAL</b>	<b>\$4,923,328</b>	<b>\$14,156,479</b>	<b>35%</b>

\*Budgets are reflective of the revised Energy Smart Implementation Plan PY 13-15. Summary tables show savings achieved and incentive spend from 1/1/2023 through 6/30/2023.

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

Table 19.2

ENERGY SMART EXPENSES/INVOICES						FUNDING SOURCES		
Year	Month	Program Year 10	Program Year 11	Program Year 12	Program Year 13	Total	EECR	Total Ending Balance
2022	January		\$ 751,172	\$ 304,262		\$ 1,055,435	\$1,608,154	(\$4,925,669)
2022	February		\$ 619,315	\$ 512,310		\$ 1,131,625	\$1,587,348	(\$5,381,392)
2022	March		\$ 107,209	\$ 1,567,619		\$ 1,674,828	\$1,541,703	(\$5,248,267)
2022	April		\$ 852,071	\$ 786,649		\$ 1,638,720	\$1,420,329	(\$5,029,876)
2022	May		\$ 9,283	\$ 163,514		\$ 172,797	\$1,608,370	(\$6,465,449)
2022	June		\$ 148,353	\$ 1,865,910		\$ 2,014,263	\$1,956,262	(\$6,407,448)
2022	July		\$ 29,862	\$ 465,407		\$ 495,269	\$2,082,335	(\$7,994,515)
2022	August	\$ 207,040	\$ 451,615	\$ 1,862,624		\$ 2,521,278	\$1,969,151	(\$7,442,388)
2022	September			\$ 1,044,905		\$ 1,044,905	\$1,665,392	(\$8,062,875)
2022	October			\$ 155,600		\$ 155,600	\$2,172,969	(\$10,080,244)
2022	November			\$ 2,002,433		\$ 2,002,433	\$1,537,437	(\$9,615,248)
2022	December			\$ 4,127,373		\$ 4,127,373	\$1,623,144	(\$7,111,019)
2023	January			\$ 1,857,381		\$ 1,857,381	\$1,413,564	(\$6,667,203)
2023	February			\$ 68,094		\$ 68,094	\$1,208,735	(\$7,807,845)
2023	March				\$ 1,920,487	\$ 1,920,487	\$1,244,079	(\$7,131,437)
2023	April			\$ 674,911	\$ 1,908,053	\$ 2,582,964	\$1,217,807	(\$5,766,280)
2023	May			\$ 380,298	\$ 1,250,753	\$ 1,631,051	\$1,314,890	(\$5,450,120)
2023	June			\$ 17,718	\$ 2,326,116	\$ 2,343,834	\$1,587,406	(\$4,693,692)
2023	July				\$ 1,116,883	\$ 1,116,883	\$1,828,572	(\$5,405,381)

## **Appendices**

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**Appendix A: School Kits & Education**

**Appendix B: Community Outreach Summary**

**Appendix C: Training and Education**

**Appendix D: Marketing**

## Appendix A: School Kits & Education

SCHOOL NAME	DATE	KITS	ENROLLMENT OFFERING
Bishop McManus Academy	4/17/2023	48	Private
Life of Christ Christian Academy	4/18/2023	24	Private
Ursuline Elementary Academy	4/19/2023	72	Private
Saint Benedict The Moor School	4/20/2023	24	Private
Elan Academy Charter School	4/21/2023	120	Charter
Alice M Harte Charter School	4/24/2023	264	Charter
Bricolage Academy	4/25/2023	168	Charter
Saint Paul's Episcopal School	4/26/2023	72	Private
Einstein Charter School - Sherwood Forest	4/27/2023	96	Charter
Dr. King Charter School	5/4/2023	144	Charter
Christian Brothers School Canal Street Campus	5/5/2023	96	Private
Wilson Charter School	5/8/2023	216	Charter
Martin Behrman Charter School	5/10/2023	312	Charter
Lafayette Academy Middle School	5/11/2023	94	Charter
Robert Russa Moton Charter School	5/12/2023	144	Charter
Dwight D Eisenhower Charter School	4/17/2023	240	Charter
Fannie C Williams Charter School	4/18/2023	72	Charter
Foundation Preparatory Charter School	4/19/2023	96	Charter
Saint Stephen Catholic School	4/20/2023	48	Private
Kipp East Community School	4/21/2023	264	Charter
Lycee Francais De Le Nouvelle Orleans - Priestley Campus	4/24/2023	216	Charter
Lafayette Academy Lower School	4/25/2023	120	Charter
International School of Louisiana-Westbank	4/27/2023	120	Private
Noble Minds Institute for Whole Child Learning	5/1/2023	48	Charter
Mary McLeod Bethune Elementary School	5/5/2023	264	Charter
Benjamin Franklin Elementary Math and Science School	5/3/2023	288	Charter
Saint Andrews Episcopal School	5/4/2023	72	Private
Audubon Charter School - Uptown Upper Campus	5/11/2023	120	Charter
Homer A Plessy Community School - Treme	5/12/2023	144	Charter
Benjamin Franklin Middle School	5/8/2023	96	Charter
<b>TOTAL</b>		<b>4,102</b>	

## Appendix B: Community Outreach

Date	Group	People at Event
1/10/2023	Power Trip	5
1/10/2023	Hoffman Triangle NA	22
1/11/2023	Irish Channel NA	75
1/25/2023	Central Circle	34
2/9/2023	Entergy CCC Eastbank	150
2/10/2023	Entergy CCC Westbank	100
2/13/2023	ENONAC	26
2/14/2023	Power Trip	2
2/22/2023	Central Circle	16
3/4/2023	Saints and Pelicans Stem Fest	1500
3/6/2023	Entergy CCC Eastbank	200
3/7/2023	Youth Force NOLA	1200
3/8/2023	Entergy CCC Westbank	120
3/10/2023	Neighborhood Cares Initiative	50
3/11/2023	Super Tax Day	100
3/14/2023	Power Trip	2
3/18/2023	Super Tax Day	75
3/24/2023	Home and Garden Show	500
3/25/2023	Dillard Communiversity Living Garden Health Fair	150
3/25/2023	Super Tax Day	100
3/26/2023	Home and Garden Show	500
3/29/2023	Central Circle	33
3/29/2023	Orleans Parish Sheriff's Office	100
3/30/2023	Capdeau STEAM Fest	150
4/1/2023	Health first	80
4/2/2023	Crescent City Farmer's Market	500
4/6/2023	Crescent City Farmer's Market	500
4/11/2023	Power Trip	4
4/11/2023	ENONAC	30
4/12/2023	Regional Sustainability Committee	8
4/15/2023	Super Tax Day	50
4/15/2023	NOAAM Black Chamber of Commerce	35
4/18/2023	Gladewaves	45
4/19/2023	Academy of the Sacred Heart	500

4/22/2023	Neighborhood Cares	60
4/25/2023	Sheriff's Office / JenCare Health and Wellness Fair	100
4/26/2023	Central Circle	16
5/4/2023	Entergy CCC Eastbank	200
5/16/2023	CCFM Farmer's Market	250
5/16/2023	Amerihealth Caritas Community Wellness Presentation	3
5/16/2023	Aurora West Neighborhood Association	15
5/18/2023	Amerihealth Caritas Community Wellness Presentation	3
5/18/2023	CCFM Farmer's Market	200
5/20/2023	Neighborhood Cares Initiative	300
5/20/2023	Community Health Fair and Farmer's Market	100
5/24/2023	Entergy CCC Westbank	60
5/25/2023	Jericho Road presentation	9
5/27/2023	Dillard Living Garden Health Fair	45
5/31/2023	Central Circle	20
6/12/2023	Entergy Customer Appreciation Day	300
6/13/2023	Power Trip	5
6/15/2023	CADA Recovery and Prevention Community Resource Meeting	16
6/21/2023	Faubourg Tremé Neighborhood meeting	
6/24/2023	Farmer's Market and Health Fair	
6/27/2023	District E Community Meeting	
6/28/2023	Central Circle	
6/28/2023	District C Community Meeting	
6/29/2023	Women's Health Day	
6/29/2023	District B Community Meeting	

## Appendix C: Training

Date	Title	Audience	Attendees	Length	Objective	Description
1/5/2023	Workforce Development	LA Green Corps Career Resources	1	60	Provide a program overview to a workforce partner	Provided an overview of career opportunities within the trade ally network.
1/6/2023	Customer Training	C&I Customers	1	60	Program overview with a potential customer	Review incentives and process for submitting an application.
1/9/2023	Customer Training	Commercial Customer	1	30	Program overview with a potential customer	Review incentives and process for submitting an application.
1/12/2023	Customer Training	C&I Customers	1	30	Program overview with a potential customer	Review incentives and process for submitting an application.
1/17/2023	Trade Ally Kick-Off	C&I Trade Allies/Contractors	28	60	Provide program updates for Program Year 13	Reviewed prescriptive incentives, the process for submitting applications and the bonus applicable to the first half of the year.
1/18/2023	Customer	C&I Customers	1	30	Program overview with a potential customer	Review incentives and process for submitting an application.
1/20/2023	Customer	C&I Customers	1	60	Review application process for an existing project	Discuss savings methodology and project timelines for an existing project.
1/20/2023	Contractor	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential commercial trade ally	Reviewed prescriptive and custom incentives as well as the process for submitting applications.
1/24/2023	Customer	C&I Customers	1	60	Program overview with a potential customer	Review incentives and process for submitting an application.

1/24/2023	Customer	C&I Customers	1	60	Program overview with a potential customer	Review incentives and process for submitting an application.
1/25/2023	Customer	C&I Customers	1	60	Program overview with a potential customer	Review incentives and process for submitting an application + conduct a summary walkthrough of customer's facility
1/25/2023	Customer	C&I Customers	1	30	Program overview with a potential customer	Review incentives and process for submitting an application.
1/25/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Review incentives and process for submitting an application.
1/26/2023	Customer	C&I Customers	1	30	Program overview with a potential customer	Review incentives and process for submitting an application.
1/26/2023	Contractor	C&I Trade Allies/Contractors	6	30	Provide a program overview to potential new trade allies attending Opportunities Outlook	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
1/27/2023	Contractor	C&I Trade Allies/Contractors	1	60	Provide a program overview to an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
1/30/2023	Customer	C&I Customers	1	60	Program overview with a potential customer	Outreach to members of the New Orleans Business Alliance
1/30/2023	Contractor	C&I Trade Allies/Contractors	1	60	Provide a program overview to an existing trade ally	Train trade ally on prescriptive and custom lighting application process.
1/31/2023	Customer	C&I Customers	1	60	Program overview with a potential customer	Review incentives and process for submitting an application.



<b>2/1/2023</b>	Customer	C&I Customers	1	60	Program overview with a potential customer	Review incentives and process for submitting an application.
<b>2/1/2023</b>	Customer	C&I Customers	1	60	Provide program updates for Program Year 13	Reviewed prescriptive incentives, the process for submitting applications and the bonus applicable to the first half of the year.
<b>2/2/2023</b>	Contractor	C&I Trade Allies/Contractors	1	60	Review application process for an existing project	Input lighting information in the Excel spreadsheet and review spec sheets and other application documents.
<b>2/3/2023</b>	Customer	C&I Customers	1	60	Review application process for an existing project	Discuss savings methodology and project timelines for an existing project.
<b>2/3/2023</b>	Contractor	C&I Trade Allies/Contractors	1	60	Provide a program overview to an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
<b>2/6/2023</b>	Customer	C&I Customers	3	60	Program overview with a potential customer	Outreach to members of New Orleans and Company
<b>2/7/2023</b>	Workforce Development	C&I Trade Allies/Contractors	2	60	Connect a trade ally with a workforce agency	Discuss trade ally job openings and potential candidate matches for the position.
<b>2/8/2023</b>	Customer	C&I Customers	1	15	Program overview with a potential customer	Reviewed prescriptive and custom incentives as well as bonus eligibility to Hotel Vinache staff
<b>2/8/2023</b>	Contractor	C&I Trade Allies/Contractors	1	60	Provide a program overview to a potential commercial trade ally	Reviewed prescriptive and custom incentives as well as the process for submitting applications.
<b>2/8/2023</b>	Customer	C&I Customers	1	15	Program overview with a potential customer	Discuss incentives for a hotel renovation.

<b>2/9/2023</b>	Customer	Commercial Customer	1	15	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
<b>2/9/2023</b>	Customer	Commercial Customer	1	15	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
<b>2/10/2023</b>	Contractor	C&I Trade Allies/Contractors	1	30	Review small business kit distribution	Review process for collecting small commercial data as well as inquiring about potential new trade allies.
<b>2/13/2023</b>	Stakeholder	Community Partner	1	60	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
<b>2/15/2023</b>	Contractor	C&I Trade Allies/Contractors	1	60	Review application process for an existing project	Input lighting information in the Excel spreadsheet and review spec sheets and other application documents.
<b>2/16/2023</b>	Customer	C&I Customers	1	15	Program overview with a potential customer	Discuss new construction offering incentives and requirements for a potential gut rehab project.
<b>2/16/2023</b>	Contractor	C&I Trade Allies/Contractors	1	60	Provide a program overview to an existing trade ally	Train trade ally on prescriptive and custom lighting application process.
<b>2/22/2023</b>	Contractor	C&I Trade Allies/Contractors	1	30	Discuss potential new HVAC incentive structures	Review trade ally participation with neighboring incentive programs to gauge the possibility of changing incentive structures.
<b>2/28/2023</b>	Contractors	C&I Trade Allies/Contractors	10	15	Program overview with various contractors	Trade ally program overview for submitting projects.
<b>3/1/2023</b>	Customers	C&I Customers	6	60	Program overview with LSU IAC students	Energy assessment and effective communication about the program

3/2/2023	Customers	Commercial Customer	1	15	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
3/7/2023	Workforce	Workforce Development	5	300	Provide general education on energy efficiency	Discuss energy efficiency with school students from the metro area.
3/8/2023	Contractor	C&I Trade Allies/Contractors	1	30	Discuss potential new HVAC incentive structures	Second conversation reviewing trade ally participation with neighboring incentive programs to gauge the possibility of changing incentive structures.
3/10/2023	Customer	C&I Customers	1	60	Program overview with customer and engineer	Review incentives and process for submitting an application.
3/10/2023	Customer	Commercial Customer	3	30	Provide a program overview to three small commercial churches	Reviewed prescriptive incentives, the process for submitting applications and the online store
3/13/2023	Customer	Commercial Customer	1	30	Provide a program overview to a small commercial customer	Reviewed prescriptive incentives, the process for submitting applications and the online store
3/13/2023	Customer	Commercial Customer	1	30	Provide a program overview to a small commercial customer	Reviewed prescriptive incentives, the process for submitting applications and the online store
3/13/2023	Customer	Commercial Customer	1	45	Provide a program overview to a small commercial customer	Reviewed prescriptive incentives, the process for submitting applications and the online store
3/14/2023	Customer	Commercial Customer	1	30	Provide a program overview to a small commercial customer	Reviewed prescriptive incentives, the process for submitting applications and the online store
3/14/2023	Contractor	C&I Trade Allies/Contractors	1	30	Discuss potential new HVAC incentive structures	Third conversation reviewing trade ally participation with neighboring incentive programs to gauge the possibility of changing incentive structures.

3/15/2023	Workforce	Workforce Development	1	60	Discuss careers in energy efficiency	Network with career counselors and trade allies to review potential paths for career mobility in energy efficiency
3/16/2023	Customer	Commercial Customer	1	30	Discuss new construction offering and review project drawings	Discuss new construction offering incentives and requirements for a potential development project.
3/16/2023	Contractor	C&I Trade Allies/Contractors	1	60	Review application process for an existing project	Input lighting information in the Excel spreadsheet and review spec sheets and other application documents.
3/17/2023	Customer	Commercial Customer	1	30	Review application process for potential projects	Provide bi-weekly check-in meetings to review the application process for several potential projects
3/17/2023	Customer	Commercial Customer	2	30	Review application process for an existing project	Discuss new construction offering and review submittal documents and drawings
3/17/2023	Contractor	C&I Trade Allies/Contractors	1	60	Provide a program overview of RCx incentives to a service provider	Train a consultant on the customer and trade ally incentive process for retro-commissioning.
3/21/2023	Contractor	C&I Trade Allies/Contractors	2	60	Provide a program overview to an existing trade ally	Train trade ally on prescriptive and custom lighting application process.
3/21/2023	Contractor	C&I Trade Allies/Contractors	1	60	Provide a program overview to an existing trade ally	Train trade ally on prescriptive and custom lighting application process.
3/22/2023	Customer -	C&I Customers	1	30	Discuss new construction offering and review project drawings	Discuss new construction offering incentives and requirements for a potential development project.
3/22/2023	Contractor	C&I Trade Allies/Contractors	12	60	Utility Bill analysis	Understanding utility bill features and terminology

3/23/2023	Customer	Commercial Customer	1	60	Program Overview	Discuss potential upcoming projects and current incentives.
3/23/2023	Contractor	C&I Trade Allies/Contractors	1	60	Calculator/application training for a specific project	Train trade ally on prescriptive and custom lighting application process
3/24/2023	Customer	Commercial Customer	1	30	Program Overview	Discuss potential upcoming projects and current incentives.
3/27/2023	Customer	Commercial Customer	1	60	Program Overview	Discuss potential upcoming projects and current incentives.
3/27/2023	Contractor	C&I Trade Allies/Contractors	1	45	Calculator/application training for a specific project	Train trade ally on prescriptive and custom lighting application process
3/28/2023	Customer	Commercial Customer	1	15	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
3/29/2023	Contractor	Commercial Customer	6	60	Provide a program overview to a potential commercial trade ally	Reviewed prescriptive and custom incentives as well as the process for submitting applications.
3/30/2023	Customer	Commercial Customer	1	60	Program Overview	Discuss potential upcoming projects and current incentives.
3/31/2023	Customer	Commercial Customer	1	30	Program Overview	Discuss potential upcoming projects and current incentives.
3/31/2023	Contractor	C&I Trade Allies/Contractors	1	45	Calculator/application training for a specific project	Train trade ally on prescriptive and custom lighting application process

<b>3/31/2023</b>	Customers	Commercial Customers	30	240	Provide a program overview to a small commercial customers	Reviewed prescriptive incentives, the process for submitting applications and the online store
<b>4/3/2023</b>	Customer	C&I Customers	1	30	Discuss program offerings and review potential project drawings	Discuss new construction offering incentives and requirements for a potential project.
<b>4/3/2023</b>	Contractor	C&I Trade Allies/Contractors	1	45	Calculator/application training for a specific project	Train trade ally on prescriptive and custom lighting application process
<b>4/4/2023</b>	Contractor	C&I Trade Allies/Contractors	4	60	Review Customer Air incentives	Detail the upcoming leak-detection incentives
<b>4/5/2023</b>	Customer	Commercial Customer	1	60	Program Overview	Discuss potential upcoming projects and current incentives.
<b>4/6/2023</b>	Stakeholder	Community Partner	12	120	Program overview with Community members and customers	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
<b>4/6/2023</b>	Contractor	C&I Trade Allies/Contractors	10	15	Program overview	Discuss Energy Smart incentives and tiers with potential trade allies.
<b>4/6/2023</b>	Contractor	C&I Trade Allies/Contractors	1	45	Calculator/application training for a specific project	Train trade ally on prescriptive and custom lighting application process.
<b>4/10/2023</b>	Stakeholder	Community Partner	1	60	Program overview with a BRE program	Effective communication about the program to GNO's Business Retention and Expansion program.
<b>4/12/2023</b>	Contractor	C&I Trade Allies/Contractors	5	45	Calculator/application training for a specific project	Train trade ally on prescriptive and custom lighting application process.

4/12/2023	Contractor	C&I Trade Allies/Contractors	12	45	Review of changes to state building energy code	David Bonaventure reviews changes to lighting code, with respect to lighting, HVAC, and other areas.
4/13/2023	Contractor	C&I Trade Allies/Contractors	1	45	Program overview	Review of custom and prescriptive incentives.
3/22/2023	Customer	C&I Customers	2	60	Program overview and site visit	Review of custom and prescriptive incentives while walking down property for potential opportunities
4/13/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
4/13/2023	Workforce	C&I Trade Allies/Contractors	3	60	Connect a trade ally with a workforce agency	Discuss trade ally job openings and potential candidate matches for the position.
4/15/2023	Customer	Commercial Customers	20	180	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
4/17/2023	Customer	C&I Customers	1	60	Program overview and site visit	Review of custom and prescriptive incentives and new compressed air offering
4/17/2023	Customer	Commercial Customer	1	30	Program overview	Review of program incentives and potential projects.
4/17/2023	Contractor	C&I Trade Allies/Contractors	1	60	Program overview	Review of custom and prescriptive incentives.
4/17/2023	Contractor	C&I Trade Allies/Contractors	1	60	Program overview	Review of custom and prescriptive incentives.

<b>4/17/2023</b>	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
<b>4/18/2023</b>	Contractor	C&I Trade Allies/Contractors	1	30	Program overview	Review of custom and prescriptive incentives.
<b>4/20/2023</b>	Customer	Commercial Customer	1	60	Program overview	Review of custom and prescriptive incentives; prep for a future meeting regarding continuous commissioning.
<b>4/20/2023</b>	Contractor	C&I Trade Allies/Contractors	1	30	Program overview	Review of custom and prescriptive incentives; prep for a future meeting regarding continuous commissioning.
<b>4/25/2023</b>	Customer	C&I Customers	6	360	Program overview with LSU IAC students	Energy assessment and effective communication about the program
<b>4/26/2023</b>	Customer	Commercial Customer	1	60	Program overview	Review of program incentives and potential projects.
<b>4/26/2023</b>	Contractor	C&I Trade Allies/Contractors	12	60	Power Quality discussion	Review of the engineering concept of power quality and its effect on building efficiency.
<b>5/1/2023</b>	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
<b>5/3/2023</b>	Contractor	C&I Trade Allies/Contractors	1	30	Program overview	Review of custom and prescriptive incentives.
<b>5/8/2023</b>	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.

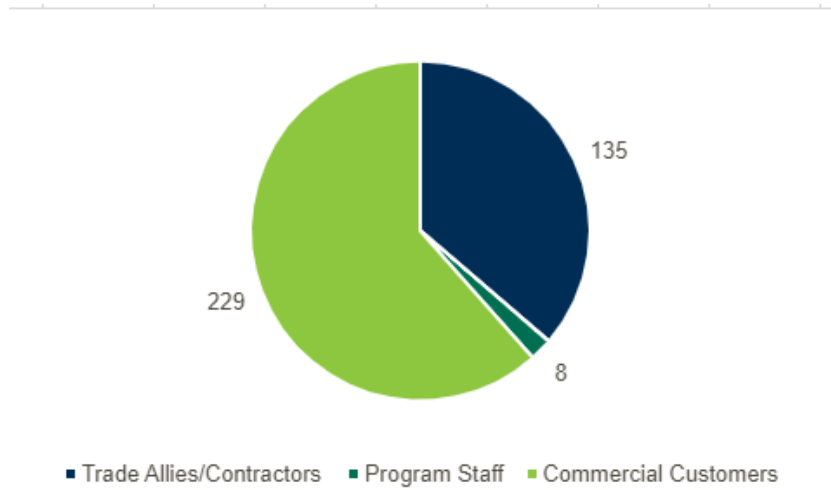


5/9/2023	Customer	Commercial Customer	1	30	Program overview	Review of program incentives and potential projects.
5/9/2023	Contractor	C&I Trade Allies/Contractors	1	45	Calculator/application training for a specific project	Train trade ally on prescriptive and custom lighting application process.
5/12/2023	Customer	Commercial Customer	1	30	Program overview	Review of program incentives and potential projects.
5/12/2023	Contractor	C&I Trade Allies/Contractors	1	60	Review application process for an existing project	Input lighting information in the Excel spreadsheet and review spec sheets and other application documents.
5/16/2023	Customer	Commercial Customer	1	60	Program overview	Review of program incentives and potential projects.
5/17/2023	Customer	Commercial Customer	1	60	Program overview with a potential customer	Discuss the Direct Install offering and prescriptive and custom incentives
5/18/2023	Customer	Commercial Customer	1	60	Program overview	Review of program incentives and potential projects.
5/23/2023	Contractor	C&I Trade Allies/Contractors	40	240	Sales Training	Prospecting, financial analysis, and speaking the language of your customers.
5/24/2023	Contractor	C&I Trade Allies/Contractors	8	45	Program overview	Review of custom and prescriptive incentives with a focus on continuous commissioning.
5/25/2023	Customer	C&I Customers	1	60	Program overview	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.

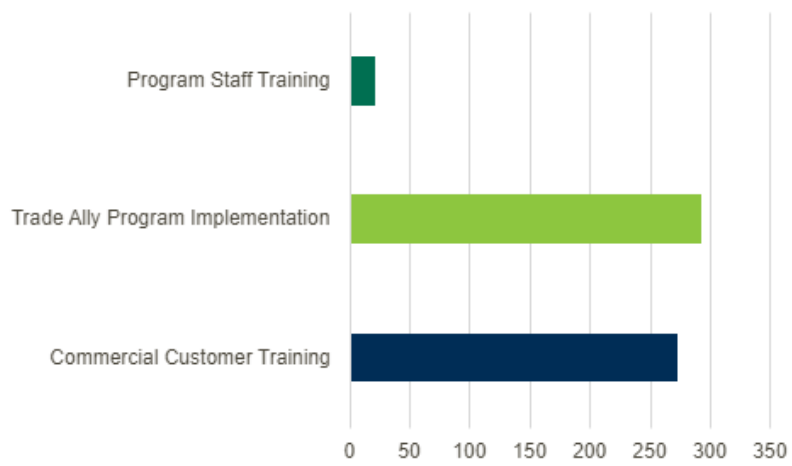
5/25/2023	Contractor	C&I Trade Allies/Contractors	1	60	Program overview	General check-in with trade ally regarding projects and paperwork.
5/26/2023	Contractor	C&I Trade Allies/Contractors	1	60	Program overview	Custom and prescriptive application for an existing project.
5/30/2023	Customer	Commercial Customer	1	60	Program overview & site visit	Reviewed prescriptive incentives, the process for submitting applications and property walkthrough for potential opportunities
5/31/2023	Customer	Commercial Customer	1	60	Program overview	Review of program incentives and potential projects.
5/31/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
6/1/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
6/1/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
6/1/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
6/6/2023	Contractor	C&I Trade Allies/Contractors	1	60	Work on an existing commercial project	Calculator application assistance for Gloss Beauty
6/8/2023	Customer	Commercial Customer	1	30	Customer application assistance	Commercial kitchen equipment assistance

6/12/2023	Contractor	C&I Trade Allies/Contractors	1	60	Program overview	Reviewing potential contacts with Latter & Blum
6/12/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
6/13/2023	Contractor	C&I Trade Allies/Contractors	17	30	Program overview	Review of program year to date and update on future changes of the program.
6/14/2023	Contractor	Facility Directors	15	20	Program overview	Presentation at the Synergy Building lunch and learn for area facility directors
6/19/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
6/20/2023	Customer	C&I Customers	1	120	Program overview & site visit	Reviewed prescriptive incentives, the process for submitting applications and property walkthrough for potential opportunities
6/20/2023	Customer	Commercial Customer	1	30	Program overview with a potential customer	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program.
6/23/2023	Contractor	C&I Trade Allies/Contractors	10	15	Program overview	Presentation at the city Procurement Fair

## Training by audience



## Training by type



# Appendix D: Marketing Assets

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**Public Awareness Campaign**  
**Print**

**Print**  
**Billboards**  
**400x400**

**EnergySmart**  
A New Orleans Program

**Plug into Savings.**

**entergy**

A hand holds a blue power strip with a green cord that extends across the top of the billboard.

**EnergySmart**  
A New Orleans Program

**Looking for Savings?**

**energysmartnola.com**

**entergy**

A man in a blue shirt and cap holds a black lampshade. A green cord extends from the top left to the lampshade.

**EnergySmart**  
A New Orleans Program

**Turn on the Savings.**

**energysmartnola.com**

**entergy**

A blue and white light bulb is shown. A green cord extends from the top left to the light bulb.



**Turn up  
the Savings.**

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



Print  
Posters



**Looking  
for Savings?**

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



**Turn on  
the Savings.**

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





**Turn up  
the Savings.**



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



**Plug into  
Savings.**

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





Print  
Kings

Kings – 91x30

EnergySmart  
A New Choice Program



entergy

**Looking for savings?**  
energysmartnola.com



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A New Choice Program



entergy

**Turn on the savings.**  
energysmartnola.com



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A New Choice Program



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**Turn up the savings.**  
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A New Choice Program



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Kings – 144x30

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A New Choice Program



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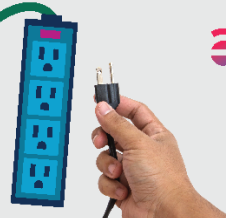
**Turn up the savings.**

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



**Plug into savings.**

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



**Turn on the savings.**

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



**Looking for savings?**

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



Print  
Bus Shelters

**EnergySmart**  
A New Orleans Program

**energy**

# Looking for savings?

Energy Smart helps residential and commercial Energy New Orleans customers cut costs.



Sign up and save at [energysmartnola.com](http://energysmartnola.com) or call **504-229-6868**.

**EnergySmart**  
A New Orleans Program

**energy**

# Turn on the savings.

Energy Smart helps residential and commercial Energy New Orleans customers cut costs.



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**EnergySmart**  
A New Orleans Program

**energy**

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**EnergySmart**  
A New Orleans Program

**energy**

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## Print Bus Interior Cards

**EnergySmart**  
A New Orleans Program

**Plug into savings.**  
energysmartnola.com



**energy**



**EnergySmart**  
A New Orleans Program

**Looking for savings?**  
energysmartnola.com



**energy**



**EnergySmart**  
A New Orleans Program

**Turn on the savings.**  
energysmartnola.com



**energy**




**EnergySmart**  
A New Orleans Program

**Turn up the savings.**  
energysmartnola.com



**energy**



**EnergySmart**  
A New Orleans Program

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**energy**



**EnergySmart**  
A New Orleans Program

**Plug into savings.**  
energysmartnola.com



**energy**



**EnergySmart**  
A New Orleans Program

**Turn on the savings.**  
energysmartnola.com



**energy**



**EnergySmart**  
A New Orleans Program

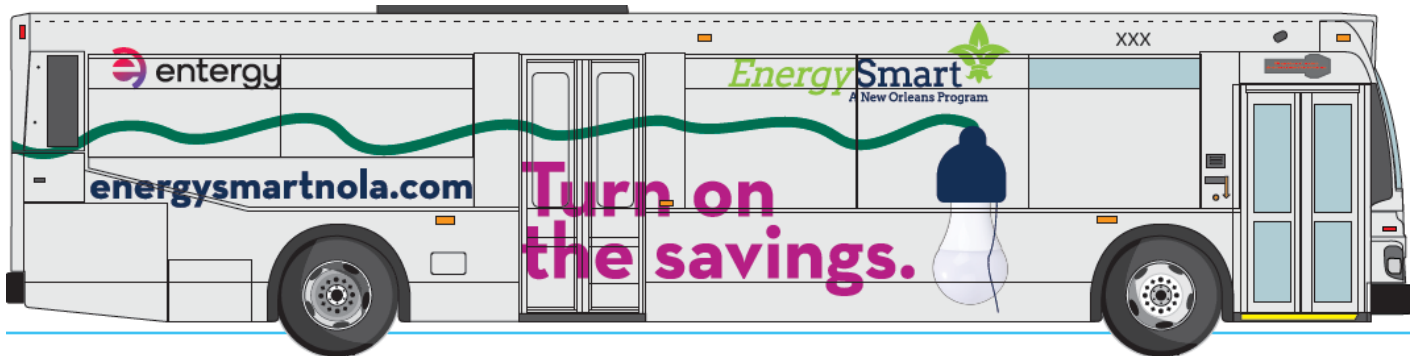
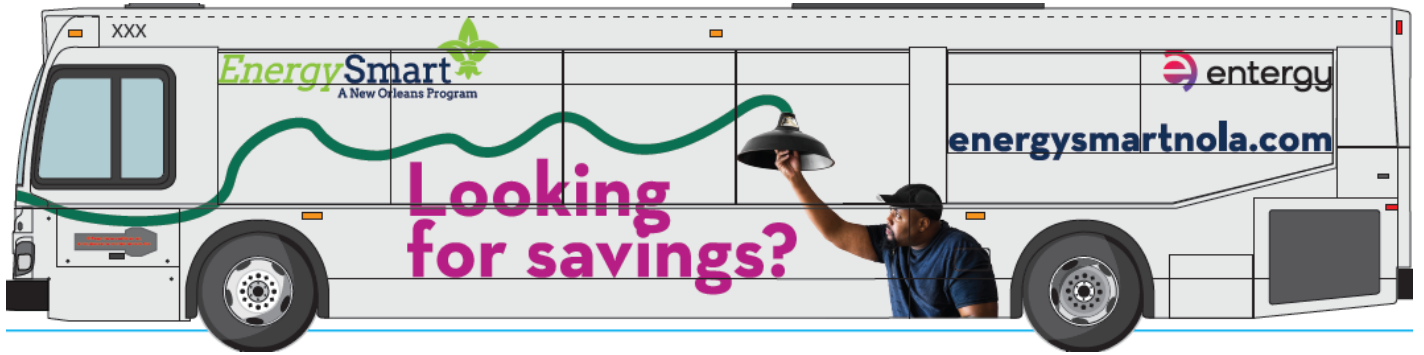
**Turn up the savings.**  
energysmartnola.com



**energy**



Print  
Bus Wrap



Dominant Displays



**Looking for Savings?**

Learn how.



**Turn on the Savings.**

Learn how.



**Turn up the Savings.**

Learn how.



**Plug into Savings.**

Learn how.






**Turn on the Savings.**



**Looking for Savings?**



**Plug into Savings.**



Turn up the Savings.



EnergySmart  
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Turn on the Savings.



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Turn on the Savings.



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A New Orleans Program

entergy

Plug into Savings.



EnergySmart  
A New Orleans Program

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Turn up the Savings.



EnergySmart  
A New Orleans Program

entergy

## Looking for Savings?

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.

Learn how.



## Turn on the Savings.

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.

Learn how.



## Turn up the Savings.

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.

Learn how.



## Plug into Savings.

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.

Learn how.





**EnergySmart**  
A New Orleans Program

# Looking for Savings?

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.

Learn how.



**entergy**

**EnergySmart**  
A New Orleans Program

# Turn on the Savings.

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.

Learn how.



**entergy**

**EnergySmart**  
A New Orleans Program

# Plug into Savings.

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.



Learn how.

**entergy**

**EnergySmart**  
A New Orleans Program

# Turn up the Savings.

Energy Smart helps residential and commercial Entergy New Orleans customers cut costs.



Learn how.

**entergy**

# Residential Collateral Energy Smart Overviews

## General Energy Smart Handout with Lighting Discounts – English



**Step-By-Step Guide  
During the Assessment**

**Home Performance with ENERGY STAR®**

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

- LED Light Bulbs\*\***
  - Can only replace incandescent or halogen light bulbs.
  - Cannot replace lighting if located in rarely used spaces such as an attic or closet.
  - Will not be replaced if in a location that may be a safety hazard.
- Smart Thermostats**
  - Usually requires a follow-up measure installed at a later date.
- Smart Power Strips**
- Low-Flow Showerheads**
  - Electric water-heated areas only.
  - Cannot replace handheld showerheads.
- 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.
  - Cannot replace specialty faucet types.
- Low-Flow Kitchen Aerators**
  - Electric water-heated areas only.
  - Cannot replace specialty faucet types.

**About the Assessment**


Energy Smart offers home energy assessments and instant rebates to residential Energy New Orleans electric customers\*\*\* which helps to reduce energy bills.

- An Energy Smart energy advisor will visit your home and complete a no-cost home energy assessment. The assessment will take roughly an hour.
- After the assessment is complete, you will receive no-cost installation of energy-saving products pictured to the left, along with additional recommendations to improve your home's energy efficiency.
- See backside for rebates available and how a trade ally can help you with your energy-saving project.

\*\*If you are a renter, the owner of the property must sign an approval form.

\*Actual products installed may differ from the image shown. Rebates are determined based on the assessment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing baselines.  
\*\*\*Number of LED light bulbs installed is dependent on availability.

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



**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](http://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](http://energysmartnola.com) for a list of participating retailers.

**Central A/C Replacement**

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

**Attic Insulation**

- Up to \$400 per square foot.

**Central A/C Duct Sealing**

- Up to \$150 per CFM50 reduction.

**Home Air Sealing**

- Up to \$200 per CFM50 reduction.

**Central A/C Tune-Up**

- Up to \$50 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**

- \$100 Mail-in Rebate.

**ENERGY STAR Refrigerators**

- \$50 Mail-in Rebate.

**ENERGY STAR Pool Pumps**

- \$300 Mail-in Rebate.

**ENERGY STAR Heat Pump Water Heaters**

- \$400 Mail-in Rebate.

**ENERGY STAR Dehumidifiers**

- \$125 Mail-in Rebate.

**ENERGY STAR Water Coolers**

- Up to \$50 Mail-in Rebate.

**ENERGY STAR Smart Thermostats**

- Up to \$100 Mail-in Rebate.

**ENERGY STAR Air Purifiers**

- \$125 Mail-in Rebate.


**ENERGY STAR Freezers**

- \$125 Mail-in Rebate.

Please allow up to 4 to 6 weeks from the date all required information is received to process your rebate. After allow the program team to perform on-site inspections of the appliances installed or work performed. A rebate check will be mailed to the purchaser based on the rebate form. Credit address will only be used to verify you of your rebate status. Visit [energysmartnola.com](http://energysmartnola.com) for more information and to learn more about program rebates.

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

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



## General Energy Smart Handout without Lighting Discounts – English



**Step-By-Step Guide  
During the Assessment**

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- See backside for rebates available and how a trade ally can help you with your energy-saving project.

\*\*If you are a renter, the owner of the property must sign an approval form.

\*Actual products installed may differ from the image shown. Rebates are determined based on the assessment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing baselines.  
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More Opportunities to Save**

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**Service Rebates**  
(Work must be completed by a participating trade ally)

**Central A/C Replacement**

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

**Attic Insulation**

- Up to \$400 per square foot.

**Central A/C Duct Sealing**

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**Home Air Sealing**

- Up to \$200 per CFM50 reduction.

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- All Energy New Orleans residential customers are eligible.
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**ENERGY STAR Refrigerators**

- \$50 Mail-in Rebate.

**ENERGY STAR Pool Pumps**

- \$300 Mail-in Rebate.

**ENERGY STAR Heat Pump Water Heaters**

- \$400 Mail-in Rebate.

**ENERGY STAR Dehumidifiers**

- \$125 Mail-in Rebate.

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- Up to \$50 Mail-in Rebate.

**ENERGY STAR Smart Thermostats**

- Up to \$100 Mail-in Rebate.

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- \$125 Mail-in Rebate.


**ENERGY STAR Freezers**

- \$125 Mail-in Rebate.

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# General Energy Smart Handout without Lighting Discounts – Spanish



**Guía paso a paso**  
Durante la evaluación

**Rendimiento del Hogar con ENERGY STAR®**

A través de la oferta Rendimiento del Hogar con ENERGY STAR, recibirá una Evaluación del Consumo de Energía en el Hogar sin costo alguno con recomendaciones sobre formas de mejorar la eficiencia energética de su hogar. En lugar de enfocarse en un solo problema (como un sistema de calefacción o aire acondicionado viejo, aislamiento insuficiente o ventanas con fugas), la oferta Rendimiento del Hogar con ENERGY STAR le ayuda a mejorar todo el sistema de su hogar. La instalación sin costo de mejoras de ahorro de energía\* en su hogar puede incluir:

- Bombillos de luz LED\*\***
  - Solo puede reemplazar bombillos incandescentes o halógenos.
  - No se puede reemplazar la iluminación si se encuentra en espacios poco utilizados, como un ático o un armario.
  - No se reemplazará si se encuentra en un lugar que puede representar un peligro para la seguridad.
- Termostatos inteligentes**
  - Por lo general, requiere una medida de seguimiento instalada en una fecha posterior.
- Enchufes múltiples inteligentes**
- Cabezales de ducha de bajo flujo**
  - Solo áreas con calentamiento de agua eléctrico.
  - No se pueden reemplazar los cabezales de ducha de mano.
- Aislamiento de tuberías de agua caliente**
  - Solo áreas con calentamiento de agua eléctrico.
  - Límite de 10 pies de aislamiento de tubería en la fuente del calentador solamente.
- Aldedores de baño de bajo flujo**
  - Solo áreas con calentamiento de agua eléctrico.
  - No se pueden reemplazar grifos especiales.
- Aldedores de cocina de bajo flujo**
  - Solo áreas con calentamiento de agua eléctrico.
  - No se pueden reemplazar grifos especiales.

**About the Assessment**

Energy Smart ofrece evaluaciones de consumo de energía del hogar y reembolsos instantáneos a los clientes residenciales de electricidad de Entergy New Orleans®, lo que ayuda a reducir las facturas de energía.

- Un asesor de energía de Energy Smart visitará su hogar y completará una evaluación de energía del hogar sin costo alguno. La evaluación tomará aproximadamente una hora.
- Una vez completada la evaluación, recibirá la instalación sin costo de los productos de ahorro de energía que se muestran a la izquierda, junto con recomendaciones adicionales para mejorar la eficiencia energética de su hogar.
- Consulte el reverso para conocer los reembolsos disponibles y cómo un aliado comercial puede ayudarle con su proyecto de ahorro de energía.

\*Si es arrendatario, el propietario de la propiedad debe firmar un formulario de aprobación.

**Para obtener más información sobre esta y otras ofertas de eficiencia energética, visite [energysmartnola.com](http://energysmartnola.com), envíe un correo electrónico [info@energysmartnola.com](mailto:info@energysmartnola.com) o llame al 504-229-6868.**



**Guía paso a paso de Energy Smart**  
**Más oportunidades para ahorrar**  
**Mercado en línea de Energy Smart**

Como cliente de Entergy New Orleans, usted es elegible para recibir descuentos instantáneos en productos de ahorro de energía que le enviaremos directamente a su puerta. Además de los productos, el mercado en línea de Energy Smart tiene publicaciones educativas en su blog sobre más formas de ahorrar. Compre y comience a ahorrar hoy en [shop.energysmartnola.com](http://shop.energysmartnola.com).

**Reembolsos de servicio**

El trabajo debe ser completado por un técnico comercial participante.

- Reemplazo del aire acondicionado central**
  - Reembolso por correo de hasta \$500 por unidad.
- Atalamiento del ático**
  - Hasta \$40 por pie cuadrado.
- Señalo de conductos de aire acondicionado central**
  - Hasta \$150 por reducción de CFM50.
- Señalo de aire doméstico**
  - Hasta \$30 por reducción de CFM50.
- Dueta a punto del aire acondicionado central**
  - Hasta \$50 por unidad.
  - Todos los clientes residenciales de Entergy New Orleans son elegibles.
  - El sistema debe tener al menos un año de antigüedad.
  - La unidad debe estar en buen estado de funcionamiento en el momento de la puesta a punto.
  - Los reembolsos no cubren la adición de refrigerante nuevo ni la reparación o sustitución de piezas mecánicas.
  - El mismo sistema de aire acondicionado es elegible para un segundo reembolso solo después de que hayan transcurrido dos años.

**Reembolsos de compra**

- Unidades de aire acondicionado de ventana ENERGY STAR**
  - Reembolso por correo de \$50.
- Refrigeradores ENERGY STAR**
  - Reembolso por correo de \$50.
- Bombas de piscina ENERGY STAR**
  - Reembolso por correo de \$300.
- Calentadores de agua con bombas de calor ENERGY STAR**
  - Reembolso por correo de \$400.
- Deshumidificadores ENERGY STAR**
  - Reembolso por correo de \$25.
- Enfriadores de agua ENERGY STAR**
  - Reembolso por correo de hasta \$50.
- Termostatos inteligentes ENERGY STAR**
  - Reembolso por correo de hasta \$100.
- Purificadores de aire ENERGY STAR**
  - Reembolso por correo de \$25.
- Congeladores ENERGY STAR**
  - Reembolso por correo de \$25.

Espere hasta a 4 semanas a partir de la fecha en que se recibió toda la información requerida para procesar su reembolso. Dado que parte del programa realiza inspecciones en el lugar de los electrodomésticos instalados al trabajo realizado. Se emite por correo un cheque de reembolso al comprar que figura en los formularios de reembolso. La dirección de correo electrónico se utilizará para verificar el estado de su reembolso. Para obtener más información o pedir un reembolso más sobre los reembolsos del programa. Para encontrar un aliado comercial participante que trabaje con usted en sus proyectos de eliminación o un minorista donde pueda comprar productos elegibles para un reembolso, llame al 504-229-6868 o visite [energysmartnola.com](http://energysmartnola.com).

Entergy Smart es un programa integral de eficiencia energética desarrollado por el Ayuntamiento de Nueva Orleans y administrado por Entergy New Orleans, LLC. ©2022 Entergy Services, LLC. Reembolsos todos los días.

# General Energy Smart Handout without Lighting Discounts – Vietnamese



**Hướng Dẫn Từng Bước**  
Trong Khi Đánh Giá

**Hiệu Suất Tại Nhà với ENERGY STAR®**

Thông qua dịch vụ Hiệu Suất Tại Nhà với ENERGY STAR, quý vị sẽ được Đánh Giá Năng Lượng Tại Nhà miễn phí và được biết các khuyến cáo về cách cải thiện hiệu quả sử dụng năng lượng tại nhà. Thuyết trình tiếp theo và một vấn đề duy nhất (như máy sưởi hoặc hệ thống làm mát đã cũ, cách nhiệt không đủ hoặc cửa sổ bị hỏng), dịch vụ Hiệu Suất Tại Nhà với ENERGY STAR giúp quý vị cải thiện toàn bộ hệ thống trong nhà. Lắp đặt miễn phí các năng cấp tiết kiệm năng lượng\* trong nhà, bao gồm:

- Bóng đèn LED\*\***
  - Chỉ có thể thay bóng đèn sợi đốt hoặc bóng đèn halogen.
  - Không thể thay bóng đèn ở những chỗ hiểm nguy, như gác mái hoặc tủ quần áo.
  - Sẽ không thay ở chỗ có nguy cơ về an toàn.
- Bộ Chính Nhiệt Khôn Ngọn**
  - Thường đòi hỏi cài đặt tiếp vào một ngày sau đó.
- Cảm Điện Di Động**
- Đầu Vòi Sen Chảy Chậm**
  - Chỉ cho những chỗ làm nóng nước bằng điện.
  - Không thay với hoa sen cầm tay.
- Cách Nhiệt Đường Ống Nước nóng**
  - Chỉ cho những chỗ làm nóng nước bằng điện.
  - Chỉ áp dụng cho cách nhiệt đường ống dài 10 feet tại nguồn già nhất.
- Sục Khí Với Chảy Chậm Trong Nhà Tắm**
  - Chỉ cho những chỗ làm nóng nước bằng điện.
  - Không thay các loại vòi chuyên dụng.
- Sục Khí Với Chảy Chậm Trong Nhà Bếp**
  - Chỉ cho những chỗ làm nóng nước bằng điện.
  - Không thay các loại vòi chuyên dụng.

**Giới thiệu về Đánh Giá**

Energy Smart (Chương Trình Năng Lượng Khôn Ngọn) đánh giá năng lượng tại nhà và giám sát ngay cho các khách hàng dân cư sử dụng điện của Entergy New Orleans®, để giảm hóa đơn năng lượng.

- Cố vấn năng lượng của Energy Smart sẽ sắp xếp thời gian quý vị để đánh giá miễn phí năng lượng tại nhà. Sẽ miễn khoảng một giờ để đánh giá.
- Sau khi đánh giá xong, quý vị sẽ được các sản phẩm tiết kiệm năng lượng được lắp đặt miễn phí như trong hình bên trên, cùng với các khuyến cáo khác để cải thiện hiệu quả sử dụng năng lượng tại nhà.
- Xem một số để biết các giám giá hiện có và cách đóng minh thương mại có thể trợ giúp quý vị thực hiện dự án tiết kiệm năng lượng.

\*Nếu quý vị là người thuê hoặc chủ nhà thì phải ký vào mẫu chấp thuận.

**Để biết thêm thông tin về chương trình này và các dịch vụ tiết kiệm năng lượng khác, hãy truy cập [energysmartnola.com](http://energysmartnola.com), [energysmartnola.com](http://energysmartnola.com), gọi điện trực tiếp đến [info@energysmartnola.com](mailto:info@energysmartnola.com) hoặc gọi 504-229-6868 để biết thêm thông tin về chương trình này và các dịch vụ tiết kiệm năng lượng khác.**



**Hướng Dẫn Từng Bước từ Energy Smart**  
**Thêm Nhiều Cơ Hội để Tiết Kiệm**  
**Chợ Trục Tuyến của Energy Smart**

Là khách hàng của Entergy New Orleans, quý vị đủ tiêu chuẩn được giảm giá ngay cho các sản phẩm tiết kiệm năng lượng mà chúng tôi sẽ gửi đến tận nhà cho quý vị. Ngoài những sản phẩm này, Chợ Trục Tuyến của Energy Smart còn có các bài đăng trên blog hướng dẫn nhiều cách tiết kiệm hơn. Mua sắm và bắt đầu tiết kiệm ngay hôm nay tại [shop.energysmartnola.com](http://shop.energysmartnola.com).

**Giảm Giá Dịch Vụ**  
(Chỉ áp dụng cho đơn vị có đồng nghĩa thương mại trực tiếp.)

- Thay Máy Điều Hòa Trung Tâm**
  - Bồi hoàn lên đến \$500 cho mỗi thiết bị khí gọi lại thư.
- Chỉ Nhiệt Gác Mái**
  - Lên đến \$0.60 cho mỗi bộ vuông.
- Máy Ống Dẫn Điều Hòa Trung Tâm**
  - Lên đến \$1.50 cho mỗi lần giám CFM50.
- Bật Kín Lỗ Thoát Khí Trong Nhà**
  - Lên đến \$30 cho mỗi lần giám CFM50.
- Điều Chính Máy Điều Hòa Trung Tâm**
  - Lên đến \$150 cho mỗi thiết bị.
  - Tất cả khách hàng cư dân của Entergy New Orleans đều đủ tiêu chuẩn được ưu đãi.
  - Hệ thống phải được lắp đặt ít nhất đã một năm.
  - Thiết bị phải hoạt động tốt tại thời điểm điều chỉnh.
  - Bồi hoàn không bao gồm thêm chất làm lạnh mới, sửa chữa hoặc thay thế bất kỳ phụ tùng cơ khí nào.
  - Hệ thống điều hòa tương tự chỉ đủ tiêu chuẩn được bồi hoàn lần thứ hai sau hai năm.

**Giảm Giá khi Mua Hàng**

- Điều Hòa Lắp Đặt ở Cửa Sổ có ENERGY STAR**
  - Bồi hoàn \$50 khi gọi lại thư.
- Tủ Lạnh có ENERGY STAR**
  - Bồi hoàn \$50 khi gọi lại thư.
- Máy Bơm Hồ Bơi có ENERGY STAR**
  - Bồi hoàn \$300 khi gọi lại thư.
- Máy Nước Nóng Bơm Nhiệt có ENERGY STAR**
  - Bồi hoàn \$400 khi gọi lại thư.
- Máy Hút Ẩm có ENERGY STAR**
  - Bồi hoàn \$25 khi gọi lại thư.
- Máy Làm Mát Nước có ENERGY STAR**
  - Giảm giá lên đến \$50 khi gọi lại thư.
- Bộ Chính Nhiệt Khôn Ngọn có ENERGY STAR**
  - Giảm giá lên đến \$100 khi gọi lại thư.
- Máy Lọc Nước có ENERGY STAR**
  - Bồi hoàn \$25 khi gọi lại thư.
- ENERGY STAR Freezers**
  - Bồi hoàn \$25 khi gọi lại thư.

Một số có đến 6 tuần để tự quyết định tại nhà để hỗ trợ giảm giá cho quý vị. Phải có pháp nhân chứng minh làm tại nhà cho thiết bị lắp đặt hoặc công việc thực hiện. Sẽ gửi ngân phiếu giảm giá đến người mua có tên trên mẫu giảm giá. Chỉ sử dụng cho chi phí thực tế được bồi hoàn cho quý vị tiết kiệm năng lượng. Vào [energysmartnola.com](http://energysmartnola.com) để biết thêm thông tin và các khoản giảm giá cho chương trình.

Gọi 504-229-6868 hoặc vào [energysmartnola.com](http://energysmartnola.com) để tìm đồng minh thương mại cung cấp dịch vụ cho quý vị trong các dự án chứng chỉ thời tiết hoặc người bán lẻ nơi quý vị có thể mua các sản phẩm đủ tiêu chuẩn được giảm giá.

Entergy Smart là một chương trình tiết kiệm năng lượng đầy đủ có lợi không phân biệt chủng tộc và tôn giáo. ©2022 Entergy Services, LLC. Giảm giá tất cả các ngày. 083-0376-10-03

# Rebate Forms

## A/C Tune-Up Rebate Form

**EnergySmart**  
A Better Climate Program

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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

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

**Customer Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

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

**Type of Residence:**  Single Family  Multi-Family (5 or more units)  Other \_\_\_\_\_

**Choose One:**  Bill Insert  Door-to-Door Canvassing  Email  Event  Friends/Family  Mailer  Search Engine  Social Media  Calling Campaign  Utility Website  Other \_\_\_\_\_

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

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

Please allow 45 days of service 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 completed by a participating trade ally. **Service Date:** \_\_\_\_\_

HVAC Tune-Up Details			
Type of System	Cost / Rebate	System Performance	Refrigerant Charge
Primary System	Approximate Age of System: _____ Rebate Amount: _____	Normal for type: _____ Refrigerant Level: _____ Filter: _____ Coils: _____ Condensate Drain: _____ Blower Motor: _____ Capacitors: _____ Electrical Connections: _____	Refrigerant Charge: _____ Amount of Charge: _____ Rebate: _____ Amount of Charge: _____
Secondary System	Approximate Age of System: _____ Rebate Amount: _____	Normal for type: _____ Refrigerant Level: _____ Filter: _____ Coils: _____ Condensate Drain: _____ Blower Motor: _____ Capacitors: _____ Electrical Connections: _____	Refrigerant Charge: _____ Amount of Charge: _____ Rebate: _____ Amount of Charge: _____

**Rebate for Single Family (5 or more units):** \_\_\_\_\_ **Rebate for Multi-Family (5 or more units):** \_\_\_\_\_

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

**Trade Ally's Name (Business name):** \_\_\_\_\_ **Service Date:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

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

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

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

**EnergySmart**  
A Better Climate Program

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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

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

**Customer Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

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

**Type of Residence:**  Single Family  Multi-Family (5 or more units)  Other \_\_\_\_\_

**Choose One:**  Bill Insert  Door-to-Door Canvassing  Email  Event  Friends/Family  Mailer  Search Engine  Social Media  Calling Campaign  Utility Website  Other \_\_\_\_\_

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

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

Please allow 45 days of service 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 completed by a participating trade ally. **Service Date:** \_\_\_\_\_

HVAC Tune-Up Details			
Type of System	Cost / Rebate	System Performance	Refrigerant Charge
Primary System	Approximate Age of System: _____ Rebate Amount: _____	Normal for type: _____ Refrigerant Level: _____ Filter: _____ Coils: _____ Condensate Drain: _____ Blower Motor: _____ Capacitors: _____ Electrical Connections: _____	Refrigerant Charge: _____ Amount of Charge: _____ Rebate: _____ Amount of Charge: _____
Secondary System	Approximate Age of System: _____ Rebate Amount: _____	Normal for type: _____ Refrigerant Level: _____ Filter: _____ Coils: _____ Condensate Drain: _____ Blower Motor: _____ Capacitors: _____ Electrical Connections: _____	Refrigerant Charge: _____ Amount of Charge: _____ Rebate: _____ Amount of Charge: _____

**Rebate for Single Family (5 or more units):** \_\_\_\_\_ **Rebate for Multi-Family (5 or more units):** \_\_\_\_\_

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

**Trade Ally's Name (Business name):** \_\_\_\_\_ **Service Date:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

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

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

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**EnergySmart**  
A Better Climate Program

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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

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

**Customer Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

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

**Type of Residence:**  Single Family  Multi-Family (5 or more units)  Other \_\_\_\_\_

**Choose One:**  Bill Insert  Door-to-Door Canvassing  Email  Event  Friends/Family  Mailer  Search Engine  Social Media  Calling Campaign  Utility Website  Other \_\_\_\_\_

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

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

Please allow 45 days of service 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 completed by a participating trade ally. **Service Date:** \_\_\_\_\_

HVAC Tune-Up Details			
Type of System	Cost / Rebate	System Performance	Refrigerant Charge
Primary System	Approximate Age of System: _____ Rebate Amount: _____	Normal for type: _____ Refrigerant Level: _____ Filter: _____ Coils: _____ Condensate Drain: _____ Blower Motor: _____ Capacitors: _____ Electrical Connections: _____	Refrigerant Charge: _____ Amount of Charge: _____ Rebate: _____ Amount of Charge: _____
Secondary System	Approximate Age of System: _____ Rebate Amount: _____	Normal for type: _____ Refrigerant Level: _____ Filter: _____ Coils: _____ Condensate Drain: _____ Blower Motor: _____ Capacitors: _____ Electrical Connections: _____	Refrigerant Charge: _____ Amount of Charge: _____ Rebate: _____ Amount of Charge: _____

**Rebate for Single Family (5 or more units):** \_\_\_\_\_ **Rebate for Multi-Family (5 or more units):** \_\_\_\_\_

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

**Trade Ally's Name (Business name):** \_\_\_\_\_ **Service Date:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_

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

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

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

## Central A/C Rebate Form

**EnergySmart**  
A Better Climate Program

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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

**Purchaser's Name:** \_\_\_\_\_ **Duplicate phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Installation Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

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

**Type of Residence:**  Single Family  Multi-Family (5 or more units)  Other \_\_\_\_\_

**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 \_\_\_\_\_

**Equipment Information**

**New Purchased System Information**

**New System:**  Central Air Conditioner  Air-Source Heat Pump  Heat Split (Ductless) Heat Pump

Does the new system have a factory-installed, electronically coordinated motor?  Yes  No

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

**Replaced HVAC System Information**

**Approximate Age of Replaced System:** \_\_\_\_\_ **Replaced System Capacity (tons):** \_\_\_\_\_ **Coasting Efficiency SEER:** \_\_\_\_\_ **EER:** \_\_\_\_\_

**Heating System Before the Replacement:**  Gas  Electric Resistance  Other (Specify): \_\_\_\_\_

**Required Document Checklist:**

AHRF Cost Invoice  Copy of Customer's Invoice  Signed and COMPLETED Energy Smart Rebate Form

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

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

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

**EnergySmart**  
A Better Climate Program

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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

**Purchaser's Name:** \_\_\_\_\_ **Duplicate phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Installation Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

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

**Type of Residence:**  Single Family  Multi-Family (5 or more units)  Other \_\_\_\_\_

**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 \_\_\_\_\_

**Equipment Information**

**New Purchased System Information**

**New System:**  Central Air Conditioner  Air-Source Heat Pump  Heat Split (Ductless) Heat Pump

Does the new system have a factory-installed, electronically coordinated motor?  Yes  No

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

**Replaced HVAC System Information**

**Approximate Age of Replaced System:** \_\_\_\_\_ **Replaced System Capacity (tons):** \_\_\_\_\_ **Coasting Efficiency SEER:** \_\_\_\_\_ **EER:** \_\_\_\_\_

**Heating System Before the Replacement:**  Gas  Electric Resistance  Other (Specify): \_\_\_\_\_

**Required Document Checklist:**

AHRF Cost Invoice  Copy of Customer's Invoice  Signed and COMPLETED Energy Smart Rebate Form

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

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

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

# Duct Efficiency Improvement Rebate Form

**EnergySmart**  
A New Orleans Program

## Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers through December 31, 2023, or until funds last.

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 Holder or Record) \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_  
 Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Customer Email Address: \_\_\_\_\_ Customer Phone Number: \_\_\_\_\_

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

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

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

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

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

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

Duct Sealing Rebate Amount: Please see CFM25 table below.  
 (\$1.50 Elec Furnace or Heat Pump x 2023 Gas Heater/Other)

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

Primary Heating System:  Electric Furnace  Heat Pump  Gas Furnace  Gas Furnace  Other (Please Specify): \_\_\_\_\_

Heating Efficiency (35-wr Heat Pump / Air-1 Furnace): (Primary System) \_\_\_\_\_ (Secondary System) \_\_\_\_\_

Cooling Efficiency (13.5): (Primary System) \_\_\_\_\_ (Secondary System) \_\_\_\_\_

Trade Ally's Name: \_\_\_\_\_ Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

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

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-239-6868.

**EnergySmart**  
A New Orleans Program

## Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

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

### Terms and Conditions

**Rebate Offer:** Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2023, and December 31, 2023. 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.

**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  
 4295 Olyan Fields Ave. Ste. B  
 New Orleans, LA 70122  
 Phone: 504-239-6868  
 Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

**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 assumes 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.

Please send this application along with required documents to: Call 504-239-6868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 All rebates must be received within 45 days of the program end date. Rebates are given in the form of a check. Please allow 4-6 weeks for processing. This rebate is available through Dec. 31, 2023, or while funds last.

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-239-6868.

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

**EnergySmart**  
A New Orleans Program

## Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

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

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

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

How is the residence primarily heated and cooled?  
 Heating:  Electric Resistance-Heated (Furnace, Baseboard, etc.)  Heat Pump System (Air Source, Mini Split, etc.)  Gas Heated  
 Cooling:  Air-Conditioned (Central or Room A/C)  No Air Conditioning

Approximate Age of the HVAC System: \_\_\_\_\_

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

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

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

Attic Insulation (Residential or MF)			
Starting R Value	Gas-Heated	Heat Pump	Electric Strip or Furnace
R-19 to R-24	\$0.20 per Sq. Ft.	\$0.20 per Sq. Ft.	\$0.60 per Sq. Ft.
R-25 to R-30	\$0.20 per Sq. Ft.	\$0.20 per Sq. Ft.	\$0.20 per Sq. Ft.

Air Infiltration and Reduction*			
Starting CFM25	Final Improved CFM25	CFM25 Reduction*	CFM25 Reduction*
805-w-35-180	80.50 per CFM25	80.50 per CFM25	Not Eligible

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

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-239-6868.

**EnergySmart**  
A New Orleans Program

## Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

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

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

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

How is the residence primarily heated and cooled?  
 Heating:  Electric Resistance-Heated (Furnace, Baseboard, etc.)  Heat Pump System (Air Source, Mini Split, etc.)  Gas Heated  
 Cooling:  Air-Conditioned (Central or Room A/C)  No Air Conditioning

Approximate Age of the HVAC System: \_\_\_\_\_

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

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

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


Attic Insulation (Residential or MF)			
Starting R Value	Gas-Heated	Heat Pump	Electric Strip or Furnace
R-19 to R-24	\$0.20 per Sq. Ft.	\$0.20 per Sq. Ft.	\$0.60 per Sq. Ft.
R-25 to R-30	\$0.20 per Sq. Ft.	\$0.20 per Sq. Ft.	\$0.20 per Sq. Ft.

Air Infiltration and Reduction*			
Starting CFM25	Final Improved CFM25	CFM25 Reduction*	CFM25 Reduction*
805-w-35-180	80.50 per CFM25	80.50 per CFM25	Not Eligible

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

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-239-6868.

# IQW Attic Insulation and Air Infiltration Reduction Rebate Form



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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

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

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

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

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

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

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


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


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

Attic Insulation (For trade ally use only)			
*For Heat to Cool		*R-Value (R-19 or R-30)	
Starting R-Value (R-19 or R-30)		Final R-Value (R-30 or R-49)	
Starting R-Value	\$ REBATE per Sq. Ft. per heating fuel cost	Heat Pump	Electric Strip or Furnace
R-19 to R-24	\$0.35 per Sq. Ft.	\$0.50 per Sq. Ft.	\$0.20 per Sq. Ft.
R-24 to R-30	\$0.50 per Sq. Ft.	\$0.65 per Sq. Ft.	\$0.30 per Sq. Ft.
*For Reduce Air Infiltration	*See Attachment X - Attachment 1		
Service Date: _____			

Air Infiltration and Reduction*			
Total Air Sealing Points		Number of Points	
Home Sealing (check one)		<input type="checkbox"/> Normal <input type="checkbox"/> Wall <input type="checkbox"/> Exposed	
Starting CFM50	Final Improved CFM50	CFM50 Reduction*	
_____	_____	_____	
*See Attachment 2 (Required for heating fuel cost)			
\$ REBATE per CFM50 Reduction (per heating fuel cost)			
Gas Heated	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (No A/C)
\$0.20 per Sq. Ft.	\$0.20 per CFM50	\$0.20 per CFM50	Not Applicable
*For Reduce air in- _____			
*For Reduce air in- _____			

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-4868.





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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

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

**Trade Ally's Company Name:** (please print) \_\_\_\_\_

**Trade Ally's Mailing Address:** \_\_\_\_\_

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

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

**Primary Contact:** \_\_\_\_\_

**Contact Person Email:** \_\_\_\_\_ **Contact Person Phone:** \_\_\_\_\_

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

**Terms and Conditions**

**Rebate Offer:** Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2023, and December 31, 2023. 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. Discrepancies 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 assumes no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

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

Send signed application and all required documents to:  
**Entergy Smart**  
 554 Elmwood Park Blvd., Suite 100  
 New Orleans, LA 70139-3508  
 Phone: 504-229-4868  
 Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)


**Please send this application along with required documents to:**  
 Entergy Smart  
 554 Elmwood Park Blvd., Suite 100  
 New Orleans, LA 70139-3508

Call 504-229-4868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 Rebate form must be submitted within 45 days of service. Rebate is given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2023, or while funds last.

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-4868.



# IQW Duct Efficiency Improvement Rebate Form



## Income-Qualified Weatherization Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required.

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

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

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

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

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

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

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

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

Duct Efficiency Improvement Rebate						
Primary System	Cooling Capacity (Tons)	Test-In (CFM50)	Test-Out (CFM50)	Reduction (CFM50)	Total Duct Sealing Cost	Duct Sealing Rebate
Secondary System						

\*Duct Sealing Rebate Amount = Reduction (CFM50) x Date Below  
 (6.50 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (10.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (13.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (16.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (19.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (22.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (25.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (28.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (31.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (34.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (37.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (40.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (43.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (46.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (49.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (52.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (55.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (58.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (61.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (64.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (67.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (70.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (73.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (76.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (79.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (82.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (85.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (88.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (91.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (94.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (97.00 Duct Furnace or Heat Pump or Gas Heated/Other)  
 (100.00 Duct Furnace or Heat Pump or Gas Heated/Other)

**HVAC System Characteristics**

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

**Primary Heating System\***  Electric Furnace  Gas Furnace  Heat Pump  Gas Furnace  Other (Please Specify) \_\_\_\_\_

**Secondary Heating System\***  Gas Furnace  Heat Pump  Gas Furnace  Other (Please Specify) \_\_\_\_\_

**Heating Efficiency (HERF):** (Heat Pump/Air-Source) \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System) \_\_\_\_\_

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

\*For eligibility heating and cooling systems must be installed.

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

By signing below, I, the trade ally, confirm I performed or have confirmed that a participating Entergy Consultant has conducted passing Combustion Safety Tests according to BPL, 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:** \_\_\_\_\_

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-4868.





## Income-Qualified Weatherization Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

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

**Terms and Conditions**

**Rebate Offer:** Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2023, and December 31, 2023. 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 sales receipt must match the date of service listed on the rebate program procedures. Discrepancies 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 assumes no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.


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

Send signed application and all required documents to:  
**Entergy Smart Residential Energy Efficiency Programs**  
 4908 Elysian Fields Ave. Ste. B  
 New Orleans, LA 70122  
 Phone: 504-229-4868  
 Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

**Please send this application along with required documents to:**  
 Entergy Smart Residential Energy Efficiency Programs  
 4908 Elysian Fields Ave. Ste. B  
 New Orleans, LA 70122

Call 504-229-4868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 Rebate form must be submitted within 45 days of service. Rebate is given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2023, or while funds last.

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-4868.



## Air Purifier Rebate Form



# Get a \$25 Rebate

### Energy Smart Air Purifier Rebate

**Available for Entergy New Orleans Customers**

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



**\$25 Rebate on ENERGY STAR Qualified Air Purifier**

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

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6866.



### Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_  
 Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Purchaser's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_

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

**Air Purifier Information:** Make: \_\_\_\_\_ Model #: \_\_\_\_\_ Smoke-Free Clean Air Delivery Rate (cfm): \_\_\_\_\_

By signing below, purchaser authorizes Entergy Smart to perform on-site inspections as needed to confirm installation. A separate rebate must be filled out for each air purifier 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:**

**Entergy Smart**  
 4298 System Fields Ave, Ste. B  
 New Orleans, LA 70122

**Email:** [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2023, or while funds last.

Entergy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2023 Entergy Services, LLC. All Rights Reserved. 06/24/23/036

## Dehumidifier Rebate Form



# Get a \$25 Rebate

### Energy Smart Dehumidifier Rebate

**Available for Entergy New Orleans Customers**

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



**\$25 Rebate on ENERGY STAR Qualified Dehumidifier**

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

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6866.



### Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_  
 Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Purchaser's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_

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

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

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

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

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

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

**Entergy Smart**  
 4298 System Fields Ave, Ste. B  
 New Orleans, LA 70122

**Email:** [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2023, or while funds last.

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## Freezer Rebate Form



# Get a \$25 Rebate

### Energy Smart Freezer Rebate

**Available for Entergy New Orleans Customers**

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



**\$25 Rebate on ENERGY STAR Qualified Freezers**

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

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6866.



### Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_  
 Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Purchaser's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_

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

**Freezer Information:** Make: \_\_\_\_\_ Model #: \_\_\_\_\_

**Defrost Type:**  Automatic Defrost  Manual Defrost

**Product Type:**  Upright Freezer  Chest Freezer

By signing below, purchaser authorizes Entergy Smart to perform on-site inspections as needed to confirm purchase. A separate rebate must be filled out for each freezer 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:**

**Entergy Smart**  
 4298 System Fields Ave, Ste. B  
 New Orleans, LA 70122

**Email:** [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2023, or while funds last.

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## Heat Pump Water Heater Rebate Form



# Get a \$400 Rebate

## Energy Smart Heat Pump Water Heater Rebate

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



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

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

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



### Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name \_\_\_\_\_ Email \_\_\_\_\_  
 Entergy Customer's Name \_\_\_\_\_ Entergy Customer's Email \_\_\_\_\_  
 Installation Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Purchaser's Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Daytime Phone \_\_\_\_\_

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

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

**How is the Residence Currently Heated and Cooled?**  Heat  Gas Heated  Electrically Heated  Heat Pump System (check all that apply)  
 Cool  Air-Conditioned (Central or Room A/C)  No A/C Conditioning

**Existing Water Heater Type and Age:**  Electric Water Heater  Gas Water Heater  Heat Pump Water Heater Approx. Age \_\_\_\_\_

**Installation Location:**  Inside Conditioned Space  Unconditioned Garage  Unconditioned Basement  Other (Specify) \_\_\_\_\_

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

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

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Entergy Smart**  
 4209 Elysian Fields Ave, Ste. B  
 New Orleans, LA 70122  
 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, 2023, or while funds last.

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## Pool Pump Rebate Form



# Get a \$300 Rebate

## Energy Smart In-ground Pool Pump Rebate

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



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

To search for qualified products and to verify eligibility, go to: [energystar.gov/productfinder/product/air-cooled-pool-pump](http://energystar.gov/productfinder/product/air-cooled-pool-pump).

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



### Entergy New Orleans Residential Electric Customer Information

*Please fill out completely. Only in-ground pool pumps qualify for this rebate. All information is required.*

Purchaser's Name \_\_\_\_\_ Email \_\_\_\_\_  
 Entergy Customer's Name \_\_\_\_\_ Entergy Customer's Email \_\_\_\_\_  
 Installation Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Purchaser's Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Daytime Phone \_\_\_\_\_

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

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

**Pool Pumps:** Horsepower \_\_\_\_\_ Type of Pumps:  Two Speed  Variable Speed Approx. Hours of Operating Per Day in **Filtering Mode** \_\_\_\_\_  
 Age of Replaced Pump \_\_\_\_\_ Estimate of Pool Square Footage \_\_\_\_\_ Approx. Hours of Operating Per Day in **Cleaning Mode** \_\_\_\_\_

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

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

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Entergy Smart**  
 4209 Elysian Fields Ave, Ste. B  
 New Orleans, LA 70122  
 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, 2023, or while funds last.

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## Refrigerator Rebate Form



# Get a \$50 Rebate

## Energy Smart Refrigerator Rebate

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



### \$50 Rebate on ENERGY STAR Qualified Refrigerators

To search for qualified products and to verify eligibility, go to: [energystar.gov/productfinder/product/qualified-residential-refrigerators](http://energystar.gov/productfinder/product/qualified-residential-refrigerators). Compact refrigerators and freezers less than 7.75 cubic feet do not qualify.

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



### Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name \_\_\_\_\_ Email \_\_\_\_\_  
 Entergy Customer's Name \_\_\_\_\_ Entergy Customer's Email \_\_\_\_\_  
 Installation Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Purchaser's Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Daytime Phone \_\_\_\_\_

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

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

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

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

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

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

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Entergy Smart**  
 4209 Elysian Fields Ave, Ste. B  
 New Orleans, LA 70122  
 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, 2023, or while funds last.

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# Smart Thermostat Rebate Form



## Get up to \$100 Rebate

### Energy Smart Smart Thermostat Rebate

Available for Entergy New Orleans Customers

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt, or email to [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com). Limit two rebates per residential customer account. Rebate cannot exceed the purchase price of the smart thermostat. This rebate offer cannot be used toward 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.



### Up to \$100 Rebate on ENERGY STAR Qualified Smart Thermostats

To search for qualified products and to verify eligibility, go to [energysmartnola.com/product/factSheet-connected-thermostats](http://energysmartnola.com/product/factSheet-connected-thermostats).

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



## Entergy New Orleans Residential Electric Customer Information

Purchaser's Name: \_\_\_\_\_ Email: \_\_\_\_\_  
 Entergy Customer's Name: \_\_\_\_\_ Entergy Customer's Email: \_\_\_\_\_  
 Installation Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Purchaser's Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_

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

How is the Residence Currently Heated and Cooled? (check all that apply)  
 Heat  Gas Heated  Electrically Heated  Heat Pump System  
 Cool  Air Conditioned (Central or Room A/C)  No Air Conditioning  
 Type  Manual  Programmable  Unknown

Smart Thermostat Replacement: Make: \_\_\_\_\_ Model: \_\_\_\_\_ Serial Number: \_\_\_\_\_  
 Total Square Footage Served by Installed Thermostat: Square Footage: \_\_\_\_\_

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

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

Please send this application along with required documents to: Call 504-229-6868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 Entergy Smart  
 4225 Elysian Fields Ave, Ste. B  
 New Orleans, LA 70122  
 All rebate forms must be submitted within 45 days of the purchase date. All rebate programs in the form of check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2023, or while funds last.

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# Trade Ally Smart Thermostat Rebate Form



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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

Please fill out completely. All information is required to search for qualified products and to verify eligibility, go to [www.energysmartnola.com/product/factSheet-connected-thermostats](http://www.energysmartnola.com/product/factSheet-connected-thermostats).

Customer Name: \_\_\_\_\_ Account Number: \_\_\_\_\_ Meter Number: \_\_\_\_\_  
 (Account Holder or Decedent)  
 Customer Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Customer Email Address: \_\_\_\_\_ Customer Phone Number: \_\_\_\_\_

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

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

Customer's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

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

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

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

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

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

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

Thermostat has been checked for proper operation:  Yes  No

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

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



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

Available for Entergy New Orleans Customers through December 31, 2023, or while funds last.

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

### Terms and Conditions

#### Rebate Offer

Below a collection of the rebates will be issued within 45 days of service. If an audit or rebate calculation is required, service must be performed between January 1, 2023, and December 31, 2023. Void if not completed by a certified trade ally. Applicant must be an Entergy New Orleans, LLC residential customer in the responsibility of the customer account, with all requirements for the rebate are met.

**Participation Requirements:** All rebate programs of this rebate will be processed until your application. The rebate is subject to match the date of service dates on the rebate program procedures. Rebate amounts and rebate dates are subject to change without notice and are subject to available program funds. Please be aware of installation location or make a rebates may result forfeiture of the rebate. Installation is to be made on the rebate required in the form to receive your rebate.

**Inspection:** Program requires a utility to conduct post-application post-inspection of a qualified completed project. The project will be audited and a rebates will be issued.

#### Liability

Entergy New Orleans, LLC, or their agents, associates, employees, affiliates and agents assume no responsibility for the performance of the applicant or contractor who is the contractor of the work, labor and materials applied, and/or the nature or quality of the program materials.

#### Customer Satisfaction Survey

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

Send your application and all required documents to:

Entergy Smart Residential Energy Efficiency Program  
 4225 Elysian Fields Ave, Ste. B  
 New Orleans, LA 70122

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

Please send this application along with required documents to: Call 504-229-6868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 Entergy Smart Residential Energy Efficiency Program  
 4225 Elysian Fields Ave, Ste. B  
 New Orleans, LA 70122  
 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, 2023, or while funds last.

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

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## Water Cooler Rebate Form



# Get up to \$50 Rebate

## Energy Smart Water Cooler Rebate

**Available for Entergy New Orleans Customers**

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



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

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

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6668.



## Entergy New Orleans Residential Electric Customer Information

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

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

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

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

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

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

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

**Water Cooler Information:** Brand \_\_\_\_\_ Make \_\_\_\_\_ Model# \_\_\_\_\_

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

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

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

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Entergy Smart**  
 4228 Dwyer Fields Ave, Ste B  
 New Orleans, LA 70122  
 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, 2022, or while funds last.  
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## Window A/C Rebate Form



# Get a \$50 Rebate

## Energy Smart Window Air Conditioner Rebate

**Available for Entergy New Orleans Customers**

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



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

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

For more information about this and other Energy Smart programs, visit [energysmartnola.com](http://energysmartnola.com) or call 504-229-6668.



## Entergy New Orleans Residential Electric Customer Information

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

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

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

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

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

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

**Type of Residence:**  Single Family (Detached)  Single Family (Attached)  Multifamily (3 or more units)  Other \_\_\_\_\_  Own Rent  Rent  
Size of Area to Be Cooled \_\_\_\_\_ sq. ft.

**Air Conditioner Information:** Make \_\_\_\_\_ Model \_\_\_\_\_

Cooling Capacity (Btu/h) \_\_\_\_\_ In System Reverse Cycle:  Yes  No CEER \_\_\_\_\_ Window or Wall Installation:  Window  Wall Covered Slides:  Yes  No

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

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

**Please send this application along with a copy of your dated sales receipt to:** Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Entergy Smart**  
 4228 Dwyer Fields Ave, Ste B  
 New Orleans, LA 70122  
 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, 2022, or while funds last.  
 Entergy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC 40092 Entergy Services, LLC. All Rights Reserved. 09/2022-01/00

## Customer Satisfaction Surveys

### Home Performance with ENERGY STAR® Satisfaction Survey




Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager



### Income-Qualified Weatherization Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager



## A/C Tune-Up Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager



## Energy Smart Online Marketplace Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager



## Energy Efficiency Kit Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,  
Nate Wolf  
Program Manager



## Sensi Smart Thermostat Leave Behind



# Ready. Set. Start saving.

### Welcome to your new Emerson Sensi™ smart thermostat

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

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

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

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

WINTER DEGREES		SUMMER DEGREES	
HOME	NIGHT/AWAY	HOME	NIGHT/AWAY
65	65	75	85
70	65	76	81
72	67	74	79
74	69	72	77



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

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### Setting up your schedule for your thermostat

1. Open the Sensi app and select the thermostat you want to change.
2. Navigate to the scheduling screen.
  - **Apple users:** Select the calendar icon at the top right of the screen.
  - **Android users:** Select the calendar icon labeled "Scheduling" at the bottom right of the screen between the icons labeled "Fan Auto" and "Usage."
3. Select "Edit schedule" to view your current thermostat schedules. The schedules are organized by system mode, either heat or cool. Select "Cool" schedules or "Heat" schedules from the drop-down menu. The schedule options will display. Note: The currently active schedule will be identified with a check for each mode.
4. Select "Edit" to change the existing schedule.



## Troubleshooting

### Adjusting the temperature

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

### No heat

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

### No cool

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



### Restart the thermostat

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

### "Call for Service" appears on the screen

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

If additional assistance is needed, email [support@sensicomfort.com](mailto:support@sensicomfort.com) or call 888-605-7131. For Energy Smart information, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.

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## HPwES and IQW Sorry We Missed You Door Hanger



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

Sorry we missed you.

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

---

**Energy Smart**  
A New Orleans Program

**Get savings on top of free products, which may include:**

					
LED Light Bulbs	Kitchen Aerators	Bathroom Aerators	Water-Saving Showerheads	Smart Power Strip	Smart Thermostats


Call **Energy Smart** at **504-229-6868** today, visit [energysmartnola.com](http://energysmartnola.com) or scan the QR code for more energy-saving opportunities.

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# Multifamily Landlord Permission Form



## Landlord Permission Form

Your residential rental building(s) or unit(s) is (are) under consideration to receive weatherization related services in connection with Energy Smart weatherization program being implemented by Franklin Energy Services, LLC "Franklin Energy" on behalf of Entergy "Entergy New Orleans, LLC". At the bottom of this page is a section entitled "PERMISSION TO ENTER PREMISES." By providing all of the information requested in the section and submitting a copy of it to Franklin Energy, you hereby give Entergy and Franklin Energy, as well as their employees and contractors, permission to enter your residential rental building(s)/unit(s) (including both the inside and outside of such) in order to perform energy audits, collect eligibility documentation from your tenants, complete the necessary applications, and if the application is approved, to perform or provide weatherization-related services and follow-up inspection(s).

Before any such work begins on your building(s) or unit(s), you will be required to sign this Landlord Permission Form. Please be aware that only residential units may be weatherized. Meeting rooms, game rooms, laundry rooms, maintenance rooms, daycare centers, office areas or commercial business areas, and non-residential facilities are not eligible for weatherization services. The estimated value for the weatherization-related services for each affected building will be based on an energy audit that is performed on each individual unit within such building.


After weatherization-related services have been provided, Entergy or its implementer, Franklin Energy, may conduct (or arrange for one of its designated contractors to conduct) a quality control inspection to ensure that all of the weatherization-related services approved by Entergy were completed in accordance with the standards set forth by it. It is your responsibility to assist Entergy, its employees and contractors in gaining entrance to, and having reasonable access in and around your property.

### PERMISSION TO ENTER PREMISES

I, \_\_\_\_\_ as landlord/authorized agent for building(s) located at \_\_\_\_\_ have read and understand the above, have reviewed the program information, and hereby grant permission for representatives of Entergy, including ADT/IM and Franklin Energy, to enter these premises for the purposes of conducting energy audits and collecting eligibility documentation from the residents, including applications, and to perform the weatherization work. I am aware that program information exists at [energysmartnola.com](http://energysmartnola.com) and that I can call 504-229-6666 for additional information.

Landlord/Agency Signature	Customer Signature
Title	Customer Name
Date	Date

Energy Smart is a cooperative energy efficiency program available to New Orleans City Council participants in Entergy New Orleans' weatherization program. Logo is a trademark.



# Multifamily Direct Install Service Agreement



## Multifamily Solutions Direct Install Service Agreement

### Property Information

Property Owner: \_\_\_\_\_  
 Building Name: \_\_\_\_\_  
 Installation Address: \_\_\_\_\_ Property Phone: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

### Agreement

Property owner agrees to participate in Multifamily Solutions and understands that this program provides complimentary products and installation of smart thermostats, LEDs, advanced power strips, pipe insulation, kitchen and bathroom aerators, and low-flow showerheads where applicable. Property owner agrees to work with the Multifamily Solutions implementation contractor, Franklin Energy, LLC, to notify the residents of program participation through various means, including, but not limited to, notices, posters in common areas and letters distributed to each unit or residence. Property owner will support these efforts by either distributing the notices as instructed or by providing Franklin Energy, LLC with access to distribute in common areas and to each unit or residence at least 24 hours before the scheduled installation. Property owner agrees to provide personnel to escort the Franklin Energy, LLC technicians throughout the property and to provide access to all units or residences when the resident is not home or the residence is unoccupied. The program reserves the right to post-inspect 5 percent of installed units after installation to ensure compliance with program guidelines.

Property owner also agrees that in consideration of its participation in the program and receipt of free products, Entergy will not be responsible in contract, tort or otherwise for any losses or damages of any kind incurred, arising out of or related to this program. Franklin Energy, LLC will be responsible for any loss or damage incurred to the extent caused by Franklin Energy, LLC gross negligence or willful misconduct. Property owner agrees that under no circumstances will Entergy or Franklin Energy, LLC be responsible for any indirect, consequential, incidental or speculative damages. No action under this agreement may be commenced more than 60 days after the incident giving rise to such cause of action has occurred. The undersigned has read and understands the above and has authority to sign this agreement as or on behalf of the owner of the above identified property.

*Note: Entergy New Orleans, LLC does not guarantee that the energy efficiency products recommended or installed, or the services provided through this program, will result in energy or cost savings.*

### Customer Signature

Customer Signature: \_\_\_\_\_  
 Print Customer Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Property Owner or Authorized Manager's Signature: \_\_\_\_\_

Questions?  
 Email: [info@energysmartnola.com](mailto:info@energysmartnola.com)  
 Call: 504-229-6666

Energy Smart is a cooperative energy efficiency program available to New Orleans City Council participants in Entergy New Orleans' weatherization program. Logo is a trademark.





# Multifamily Program Sell Sheet



## Keep costs low and satisfaction high.



What if you could enhance your property and save you and your residents money—all without spending a cent? It's not too good to be true. It's **Multifamily Solutions**.

### What do you get for signing up?

At no cost to you or your tenants, eligible properties will receive a no-cost energy assessment and no-cost energy-saving products\* installed in your tenant's unit, which may include:



LED Light Bulbs



Kitchen Aerators



Bathroom Aerators



Water-Saving Showerheads



Smart Thermostats



Pipe Insulation



Smart Power Strip

### What happens after the no-cost assessment and product installations?

You will receive recommended low-cost or no-cost upgrades for your property. Based on your recommendations, you'll select an appropriate trade ally who will provide an estimate for the energy-efficient upgrades and help you identify specific rebates you may qualify for. Recommended low-cost or no-cost upgrades may include:

Air sealing | Duct sealing | Insulation | A/C tune-up

### How do you sign up?

Call **504-229-6868** or email [info@energysmartnola.com](mailto:info@energysmartnola.com).

We'd love to answer any questions you may have about the program, too.

Visit [energysmartnola.com](http://energysmartnola.com) for more energy-saving tips and info.

\* Actual products installed may differ from the images shown. Product list determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing conditions. LEDs will be installed only in fixtures containing incandescent or halogen lamps.

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SEP1020-0100



## Multifamily Tenant Notification Flyer



**Save the date to save energy.**

Technicians from the Multifamily Solutions offering will be in your building on \_\_\_\_\_.

**You'll receive complimentary installation of no-cost energy-saving products, such as:**



**LED Light Bulbs**  
(60W equivalent)  
(75W equivalent)



**Kitchen Aerators**  
1.5 gpm



**Bathroom Aerators**  
1.0 gpm



**Low-flow Showerheads**  
1.5 gpm



**Smart Thermostats**



**Pipe Insulation**



**Advanced Power Strip**

**Installation will only take a few minutes.**

After your appointment, you'll receive information about your new products, including estimated savings. Contact your property manager if you have questions about this flyer.

Energy saving products installed are dependent upon Energy account type and eligibility. Actual products installed may differ from the images shown. Measures are determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing baselines. LEDs will be installed only in fixtures containing incandescent or halogen lamps.

Thank you for participating. We look forward to helping you save energy and money.

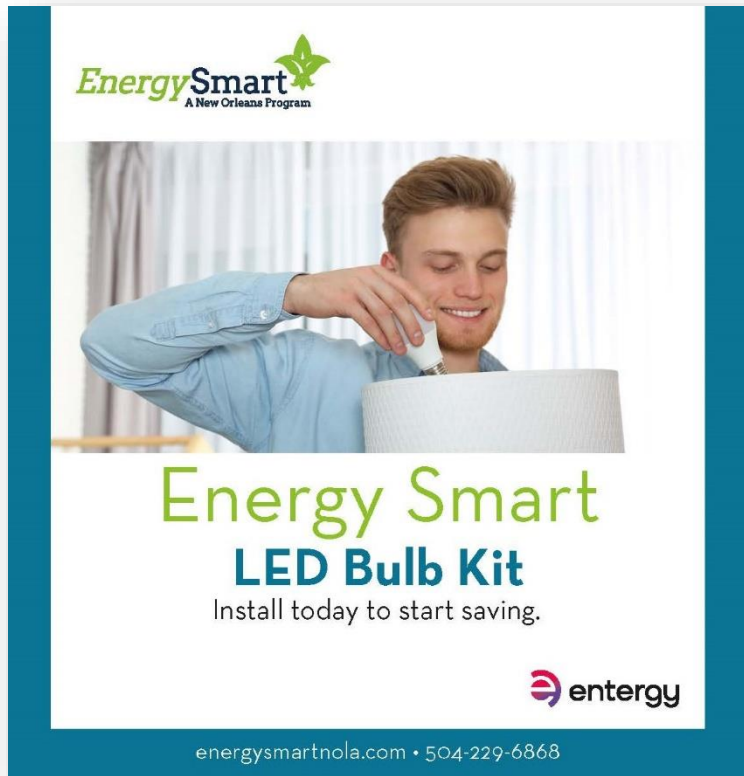
[energysmartnola.com](http://energysmartnola.com) | [info@energysmartnola.com](mailto:info@energysmartnola.com) | 504-229-6868

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enr/15011201

## Four-Pack LED Bulb Giveaway Label



The label features the Energy Smart logo at the top left, which includes a green leaf icon and the text "Energy Smart A New Orleans Program". Below the logo is a photograph of a young man in a light blue shirt smiling as he screws an LED bulb into a lamp. The text "Energy Smart LED Bulb Kit" is prominently displayed in green and blue, with the tagline "Install today to start saving." underneath. The Entergy logo is in the bottom right corner, and the website "energysmartnola.com" and phone number "504-229-6868" are at the bottom.

**Energy Smart**  
A New Orleans Program

**Energy Smart**  
**LED Bulb Kit**  
Install today to start saving.

**entergy**

energysmartnola.com • 504-229-6868

## Energy Efficiency Kit Label



The label features the Energy Smart logo at the top left, which includes a green leaf icon and the text "Energy Smart A New Orleans Program". Below the logo is a photograph of a man and a young girl in a kitchen sink, with the man pointing at something on the faucet. The text "Energy Smart Energy Efficiency Kit" is prominently displayed in green and blue, with the tagline "Install today to save today." underneath. The Entergy logo is in the bottom right corner, and the ID number "063-0316-04-00-LENERGYNOHPK-02" is at the bottom left.

**Energy Smart**  
A New Orleans Program

**Energy Smart**  
**Energy Efficiency Kit**  
Install today to save today.

**entergy**

063-0316-04-00-LENERGYNOHPK-02

**Ready to get Energy Smart?**  
Visit [energysmartnola.com](http://energysmartnola.com)

**HERE ARE SEVEN MORE WAYS YOU CAN SAVE!**

1. Contact Energy Smart at **504-229-6868** to see if you qualify for a no-cost installation of energy efficiency products and an assessment of your home.
2. Install additional energy-saving LED lighting products, water-saving showerheads and faucet aerators. You could also receive instant rebates on LED lighting products when you purchase from local participating retailers.
3. Adjust your thermostat to match your schedule. We recommend setting your temperature at 68 degrees in the winter (and lowering it while you're asleep) and 78 degrees in the summer (and raising it while you're away or asleep).
4. Choose ENERGY STAR® certified appliances, which ensure quality and energy savings. Some products, such as window A/C units, refrigerators and heat pump water heaters, also qualify for rebates through Energy Smart.
5. Tune up your A/C system through the A/C Solutions offering. Not only will it improve the efficiency and performance of your A/C equipment, but you'll also receive an instant rebate.
6. Stop costly air leaks by working with an Energy Smart participating trade ally to seal your ductwork, weatherize your home and install insulation. You may also qualify for Energy Smart rebates.
7. Looking for more ways to manage energy costs? Visit [shop.energysmartnola.com](http://shop.energysmartnola.com) for energy efficiency products that can be delivered directly to your door.

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100-1410-001-LED-07-09-2016-01



## Energy Smart Energy Efficiency Kit Product Guide

This kit contains products to start you on your journey to energy efficiency.

- 3** 9-watt LED light bulbs
- 1** 15-watt LED light bulb
- 1** water-saving showerhead
- 1** water-saving kitchen aerator
- 1** water-saving bathroom aerator



### WHAT IS ENERGY SMART?

Energy Smart helps conserve the amount of energy (from electricity and water) we use at home and throughout our communities. The small amounts saved add up quickly, as well as help the environment. You can start saving immediately with these complimentary items in your Energy Smart Energy Efficiency Kit.

#### Congratulations

You took the first step on your energy efficiency journey by installing your Energy Efficiency Kit. You've cut down on your energy use and started lowering your energy costs. So why stop now? Call **504-229-6868** to schedule your assessment.

#### Questions?

For more information and to learn about additional ways to save energy and money, visit [energysmartnola.com](http://energysmartnola.com), call **504-229-6868** or email [info@energysmartnola.com](mailto:info@energysmartnola.com).

Be sure to tell your friends, family and neighbors how they can save energy and money with Energy Smart.



#### LED LIGHT BULBS

Light-emitting diodes, or LEDs, are a great energy-saving light source. These bulbs use up to 80 percent less energy and last up to 15 times longer than incandescents. That's up to 25,000 hours.



#### WATER-SAVING SHOWERHEAD

This water-saving showerhead provides a powerful flow rate while using up to 75 percent less water, regardless of water pressure. Less water also means less energy is needed to heat the water.



#### WATER-SAVING AERATORS

These aerators can be installed on most kitchen and bathroom sink faucets in order to save water and energy. They produce powerful streams of water at a reduced flow rate, regardless of available water pressure. Plus, there's an additional bonus: less energy is required to heat hot water.

# Rebate Online Forms

## Air Purifier Rebate Online Form



### Submit Your Rebate Request

Complete the form below to request your \$25 rebate on ENERGY STAR® certified air purifiers. Rebates available for Energy New Orleans Residential Customers. Please fill out completely. All information is required.

**Purchaser's Name\*** **Purchaser's Email\***

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	

**Entergy Customer's Name\*** **Entergy Customer's Email\***

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	

**Installation Address\***

<input type="text"/>		
Address Line 1		
<input type="text"/>		
Address Line 2		
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	ZIP Code

**Purchaser's Address\***

<input type="text"/>		
Address Line 1		
<input type="text"/>		
Address Line 2		
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	ZIP Code

**Daytime Phone\***

**Type of Residence\***

Single Family (Detached)  Single Family (Attached)  Multifamily (Five or more units)

Other:

**Do you own or rent your home?\***

Own  Rent

<b>Make*</b>	<b>Model #*</b>	<b>Smoke-Free Clean Air Delivery Rate (cfm)*</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Please attach a copy of your dated sales receipt. \*

No File Chosen

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

**Signature\*** **Date\***

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------

[clear]

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-5 weeks for processing. This offer is available through December 31, 2023, or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to the [ENERGY STAR website](#).

# Dehumidifier Rebate Online Form



## Submit Your Rebate Request

Complete the form below to request your rebate of up to \$25 on an ENERGY STAR® certified dehumidifier. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:

**Purchaser's Name\*** **Purchaser's Email\***

First Name Last Name

**Entergy Customer's Name\*** **Entergy Customer's Email\***

First Name Last Name

**Installation Address\***

Address Line 1

Address Line 2

City State ZIP Code

**Purchaser's Address\***

Address Line 1

Address Line 2

City State ZIP Code

**Daytime Phone\***

**Type of Residence\***

Single Family (Detached)

Single Family (Attached)

Multifamily (Five or more units)

Other:

**Do you own or rent your home?\***

Own

Rent

**Make\*** **Model #\*** **Capacity (pints)\***

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

- Gas Heated
- Electrically Heated
- Heat Pump System
- Air Conditioned (Central or Room A/C)
- No Air Conditioning

Please attach a copy of your dated sales receipt.\*

No File Chosen

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

**Signature\*** **Date\***

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2023, or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to the website: [energystar.gov/products/appliances/dehumidifiers](https://energystar.gov/products/appliances/dehumidifiers)

# Freezer Rebate Online Form



## Submit Your Rebate Request

Complete the form below to request your \$25 rebate on ENERGY STAR® certified freezers. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required.

### Purchaser's Name\*

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	

### Purchaser's Email\*

### Purchaser's Address\*

<input type="text"/>		
Address Line 1		
<input type="text"/>		
Address Line 2		
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	ZIP Code

### Entergy Customer's Name\*

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	

### Entergy Customer's Email\*

### Installation Address\*

<input type="text"/>		
Address Line 1		
<input type="text"/>		
Address Line 2		
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	ZIP Code

### Daytime Phone\*

<input type="text"/>
----------------------

### Type of Residence\*

- Single Family (Detached)  Single Family (Attached)  Multifamily (Five or more units)  
 Other:

<input type="text"/>
----------------------

### Do you own or rent your home?\*

- Own  Rent

## Freezer Information

### Make\*

<input type="text"/>
----------------------

### Model\*

<input type="text"/>
----------------------

### Defrost Type\*

- Automatic Defrost  
 Manual Defrost

### Product Type\*

- Upright Freezer  
 Chest Freezer

### Please attach a copy of your dated sales receipt.\*

No File Chosen

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

### Signature\*

<input type="text"/>
----------------------

Use your mouse or finger to draw your signature above

### Date\*

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through December 31, 2023 or while funds last. Limit four rebates per customer per year. Compact refrigerators and freezers less than 7.75 cubic feet do not qualify. To search for qualified products and to verify eligibility, go to [ENERGY STAR®](#).

# Heat Pump Water Heater Rebate Online Form



## Submit Your Rebate Request

Complete the form below to request your \$400 rebate on ENERGY STAR® certified heat pump water heaters. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:

**Purchaser's Name\*** **Purchaser's Email\***

First Name Last Name

**Purchaser's Address\***

Address Line 1

Address Line 2

City State ZIP Code

**Entergy Customer's Name\*** **Entergy Customer's Email\***

First Name Last Name

**Installation Address\***

Address Line 1

Address Line 2

City State ZIP Code

**Daytime Phone\***

**Type of Residence\***

Single Family  Multifamily (Two or more units)

Other:

**Do you own or rent your home?\***

Own  Rent

## Heat Pump Water Heater Information

**Make\*** **Model\***

**How is the residence currently heated and cooled? (check all that apply)\***

Gas Heated  Electrically Heated  Heat Pump System  Air Conditioned (Central or Room A/C)

No Air Conditioning

**Installation Location\***

Inside Conditioned Space  Unconditioned Garage  Unconditioned Basement

Other:

Please attach a copy of your dated sales receipt.\*

No File Chosen

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

**Signature\*** **Date\***

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2023 or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to [energystar.gov/productfinder/product/water\\_heaters/heat\\_pump\\_water\\_heaters](https://energystar.gov/productfinder/product/water_heaters/heat_pump_water_heaters).



# Pool Pump Rebate Online Form



## Submit Your Rebate Request

Complete the form below to request your \$300 rebate on ENERGY STAR® certified pool pumps. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required.

**Purchaser's Name\*** **Purchaser's Email\***

First Name Last Name

**Purchaser's Address\***

Address Line 1

Address Line 2

City State ZIP Code

**Entergy Customer's Name\*** **Entergy Customer's Email\***

First Name Last Name

**Installation Address\***

Address Line 1

Address Line 2

City State ZIP Code

**Daytime Phone\***

**Type of Residence\***

Single Family (Detached)  Multifamily (Two or more units)  
 Other:

**Do you own or rent your home?\***

Own  Rent

## Pool Pump Information

**Make\***  **Model #\***

**Pool Pump Horsepower\*** 
**Type of Pump\***  Two Speed  Variable Speed

**Age of Replaced Pump\***

**Estimate of Pool Square Footage\*** 
**Approx. Hours of Operating Per Day in Filtering Mode\*** 
**Approx. Hours of Operating Per Day in Cleaning Mode\***

Please attach a copy of your dated sales receipt.\*

No File Chosen

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 pool pump purchased. A rebate check will be mailed to purchaser listed on this form. Email addresses will only be used to notify you of your rebate status.

**Signature\***

**Date\***

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2023 or while funds last. Limit four rebates per customer per year. [Click here](#) to search for qualified products and to verify eligibility.

# Refrigerator Rebate Online Form



Pu

Firs

## Submit Your Rebate Request

Complete the form below to request your rebate of up to \$100 on an ENERGY STAR<sup>®</sup> certified smart thermostat. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required.

Pu

Adi

Purchaser's Name \*

Purchaser's Email \*

Adi

First Name

Last Name

En

Entergy Customer's Name \*

Entergy Customer's Email \*

En

First Name

Last Name

Firs

Installation Address \*

Ins

Address Line 1

Adi

Address Line 2

Adi

City

State

ZIP Code

Da

Purchaser's Address \*

Address Line 1

Ty

Address Line 2

Adi

City

State

ZIP Code

Dc

Daytime Phone \*

Type of Residence \*

- Single Family (Detached)
  Single Family (Attached)
  Multifamily (Five or more units)
  Other:

Do you own or rent your home? \*

- Own
  Rent

## Refrigerator Information

Make \*

Model \*

How is the residence currently heated? (check all that apply) \*

- Gas Heated
  Electrically Heated
  Heat Pump System

How is the residence currently cooled? (check all that apply) \*

- Air Conditioned (Central or Room A/C)
  No Air Conditioning

How is the temperature in the residence currently controlled? (check all that apply) \*

- Type: Manual
  Type: Programmable
  Type: Unknown

Make \*

Model \*

Serial Number: \*

Square Footage: \*

Total square footage served by installed thermostat.

Please attach a copy of your dated sales receipt. \*

No File Chosen

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

Signature \*

Date \*

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2023 or while funds last. Limit two rebates per customer per account lifetime. To search for qualified products and to verify eligibility, go to <https://www.energystar.gov/productfinder/product/certified-connected-thermostats>

# Water Cooler Rebate Online Form



## Submit Your Rebate Request

Complete the form below to request your rebate of up to \$50 on an ENERGY STAR<sup>®</sup> certified water cooler. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:

### Purchaser's Name \*

  
First Name  
Last Name

### Purchaser's Email \*

### Entergy Customer's Name \*

  
First Name  
Last Name

### Entergy Customer's Email \*

### Installation Address \*

  
Address Line 1  
Address Line 2  
City  
State  
ZIP Code

### Purchaser's Address \*

  
Address Line 1  
Address Line 2  
City  
State  
ZIP Code

### Daytime Phone \*

### Type of Residence \*

Single Family (Detached)  Single Family (Attached)  Multifamily (Five or more units)

Other:

### Do you own or rent your home? \*

Own  Rent

### Brand \*

### Make \*

### Model # \*

### Product Type

Hot & Cold (\$50 Rebate)  Cook and Cold (\$25 Rebate)  Cold Only (\$25 Rebate)

### Please attach a copy of your dated sales receipt. \*

No File Chosen

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

### Signature \*

### Date \*

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2023 or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to [energystar.gov/productfinder/product/certified-water-coolers](https://energystar.gov/productfinder/product/certified-water-coolers).

# Window A/C Rebate Online Form



## Submit Your Rebate Request

Complete the form below to request your \$50 rebate on ENERGY STAR<sup>®</sup> certified window air conditioner units. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:

**Purchaser's Name \*** **Purchaser's Email \***

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	

**Purchaser's Address \***

<input type="text"/>		
Address Line 1		
<input type="text"/>		
Address Line 2		
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	ZIP Code

**Entergy Customer's Name \*** **Entergy Customer's Email \***

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	

**Installation Address \***

<input type="text"/>		
Address Line 1		
<input type="text"/>		
Address Line 2		
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	ZIP Code

**Daytime Phone \***

<input type="text"/>
----------------------

**Type of Residence \***

Single Family  Multifamily (Two or more units)  
 Other:

<input type="text"/>
----------------------

**Do you own or rent your home? \***

Own  Rent

**Size of area to be cooled (sq. ft.) \***

<input type="text"/>
----------------------

## Air Conditioner Information

**Make \*** **Model \*** **Cooling Capacity (Btu/hr) \***

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

**Is system reverse cycle? \*** **CEER \***

Yes  No

<input type="text"/>
----------------------

**Where was the unit installed? \*** **Are there louvered sides? \***

Window  Yes  No  
 Wall

**Please attach a copy of your dated sales receipt. \***

No File Chosen

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

**Purchaser's Signature \*** **Date \***

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2023 or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to [energystar.gov/productfinder/product/certified-room-air-conditioners](http://energystar.gov/productfinder/product/certified-room-air-conditioners).

# Home Energy Report Reports

## Home Energy Report: Electricity

Name:  
Account Number:  
Service Address:  
November Report

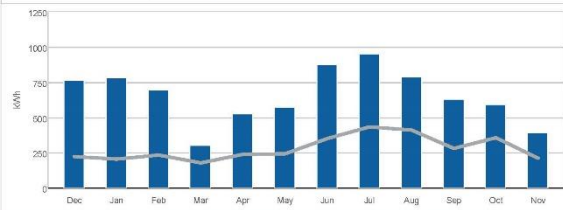
**Here is your personalized analysis of your home's energy use. To see your complete savings plan, log in to your account at [bit.ly/myenergy](http://bit.ly/myenergy).**

### Monthly Electricity Use: **88% more** than Efficient Neighbors



\*Similar Neighbors are located nearby and have similar square footage. Efficient Neighbors are considered the top 15% of the Similar Neighbor group. The square footage of your home was collected from public information sources. All data is weather normalized to account for year-to-year temperature variations. kWh refers to the use of 1,000 watts of electricity in one hour. Data displayed in this report is normalized for neighbor comparisons and does not necessarily correspond to billing data for this report period.

### Annual Electricity Use ■ My Home ■ Efficient Neighbors



Turn over to find great energy-saving ideas. ▶

### Save energy with your **top tips**

Load ovens and ranges to capacity.  
**Cost: Free**  
Fully loaded cooking equipment utilize energy more efficiently.



Unplug/turn off computers & electronics at night.  
**Cost: Free**  
Most still use small amounts of power even when they are in a standby or low-power setting.



Check and repair weatherstripping.  
**Cost: Under \$100**  
Air leaks from windows and doors reduce comfort and increase energy use. Adding weatherstripping is an easy and inexpensive DIY project.



### Your Energy Smart Rewards balance: **3502 Points**

Earn points by claiming your account, creating your savings plan and reducing your energy use. Redeem points for gifts cards at [bit.ly/myenergy](http://bit.ly/myenergy).



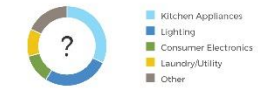
Earn two points for every kWh saved. Every 200 points earns \$1 towards a gift card.



Get a **FREE** home checkup  
Energy Smart offers free home energy checkups, valuable rebates and more.  
Visit: [energysmartnola.com](http://energysmartnola.com)

### Spending breakdown

Complete your online Home Assessment for a detailed breakdown of your energy use.



\*Estimated home savings is the money you can save after purchase, installation and maintenance costs, as well as rebates, over the life of the equipment. All savings are based on standard home profile assumptions. To improve accuracy and to better understand how you can save, visit [bit.ly/myenergy](http://bit.ly/myenergy). All the data shown was collected from your checkup savings plan. To see your own savings and to see how you can save more, visit [bit.ly/myenergy](http://bit.ly/myenergy). Home Energy Report was created by Entergy and is only valid for you. To get the most out of your Home Energy Report, visit [bit.ly/myenergy](http://bit.ly/myenergy) for more information. Savings are based on the information entered by you and is not guaranteed. This report is available to you and is based on your usage profile and other data available to Entergy Smart. All savings are based on the Energy Smart program developed by Entergy Smart. © 2017 Entergy Smart. All rights reserved.

## CEP Widget



### ENERGY STAR® Appliances

Purchase a new ENERGY STAR appliance such as a refrigerator or water cooler and receive a \$50 rebate.



[LEARN MORE](#)



### Home Performance with ENERGY STAR®

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



[LEARN MORE](#)



### Online Marketplace

Shop for energy-efficient products from the comfort of your home and receive instant discounts. Save big on smart thermostats, energy-efficient lighting and more.



[LEARN MORE](#)



### Appliance Recycling

Get \$50 for your old fridge or freezer.



[LEARN MORE](#)



### A/C Solutions

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



[LEARN MORE](#)

## Vehicle Magnet



## Point of Purchase

### Lighting Discounts Point of Purchase Signage



## Mail-In Rebates Point of Purchase Signage

### Air Purifier

### Dehumidifier



**\$25 AIR PURIFIER  
REBATES AVAILABLE**



SCAN THE QR  
CODE TO APPLY.

Limit four rebates per customer per year.  
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063-0414-10-00



**\$25 DEHUMIDIFIER  
REBATES AVAILABLE**



SCAN THE QR  
CODE TO APPLY.

Limit four rebates per customer per year.  
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063-0414-10-00

### Freezer

### Refrigerator

**\$25  
FREEZER  
REBATES  
AVAILABLE**

SCAN THE QR  
CODE TO APPLY.



Limit four rebates per customer per year.  
Compact refrigerators and freezers less than 7.25 cubic feet do not qualify.

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063-0414-10-00



**\$50  
REFRIGERATOR  
REBATES  
AVAILABLE**

SCAN THE QR  
CODE TO APPLY.



Limit four rebates per customer per year.  
Compact refrigerators and freezers less than 7.25 cubic feet do not qualify.

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063-0414-10-00





## Smart Thermostat



UP TO **\$100** SMART THERMOSTAT REBATES AVAILABLE



SCAN THE QR CODE TO APPLY.

Limit two smart thermostat rebates per residential customer account.  
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## Window A/C



**\$50** WINDOW A/C REBATES AVAILABLE



SCAN THE QR CODE TO APPLY.

Limit four rebates per customer per year.  
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# Residential Multi-Offering Campaigns

## Q1-Q2 Digital Ads Campaign

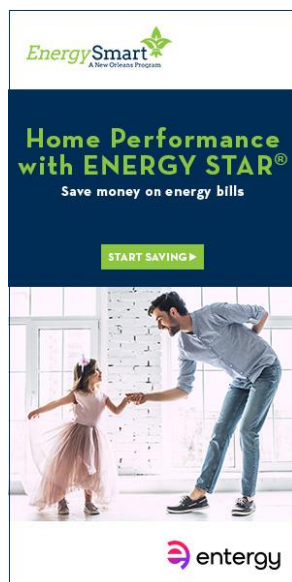
### Q1 Google Search Ad

Ad · energysmartnola.com ▾

#### Find Out How to Save Energy | Get a No-Cost Home Assessment

Improve home comfort with appliance rebates for energy-efficient products. Schedule energy improvements for your home today with a home energy assessment.

### Q1 Google Display Ads



## Q1 Facebook Ads

 Entergy New Orleans  
Sponsored · 

**Find out how to save energy**  
Energy Smart offers many ways to save energy—from a no-cost Home Performance with ENERGY STAR® assessment to appliance rebates.



SAVE NOW WITH OUR OFFERINGS [Learn More](#)

 Like  Comment  Share



Q1 Facebook Ad Gif.mp4

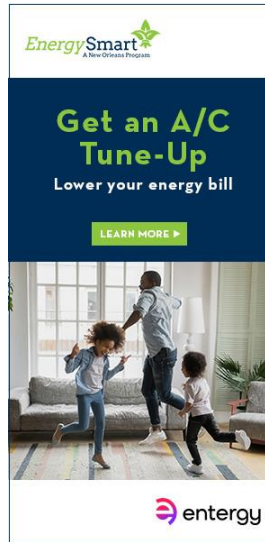
## Q2 Search Ads

Ad · [energysmartnola.com](http://energysmartnola.com) ▾

### A/C Tune-Up | Save Money on Energy Bills

Contact Energy Smart to set up a no-cost home assessment and A/C Tune-Up. Improve home comfort this spring with an ENERGY STAR® certified energy-efficient A/C.


## Q2 Google Display Ads




## Q2 Facebook Ads



Q2 Facebook Ad Gif.mp4


Circuit by Entergy  
May 2023



### Clean air for a healthy life

May is Clean Air Month. Energy Smart has offerings to help not only the air quality in your home but also to reduce your carbon footprint.


[READ MORE](#)



### 5 Ways to Save This Summer

Use these simple tips to stay cool and take the heat off your summer energy bills.


[WATCH NOW](#)



### Learn Why You Should Electrify Your Lawn Care

Electrifying your lawn tools can make life easier and help the planet.


[READ MORE](#)



### How Do They Do That? Air Source Heat Pumps

Learn how air source heat pumps move heat in and out of your home to provide highly efficient year-round comfort.


[FIND OUT](#)



### You Can Safely Plug In Outdoors

Learn how you can plug in safely outdoors by using the right electrical outlet cover.



[WATCH NOW](#)



**Less daylight, more security.**  
As the days get shorter, Energy Security Lighting is your solution for greater security and visibility.  
[Learn more](#)

# Home Performance with ENERGY STAR® Campaign Materials

## Emails



**Take advantage of two ways to save**

### Savings start here

Are you looking to make your home more comfortable and energy efficient but aren't sure where to start? Energy Smart's Home Performance with ENERGY STAR® assessment is the perfect solution. This assessment:

- Is safe, easy and no-cost.
- Provides installation of energy-saving products (up to a \$300 value) at no cost to you.
- Could potentially save up to \$175\* annually on your energy bill.

[Learn More](#)

---

### Light up your savings




Replacing your light bulbs with ENERGY STAR certified LEDs is a quick and easy way to lower your energy use. Plus, Energy Smart's Residential Lighting offering makes it even easier by offering instant discounts on select LEDs [online](#) and at [participating retailers](#). ENERGY STAR certified LEDs:


- Use up to 80% less energy than comparable incandescent bulbs.
- Last up to 15 times longer.
- Work consistently despite temperature and humidity levels.

[Learn More](#)



\*Actual savings may vary.

For more information about these and other Energy Smart offerings:

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



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**Assessments make your home more energy efficient.**

### Step one: Assess your options

Sign up today for Energy Smart's Home Performance with ENERGY STAR® assessment—a no-cost and easy way to make your home more comfortable and energy efficient. During your assessment, an Energy Smart Energy Advisor will install energy-saving products (up to a \$300 value) at no cost to you. Plus, you could potentially save up to \$175\* annually on your energy bill.

[Sign Up](#)

---

### Step two: Brighten your savings




Save energy and get instant discounts when you upgrade to ENERGY STAR certified LEDs through Energy Smart's Residential Lighting offering.


- Find instant discounts [online](#) and at [participating retailers](#).
- ENERGY STAR certified LEDs use up to 80% less energy and last up to 15 times longer than comparable incandescent bulbs.

[Learn More](#)

\*Actual savings may vary.

For more information about these and other Energy Smart offerings:

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



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## Postcard

**EnergySmart**  
A Home Comfort Program

**Save energy, improve comfort and receive products for your home.**



Schedule your no-cost Home Performance with ENERGY STAR® assessment today.



## An easy and no-cost way to save



Are you looking to make your home more comfortable and energy efficient, but aren't sure where to start? Energy Smart's Home Performance with ENERGY STAR® assessment is the perfect solution.

**This assessment:**

- Is safe, easy and no cost.
- Provides installation of energy-saving products (up to a \$300 value) at no cost to you.
- Could potentially save up to \$175\* annually on your energy bill.

**Learn more**

Visit [energysmartnola.com/home-performance-with-energy-star](http://energysmartnola.com/home-performance-with-energy-star), call 504-229-6868 or scan this QR code.



Note: energy saving depends on use.



## February Bill Insert

**EnergySmart**  
A Home Comfort Program

**Start saving today with a Home Performance with ENERGY STAR® assessment**



**Don't miss out on an assessment, which is safe, easy and no cost. You:**

- Will receive complimentary energy-saving products (up to a \$300 value).
- Could potentially save up to \$175\* annually on your energy bill.

Keep the savings going with this and our other Energy Smart offerings. Visit [energysmartnola.com/residents](http://energysmartnola.com/residents) or call 504-229-6868.



\*Potential savings based on a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2021 Entergy Services, LLC. All Rights Reserved. E-002021 | 01/25/21 01:00



## Bring savings up a notch with Energy Smart offerings

Energy Smart can help maximize your savings with:



Keep the savings going at home with these and our other Energy Smart offerings. Visit [energysmartnola.com/residents](http://energysmartnola.com/residents) or call 504-229-6868.



# LED Kit and Follow-Up Campaign Materials

## LED Kit Insert



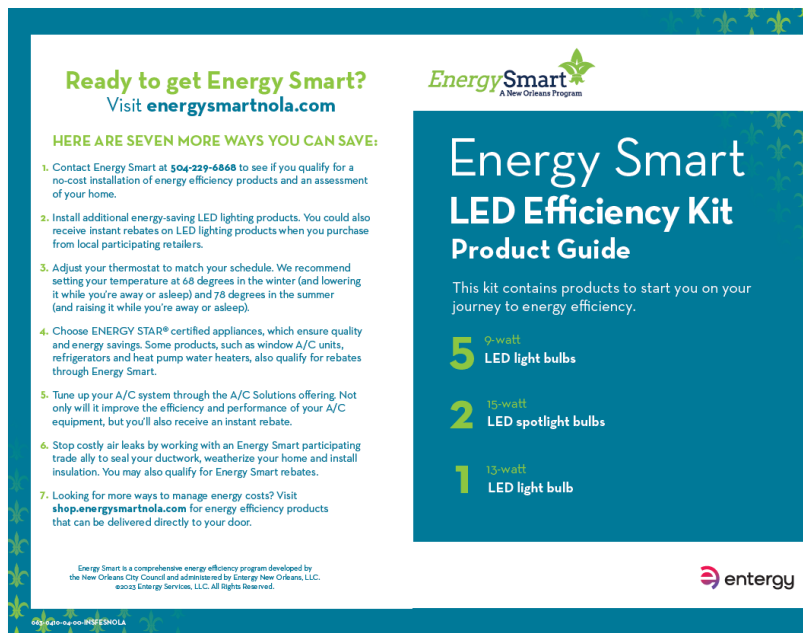
**Energy Smart**  
A New Orleans Program

# Energy Smart LED Efficiency Kit

Install today to save today.



003-1003-10-000-BFESNOLA



**Ready to get Energy Smart?**  
Visit [energysmartnola.com](http://energysmartnola.com)

**HERE ARE SEVEN MORE WAYS YOU CAN SAVE:**

1. Contact Energy Smart at **504-229-6666** to see if you qualify for a no-cost installation of energy efficiency products and an assessment of your home.
2. Install additional energy-saving LED lighting products. You could also receive instant rebates on LED lighting products when you purchase from local participating retailers.
3. Adjust your thermostat to match your schedule. We recommend setting your temperature at 68 degrees in the winter (and lowering it while you're away or asleep) and 78 degrees in the summer (and raising it while you're away or asleep).
4. Choose ENERGY STAR® certified appliances, which ensure quality and energy savings. Some products, such as window A/C units, refrigerators and heat pump water heaters, also qualify for rebates through Energy Smart.
5. Tune up your A/C system through the A/C Solutions offering. Not only will it improve the efficiency and performance of your A/C equipment, but you'll also receive an instant rebate.
6. Stop costly air leaks by working with an Energy Smart participating trade ally to seal your ductwork, weatherize your home and install insulation. You may also qualify for Energy Smart rebates.
7. Looking for more ways to manage energy costs? Visit [shop.energysmartnola.com](http://shop.energysmartnola.com) for energy efficiency products that can be delivered directly to your door.


**Energy Smart**  
A New Orleans Program

# Energy Smart LED Efficiency Kit Product Guide

This kit contains products to start you on your journey to energy efficiency.

- 5** 9-watt LED light bulbs
- 2** 15-watt LED spotlight bulbs
- 1** 13-watt LED light bulb



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003-1003-10-000-BFESNOLA



## LED Kit Follow-Up Emails





**Assessments, Efficiency Upgrades and More**

**Keep the savings going with an assessment**

We hope you're enjoying the benefits from the no-cost LED kit you recently received. Energy Smart has more ways to help you save energy at home. You are eligible for a no-cost Home Performance with ENERGY STAR® assessment.

[Schedule Now](#)



**During the assessment you:**

- Will get energy-saving products installed in your home (up to a \$300 value)
- Could potentially save up to \$175\* annually on your energy bill
- Will receive recommendations on even more energy-saving projects.

[Schedule Now](#)

**Looking for more ways to save at home?**

**Rebates for retail lighting and appliances:**  
Rebates of up to \$500 are available for residential lighting and a variety of ENERGY STAR certified appliances, including smart thermostats, heat pump water heaters and dehumidifiers.

[Learn More >](#)

**Energy Smart online marketplace:**  
Save even more by shopping in our marketplace for discounted energy-efficient products such as smart thermostats, advanced power strips, kits and pipe insulation.

[Learn More >](#)

**A/C Tune-Up:**  
Get an instant rebate of up to \$150, and improve the cooling output and efficiency of your unit by up to 30%.

[Learn More >](#)

**Appliance Recycling:**  
Looking to get rid of outdated refrigerators or freezers? We'll give you \$50 to haul away your working appliances.

[Learn More >](#)



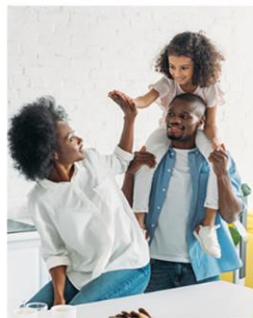
**EasyCool:**  
Residential customers can get cash incentives for helping to reduce energy use during short periods of high electricity usage, also known as peak demand.

[Learn More >](#)

---

For more information about these and other Energy Smart offerings:

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


**Save with Energy Efficiency Upgrades**

**Bring savings up a notch with Energy Smart offerings**

Save even more with a no-cost Home Performance with ENERGY STAR® assessment. With the assessment, you could potentially save up to \$175\* annually on your energy bill, which means you'll have extra spending money to put toward additional needs at home.

[Schedule Now](#)

**No-cost products you could receive during your Home Performance with ENERGY STAR assessment include:**



- Smart thermostats
- Showerheads
- LED light bulbs
- Advanced power strips
- Faucet aerators


[Schedule Now](#)

Energy Smart can help maximize your savings with an [A/C Tune-Up](#), [Rebates for retail lighting and appliances](#), [Appliance Recycling](#), the [Energy Smart online marketplace](#) and [EasyCool](#).

[Learn More](#)

For more information about these and other Energy Smart offerings:

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



## LED Kit Postcard



# Bring savings up a notch with Energy Smart offerings



Save even more energy by visiting [energysmartnola.com/residents](http://energysmartnola.com/residents), calling **504-229-6868** or scanning this QR code.



## You're eligible for an assessment



**Customers who received the kit are still eligible for an assessment.** We hope you're enjoying the benefits from the no-cost LED kit you recently received. Keep the savings going at with a no-cost Home Performance with ENERGY STAR® assessment.

### During the assessment, you:

- Will receive energy-saving products installed in your home (up to a \$300 value).
- Could potentially save up to \$175\* annually on your energy bill.
- Will receive recommendations on even more energy-saving projects.

### Free energy-saving products may include:

- Smart thermostats.
- Advanced power strips.
- Showerheads.
- Faucet aerators.
- LED light bulbs.

Save even more energy by visiting [energysmartnola.com/residents](http://energysmartnola.com/residents), calling **504-229-6868** or scanning this QR code.



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\*Actual savings may vary.  
063-0466-10-00







### Upgrade your home comfort and lower your utility bills

Are you looking to make your home more comfortable and energy efficient but aren't sure where to start? Energy Smart's Home Performance with ENERGY STAR® assessment is the perfect solution. All it takes is one free 90-minute visit at your home. That's it.

This assessment:

- Is safe, easy and available at no cost.
- Provides you with free installation on energy-saving products (up to a \$300 value).
- Could potentially save up to \$175\* annually on your energy bill.

[Schedule Today](#)

### How else can Energy Smart help maximize my savings?

- Rebates for retail lighting and appliances: Rebates of up to \$500 are available for a variety of ENERGY STAR certified appliances, including dehumidifiers and air purifiers.
- A/C Tune-Up: Get an instant rebate of up to \$150, and improve the cooling output and efficiency of your unit by up to 30%.

[Learn More](#)

\*Actual savings may vary.

For more information about these and other Energy Smart offerings:

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



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### Here's how:

Sign up today for Energy Smart's Home Performance with ENERGY STAR® assessment—a no-cost and easy way to make your home more comfortable and energy efficient. This offer is just for select Entergy NOLA customers, like you. During your assessment at your home, an Energy Smart energy advisor will install energy-saving products (up to a \$300 value) at no cost to you. Plus, you could potentially save up to \$175\* annually on your energy bill.

[Schedule Now](#)

### Enhance your savings

Save energy when you upgrade to ENERGY STAR certified dehumidifiers and air purifiers or get an A/C Tune-up.

- Find rebates at participating retailers on dehumidifiers and air purifiers.
- During an A/C Tune-up, get an instant rebate of up to \$150, and improve the cooling output and efficiency of your unit by up to 30%.

[Learn More](#)

\*Actual savings may vary.

For more information about these and other Energy Smart offerings:

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



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## Postcard



### Upgrade your home comfort and lower your utility bills



Sign up for your no-cost assessment today. Visit [energysmartnola.com/home-performance-with-energy-star](http://energysmartnola.com/home-performance-with-energy-star), call 504-229-6868 or scan the QR code.



### Don't miss out: Save energy and money with an assessment



Making your home more comfortable and efficient has never been easier. When you sign up for Energy Smart's no-cost, 90-minute Home Performance with ENERGY STAR® assessment, you could:

Get up to \$300 of no-cost energy-saving products installed.

Could potentially save up to \$175\* annually on your energy bill.

#### Learn more

Visit [energysmartnola.com/home-performance-with-energy-star](http://energysmartnola.com/home-performance-with-energy-star), call 504-229-6868 or scan this QR code.



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## May Bill Insert

### Be Energy Smart with our other A/C Solutions

Replacing your old, inefficient central air conditioner with an ENERGY STAR® certified model is a great way to help you save money and energy. Even better, Energy Smart can make your upgrade more affordable with rebates on qualifying models.



#### Central A/C

- Up to \$200 rebate.
- ENERGY STAR certified units use 8% less energy than conventional new models.

#### Air Source Heat Pump

- Up to \$250 rebate.
- ENERGY STAR certified model can provide heating for approximately one-third the cost of electric.

#### Ductless Mini-Split Heat Pump

- Up to \$500 rebate.
- Compared to standard home electric radiators, ENERGY STAR certified units use up to 60% less energy.



#### Start saving energy

Visit [energysmartnola.com/residential-appliances](http://energysmartnola.com/residential-appliances) or call 504-229-6868 to get your rebate today.

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### Maximize home comfort, and save energy with an A/C Tune-Up



This summer, keep cool and save energy with an A/C Tune-Up. Plus receive up to \$150 in rebates from Energy Smart.

#### During the A/C Tune-Up,

- a trusted trade ally partner will:
- Assess your unit.
- Clean the condenser and evaporator coils.
- Measure and adjust air flow.


#### Benefits of an A/C Tune-Up

- A more dependable, longer-lasting unit.
- A lower monthly energy bill.
- Instant savings toward the cost of the A/C Tune-Up.




#### Schedule an A/C Tune-Up now

Visit [energysmartnola.com/ac-tune-up](http://energysmartnola.com/ac-tune-up) or call 504-229-6868.



**TWO** easy ways  
**TO** become energy efficient



**Don't miss out on energy savings**

With the temperature heating up, now is the time to make your home more energy efficient. Don't miss out on two of our Energy Smart favorites: Home Performance with ENERGY STAR® and an A/C Tune-Up.

[Become Energy Efficient](#)


**Home Performance with ENERGY STAR**

Energy Smart makes it simple, easy and safe to get a no-cost Home Performance with ENERGY STAR assessment. During your appointment, an energy advisor will install no-cost energy-efficient products, worth up to \$300, and provide you with a personalized report outlining our recommended energy-efficient upgrades.


If you choose to proceed with upgrades, program rebates are available to make the upfront cost more affordable. Plus when you combine the expected energy savings from the no-cost products and recommended upgrades, you could potentially save up to \$175 on your annual utility bill.\* Sign up to receive energy-saving products, save on upgrades and lower your costs today.

[Schedule an Assessment](#)


**Receive rebates on energy-efficient upgrades**



Air sealing



Duct sealing



Insulation

[Schedule an Assessment](#)


**Stay cool with an A/C tune-up**

Getting an A/C Tune-Up can extend the life of your A/C unit and improve efficiency and home comfort. Plus, you'll get an instant rebate of up to \$150. Contact a Trade Ally today.


[Start Saving Money and Energy](#)

\*Actual savings may vary.


For more information about these and other Energy Smart offerings:




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




call  
504-229-6868




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



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**Amp Up Your Energy Savings**



**Save at least 20%\* on your utility bill**


Prepare for the high temperatures of a New Orleans summer with a Home Performance with ENERGY STAR® assessment and an A/C Tune-Up.

[Become Energy Efficient](#)

Energy Smart makes it easy to save with a no-cost Home Performance with ENERGY STAR assessment from one of our energy advisors. During the assessment, an energy advisor will install no-cost energy-efficient products worth up to \$300. Plus, you could potentially save up to \$175\* annually on your energy bill.

[Learn More](#)


Save even more on your annual energy bill when you get an A/C Tune-Up. Not only can it extend the life of your A/C unit, it can also improve its cooling output and efficiency by 30%.




[Learn More](#)

\*Actual savings vary.


For more information about these and other Energy Smart offerings:



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



Call  
504-229-6868



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



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## Postcard



**Energy Smart  
makes it easy to  
save at home**

Visit [energysmartnola.com/residents](http://energysmartnola.com/residents), call **504-229-6868** or scan the QR code.



## Two easy ways to become energy efficient



Energy Smart, 4208 Elysian Fields Ave., Suite B,  
New Orleans, Louisiana 70122



With a **no-cost Home Performance with ENERGY STAR® assessment**, you'll receive energy-efficient products installed at no cost to you, and you could potentially save up to \$175\* annually on your energy bill.

Save even more with an **A/C Tune-Up**. It can extend the life of your A/C unit, while improving the cooling output and efficiency of your unit by up to 30%.



Visit [energysmartnola.com/residents](http://energysmartnola.com/residents),  
call **504-229-6868** or scan the QR code.




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063-0428-10-00




# Online Marketplace Promotions

## Energy Efficiency + Lighting


### Lead Generation Email





**Energy Efficiency  
For All Homes**


Energy Smart is making it easier for every customer to save energy at home with a free energy efficiency kit and 60% off standard LEDs.



**Each kit includes:**

- Three 9W LED light bulbs
- One 15W LED light bulb
- One water-saving showerhead
- One water-saving kitchen faucet aerator
- One water-saving bathroom faucet aerator

[Order Now](#)





**Simply Conserve® Standard LEDs**  
as low as \$0.80  
after instant rebate and promotional discount


Brings energy-efficient, long-lasting light to every space


[Order Now](#)

For more information about these and other Energy Smart offerings:

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

  
 504-229-4868

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





Simply Conserve standard LED promotional discount valid Jan. 15-Feb. 1, 2023.  
Limit twenty (20) light bulbs per customer, per account lifetime.

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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70123-6905  
[Unsubscribe](#)   [Manage Preferences](#)


### Remarketing Email





**Bring Energy and  
Water Savings to  
Your Home**


Energy Smart is helping you save energy and money with a **FREE** energy efficiency kit and ENERGY STAR® standard LEDs for as low as \$0.80.



**Each kit includes:**

- Three 9W LED light bulbs
- One 15W LED light bulb
- One water-saving showerhead
- One water-saving kitchen faucet aerator
- One water-saving bathroom faucet aerator

[Order Now](#)





**Standard LED bulbs**  
4-packs as low as \$0.80


You can save energy and money while enjoying a warm, natural-feeling light.


[Order Now](#)

For more information about these and other Energy Smart offerings:

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

  
 504-229-4868

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



Simply Conserve standard LED promotional discount valid Jan. 15-Feb. 1, 2023.  
Limit twenty (20) light bulbs per customer, per account lifetime.

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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70123-6905  
[Unsubscribe](#)   [Manage Preferences](#)

# February 2023 Campaign

## Lead Generation Email

**Energy Smart**

**Energy Efficiency For All Homes**

Energy Smart is making it easier for every customer to save energy at home with a no-cost energy efficiency kit.

**Each kit includes:**

- Three 9W LED light bulbs
- One 13W LED light bulb
- One water-saving showerhead
- One water-saving kitchen faucet aerator
- One water-saving bathroom faucet aerator

[Order Now](#)

**Get 60% off Simply Conserve 4-Pack Dimmable Globe LEDs**

**4 PACK** As low as \$1.82\*

You can save energy and money while enjoying a warm, natural feeling light.

[Shop Now](#)

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)  
[info@energysmartnyc.com](mailto:info@energysmartnyc.com) 844-229-4888

**entergy**

\*Simply Conserve specialty LED promotional discount valid Feb. 15 - March 1, 2023. Limit 60% off light bulbs per customer, per account address. Energy Smart is a comprehensive energy efficiency program developed by the New York State Office of General Services and administered by Entergy New York, LLC. ©2022 Entergy Services, LLC. All Rights Reserved.

## Remarketing

**Energy Smart**

**Bring Energy and Water Savings to Your Home**

Energy Smart is helping you save energy and money with a no-cost energy efficiency kit.

**Each kit includes:**

- Three 9W LED light bulbs
- One 13W LED light bulb
- One water-saving showerhead
- One water-saving kitchen faucet aerator
- One water-saving bathroom faucet aerator

[Order Now](#)

**Save 60% on ENERGY STAR® certified specialty LEDs**

**4 PACK** As low as \$1.82\*

You can save energy and money while enjoying a warm, natural feeling light.

[Shop Now](#)

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)  
[info@energysmartnyc.com](mailto:info@energysmartnyc.com) 844-229-4888

**entergy**

\*Simply Conserve specialty LED promotional discount valid Feb. 15 - March 1, 2023. Limit 60% off light bulbs per customer, per account address. Energy Smart is a comprehensive energy efficiency program developed by the New York State Office of General Services and administered by Entergy New York, LLC. ©2022 Entergy Services, LLC. All Rights Reserved.

## Email Marketing

**Energy Smart** **Entergy**

Home ENERGY EFFICIENCY KIT ORDER STATUS - BASKET - ITEMS - SHOP ALL MORE

**Light Up Your Savings**

Save 60% on Simply Conserve® specialty LEDs. Offer valid Feb. 15 - March 1, 2023. Limits apply. Discount limited to 60% off per cart.

[SHOP OFFER](#)

**ENERGY STAR**

# March 2023 Campaign

## Lead Generation Email

**EnergySmart**  
A New Orleans Program

A Special Offer  
Just for You

Hot new product:  
**Amazon Smart Thermostat**

Spring is a time for new things, and the Amazon Smart Thermostat is one of them. Check out our newest ENERGY STAR® certified smart thermostat in the Energy Smart Online Marketplace.

**Shop Now**

**NEW: Amazon Smart Thermostat**  
MSRP-\$89.99  
Your Price: \$24.99  
after instant rebate

**Shop Now**

**Simply Conserve® Standard LEDs**  
As Low As: \$1.50  
after instant rebate and promotional discount

**Shop Now**

**Niagara Conservation Showerheads and Faucet Aerators**  
60% Off  
after instant rebate and promotional discount

**Shop Now**

Plus sales tax. Limit two (2) thermostats per customer, per account lifetime. Limit twenty (20) light bulbs per customer, per account lifetime. Discount automatically applied at checkout.  
The Simply Conserve® and Niagara Conservation promotional discounts are valid Mar. 15-29, 2023.

For more information about these and other Energy Smart offerings:

Visit: [energysmarttools.com](http://energysmarttools.com)  
Call: 504-225-6868  
Email: [info@energysmarttools.com](mailto:info@energysmarttools.com)

**entergy**

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## Remarketing Email

**EnergySmart**  
A New Orleans Program

Available for a  
Limited Time

Check out our new product this spring:  
The Amazon Smart Thermostat  
Just for you, Energy Smart has it for as low as \$24.99.

**Shop Now**

**March madness**

**Amazon Smart Thermostat**  
MSRP-\$89.99  
Your Price: \$24.99  
after instant rebate

**Shop Now**

**Simply Conserve® Standard LEDs**  
As Low As: \$1.50  
after instant rebate and promotional discount

**Shop Now**

**Niagara Conservation Showerheads and Faucet Aerators**  
60% Off  
after instant rebate and promotional discount

**Shop Now**

Plus sales tax. Limit two (2) thermostats per customer, per account lifetime. Limit twenty (20) light bulbs per customer, per account lifetime. Discount automatically applied at checkout.  
The Simply Conserve® and Niagara Conservation promotional discounts are valid Mar. 15-29, 2023.

For more information about these and other Energy Smart offerings:

Visit: [energysmarttools.com](http://energysmarttools.com)  
Call: 504-225-6868  
Email: [info@energysmarttools.com](mailto:info@energysmarttools.com)

**entergy**

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## Marketplace Homepage Banner

**EnergySmart**  
A New Orleans Program

Save more water—indoor water-savers as low as \$0  
Offer valid March 15-29, 2023. Limits apply. Discount applied at checkout.

**BUY NOW**

**NEW**

Get the NEW Amazon Smart Thermostat for just \$24.99  
Use the energy it'll never cost you to run.

**BUY NOW**

## Facebook Ad

**Energy New Orleans**  
Sponsored

Check out the newest addition to our Marketplace, the Amazon Smart Thermostat, available now for only \$24.99.

**Available now for only \$24.99**

**New Amazon Smart Thermostat**  
ENERGY SMART MARKETPLACE

**Shop Now**

Like Comment Share

## Marketplace March Promo Facebook Ad

# April Earth Day 2023 Campaign

## Lead Generation Email

**Earth Day Sales ENDING SOON**

It's your last chance to save on smart thermostats and food LEDs this Earth Day

**Available for a limited time**

- Google Nest Thermostat**  
WATER SENSING  
Your Price: **\$0**  
MSRP: \$129.99
- Google Nest Learning Thermostat**  
WATER SENSING  
Your Price: **\$99.00**  
MSRP: \$199.00
- Emerson Sensi™ Smart Thermostat**  
WATER SENSING  
Your Price: **\$0**  
MSRP: \$109.99
- Emerson Sensi™ Touch Smart Thermostat**  
WATER SENSING  
Your Price: **\$39**  
MSRP: \$149.99
- ecobee3 Lite Smart Thermostat**  
WATER SENSING  
Your Price: **\$29.99**  
MSRP: \$149.99
- ecobee Smart Thermostat Enhanced**  
WATER SENSING  
Your Price: **\$69.99**  
MSRP: \$199.99
- ecobee Smart Thermostat Premium**  
WATER SENSING  
Your Price: **\$119.99**  
MSRP: \$249.99
- Simply Conserve® Flood LED 4-Packs**  
60% off

For more information about these and other Energy Smart offerings, visit [energysmart.com](#)

## Remarketing Email

**SAVE ENERGY**

Earth Day savings are available on a variety of energy-efficient products

Get ENERGY STAR® certified smart thermostats for as little as \$0, plus save up to 60% on other Earth-friendly products

Earth Day is here, and we've got deals you don't want to miss on smart thermostats and LEDs.

**Check out these great deals on energy-saving products in honor of Earth Day**

- Google Nest Thermostat**  
WATER SENSING  
Your Price: **\$0**  
MSRP: \$129.99
- Google Nest Learning Thermostat**  
WATER SENSING  
Your Price: **\$99.00**  
MSRP: \$199.00
- Emerson Sensi™ Smart Thermostat**  
WATER SENSING  
Your Price: **\$0**  
MSRP: \$109.99
- Emerson Sensi™ Touch Smart Thermostat**  
WATER SENSING  
Your Price: **\$39**  
MSRP: \$149.99
- ecobee3 Lite Smart Thermostat**  
WATER SENSING  
Your Price: **\$29.99**  
MSRP: \$149.99
- ecobee Smart Thermostat Enhanced**  
WATER SENSING  
Your Price: **\$69.99**  
MSRP: \$199.99
- ecobee Smart Thermostat Premium**  
WATER SENSING  
Your Price: **\$119.99**  
MSRP: \$249.99
- Simply Conserve® Flood LED 4-Packs**  
60% off

For more information about these and other Energy Smart offerings, visit [energysmart.com](#)

## Marketplace Homepage Banner

**Celebrate Earth Day with a Google Nest Learning Thermostat for just \$99.**

Offer valid April 19-26, 2023. Limits apply. Discount applied at checkout.

**SHOP OFFER**

**Celebrate Earth Day with up to \$130 off smart thermostats**

Offers valid through April 25, 2023. Limits apply. Discount applied at checkout.

**SHOP OFFERS**

**Limited-time Earth Day savings**

Get an Amazon Smart Thermostat for \$4.99. Offer valid April 19-21, 2023. Discount applied at checkout.

**SHOP OFFERS**

**FLASH SALE!**

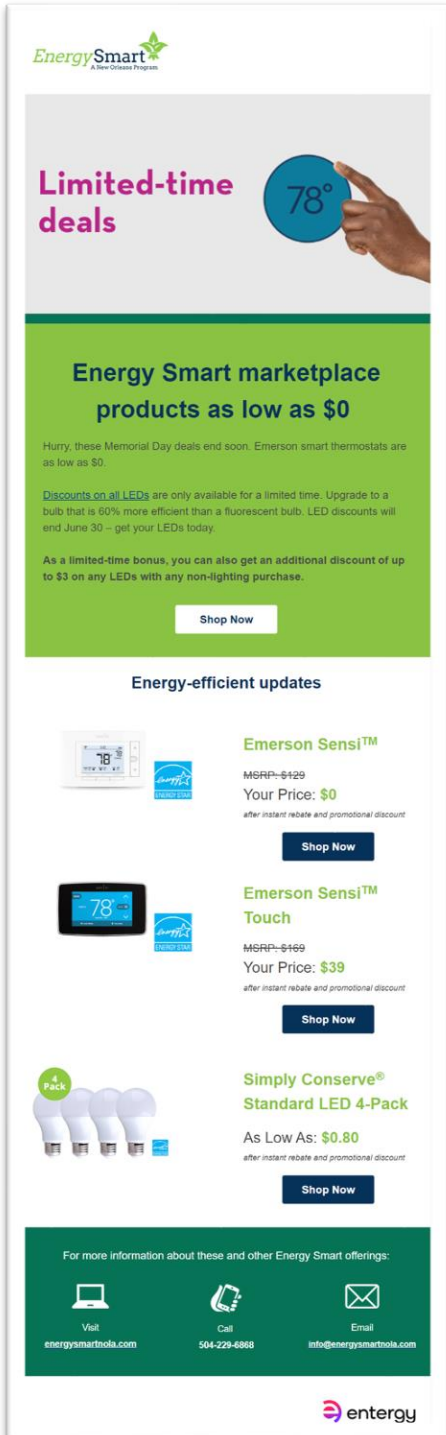
**Celebrate Earth Day with Google Nest smart thermostats for as low as \$0**

Offer valid April 19-26, 2023. Limits apply. Discount applied at checkout.

**SHOP OFFERS**

# Memorial Day 2023 Campaign

## Lead Generation Email



**EnergySmart**  
A New Climate Program

**Limited-time deals**

78°

**Energy Smart marketplace products for as low as \$0**

Hurry, these Memorial Day deals end soon. Emerson smart thermostats are as low as \$0.

Discounts on all LEDs are only available for a limited time. Upgrade to a bulb that is 60% more efficient than a fluorescent bulb. LED discounts will end June 30 – get your LEDs today.

As a limited-time bonus, you can also get an additional discount of up to \$3 on any LEDs with any non-lighting purchase.

[Shop Now](#)

**Energy-efficient updates**

**Emerson Sensi™**  
MSRP-~~\$129~~  
Your Price: **\$0**  
after instant rebate and promotional discount

[Shop Now](#)

**Emerson Sensi™ Touch**  
MSRP-~~\$169~~  
Your Price: **\$39**  
after instant rebate and promotional discount


[Shop Now](#)

**Simply Conserve® Standard LED 4-Pack**  
As Low As: **\$0.80**  
after instant rebate and promotional discount

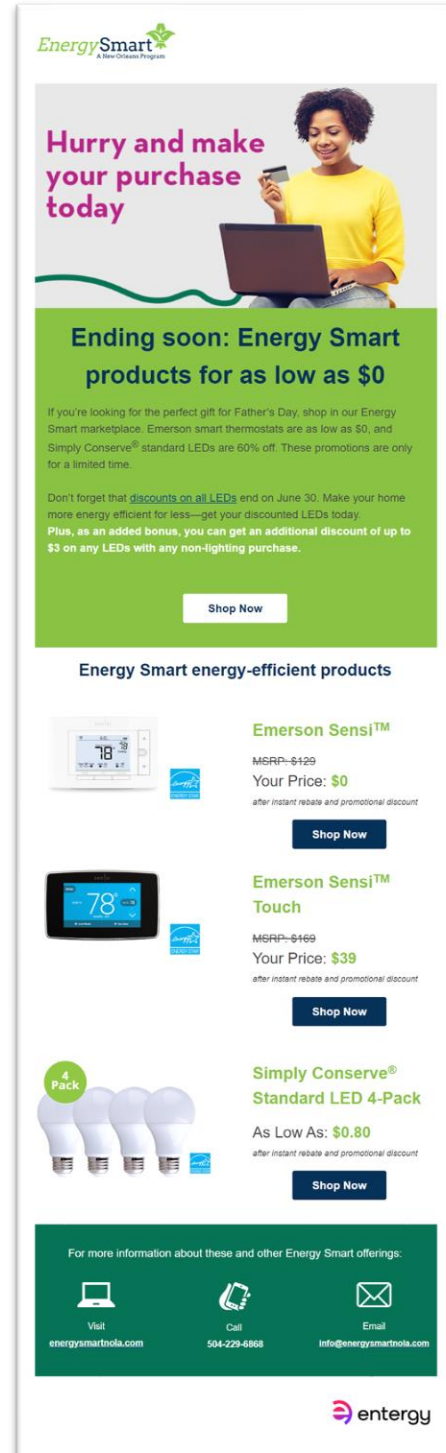
[Shop Now](#)

For more information about these and other Energy Smart offerings:

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



## Remarketing Email



**EnergySmart**  
A New Climate Program

**Hurry and make your purchase today**

**Ending soon: Energy Smart products for as low as \$0**

If you're looking for the perfect gift for Father's Day, shop in our Energy Smart marketplace. Emerson smart thermostats are as low as \$0, and Simply Conserve® standard LEDs are 60% off. These promotions are only for a limited time.

Don't forget that discounts on all LEDs end on June 30. Make your home more energy efficient for less—get your discounted LEDs today. Plus, as an added bonus, you can get an additional discount of up to \$3 on any LEDs with any non-lighting purchase.

[Shop Now](#)

**Energy Smart energy-efficient products**

**Emerson Sensi™**  
MSRP-~~\$129~~  
Your Price: **\$0**  
after instant rebate and promotional discount

[Shop Now](#)

**Emerson Sensi™ Touch**  
MSRP-~~\$169~~  
Your Price: **\$39**  
after instant rebate and promotional discount


[Shop Now](#)

**Simply Conserve® Standard LED 4-Pack**  
As Low As: **\$0.80**  
after instant rebate and promotional discount

[Shop Now](#)

For more information about these and other Energy Smart offerings:

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



# Fourth of July/ Father's Day 2023 Campaign

## Lead Generation Emails

**Fourth of July sales**

**Check out our hot deals this summer**

This Independence Day, celebrate with energy savings. For a limited time, Energy Smart is offering exclusive deals on ENERGY STAR® certified ecobee and Google smart thermostats, starting at \$0.

Add on to the energy savings by upgrading to ENERGY STAR® certified LEDs. In addition to being up to 80% more efficient than fluorescent bulbs and up to 90% more efficient than incandescent bulbs, you can **save up to \$3 per LED pack** with any non-lighting purchase. This and all discounts on LEDs end June 30.

[Shop Now](#)

	<b>Google Thermostat</b> MSRP: \$129.99 <b>Your Price: \$0</b> <small>after instant rebate and promotional discount</small>
	<b>Google Learning Thermostat</b> MSRP: \$249.99 <b>Your Price: \$99.00</b> <small>after instant rebate and promotional discount</small>
	<b>ecobee3 lite Smart Thermostat</b> MSRP: \$149.99 <b>Your Price: \$29.99</b> <small>after instant rebate and promotional discount</small>
	<b>ecobee Smart Thermostat Enhanced</b> MSRP: \$189.99 <b>Your Price: \$69.99</b> <small>after instant rebate and promotional discount</small>
	<b>ecobee Smart Thermostat Premium</b> MSRP: \$249.99 <b>Your Price: \$119.99</b> <small>after instant rebate and promotional discount</small>

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)  
[www.enenergysmart.com](http://www.enenergysmart.com) [844-229-6888](tel:844-229-6888) [info@enenergysmart.com](mailto:info@enenergysmart.com)

## Remarketing Email

**Summer savings**

**Check out our hot deals for a limited time only**

Our favorite way to stay cool as temperatures heat up: smart thermostats. Right now, you can get ENERGY STAR® certified models for as low as \$0 at the Online Marketplace.

While you're there, you can also save up to **\$3 per LED pack** with any non-lighting purchase. ENERGY STAR® certified LEDs use up to 80% less energy than fluorescent bulbs and up to 90% less energy than incandescent bulbs, making them the smart choice. But hurry, all discounts on LEDs will expire on June 30, so get yours today.

[Shop Now](#)

	<b>Google Thermostat</b> MSRP: \$129.99 <b>Your Price: \$0</b> <small>after instant rebate and promotional discount</small>
	<b>Google Learning Thermostat</b> MSRP: \$249.99 <b>Your Price: \$99.00</b> <small>after instant rebate and promotional discount</small>
	<b>ecobee3 lite Smart Thermostat</b> MSRP: \$149.99 <b>Your Price: \$29.99</b> <small>after instant rebate and promotional discount</small>
	<b>ecobee Smart Thermostat Enhanced</b> MSRP: \$189.99 <b>Your Price: \$69.99</b> <small>after instant rebate and promotional discount</small>
	<b>ecobee Smart Thermostat Premium</b> MSRP: \$249.99 <b>Your Price: \$119.99</b> <small>after instant rebate and promotional discount</small>

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)  
[www.enenergysmart.com](http://www.enenergysmart.com) [844-229-6888](tel:844-229-6888) [info@enenergysmart.com](mailto:info@enenergysmart.com)

## Marketplace Homepage Banners

**Summer savings**

Get an ecobee smart thermostat for as low as \$29.99. Offer valid June 21–July 5, 2023. Discount applied at checkout.

[SHOP NOW](#)

**Check out our hot deals**

Get a Google Nest smart thermostat for as low as \$0. Offer valid June 28–July 14, 2023. Discount applied at checkout.

[SHOP NOW](#)

# LED Discount Going Away 2023 Campaign

## Lead Generation Email

**Final LED sale**

**Discounts end June 30**

Due to new federal lighting standards, deep discounts on LEDs will not be available on the Energy Smart Online Marketplace after June 30, 2023. Get your LEDs before these discounts go away forever.

In addition to discounts of up to 65% off retail prices, you can save even more when you add any non-lighting purchase to your order—up to an additional \$3 off per LED pack.

[Shop Now](#)

	<b>Standard LEDs</b> \$6-\$17.92 <b>\$2-\$5.92</b>	<a href="#">Shop Now</a>
	<b>Flood LEDs</b> \$16.68-\$27.08 <b>\$5.68-\$15.08</b>	<a href="#">Shop Now</a>
	<b>Globe LEDs</b> \$12.56 <b>\$4.56</b>	<a href="#">Shop Now</a>
	<b>Candelabra LEDs</b> \$11.88 <b>\$3.88</b>	<a href="#">Shop Now</a>
	<b>3-Way Standard LEDs</b> \$12.82 <b>\$6.82</b>	<a href="#">Shop Now</a>

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)  
[energysmarttools.com](http://energysmarttools.com) [564-229-4888](tel:564-229-4888) [info@energysmarttools.com](mailto:info@energysmarttools.com)

## Remarketing Email

**LED discounts are going away**

**Enjoy these exclusive LED discounts before they're gone forever**

We saved our best LED sale for last. Now through June 30, 2023, take advantage of up to 65% off ENERGY STAR® certified LEDs. Plus, if you add any non-lighting purchase, you can get an additional discount of up to \$3 off per LED pack.

After June 30, we will no longer be offering deep discounts on LEDs, due to new federal lighting standards. That's why now is the perfect time to buy. In addition to these closeout deals, ENERGY STAR® certified LEDs are up to 90% more efficient than incandescent bulbs. Save big today, so you can save energy all year round.

[Shop Now](#)

	<b>Standard LEDs</b> \$6-\$17.92 <b>\$2-\$5.92</b>	<a href="#">Shop Now</a>
	<b>Flood LEDs</b> \$16.68-\$27.08 <b>\$5.68-\$15.08</b>	<a href="#">Shop Now</a>
	<b>Globe LEDs</b> \$12.56 <b>\$4.56</b>	<a href="#">Shop Now</a>
	<b>Candelabra LEDs</b> \$11.88 <b>\$3.88</b>	<a href="#">Shop Now</a>
	<b>3-Way Standard LEDs</b> \$12.82 <b>\$6.82</b>	<a href="#">Shop Now</a>

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)  
[energysmarttools.com](http://energysmarttools.com) [564-229-4888](tel:564-229-4888) [info@energysmarttools.com](mailto:info@energysmarttools.com)

## Marketplace Homepage Banner

**Ending Soon: LED Discounts**

Due to federal lighting standards, discounts on LEDs will end June 30, 2023. Discounts automatically applied at checkout.

[Shop Now](#)

# Peak-Time Rebate





## Email Campaigns

### Recruitment Email



Energy New Orleans residential customers can get cash incentives for reducing their energy use during short periods of high electricity usage.

### How to participate:

Step 1	Step 2	Step 3	Step 4
			
Enroll online in Energy Smart's Peak Time Rebate.	Look out for Peak Time Rebate event notifications.	During peak time events, reduce your energy usage.	Earn cash incentives based on the amount of energy you saved.

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

- Customers enrolled in the Peak Time Rebate pilot will receive an email notification to reduce energy use during short periods of high electricity usage, also known as peak demand events.
- The email will share tips on how to reduce your electric usage for the event duration, normally 2-4 hours. A maximum of 15 events will be called in a calendar year.
- Customers' total electric savings will be calculated for peak demand events, and a check will be mailed for total incentive earned over the year:
  - Low savers: \$10
  - Medium savers: \$20
  - High savers: \$50

**This limited-time offer is available to the first 2,000 residential customers to enroll.**



Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2023 Entergy Services, LLC. All Rights Reserved.

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

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



## Follow-Up Email



Energy New Orleans residential customers can get cash incentives for reducing their energy use during short periods of high electricity usage.

### How to participate:

Step 1	Step 2	Step 3	Step 4
Enroll online in Energy Smart's Peak Time Rebate.	Look out for Peak Time Rebate event notifications.	During peak time events, reduce your energy usage.	Earn cash incentives based on the amount of energy you saved.

We pay you when you use less. [Click here to enroll now.](#)

### Once enrolled, you will receive:

- An email at least 24 hours in advance of a scheduled peak demand event with the date and time of the event.
- An email at the start of the event with specific recommendations on how to reduce your electricity usage.
- An email at the end of the event, letting you know the event has ended.
- An email after peak season, totaling your energy saved across the peak demand events and the amount of your earned cash incentive.
- A check in the mail for the total incentive earned.
  - Low savers: \$10
  - Medium savers: \$20
  - High savers: \$50

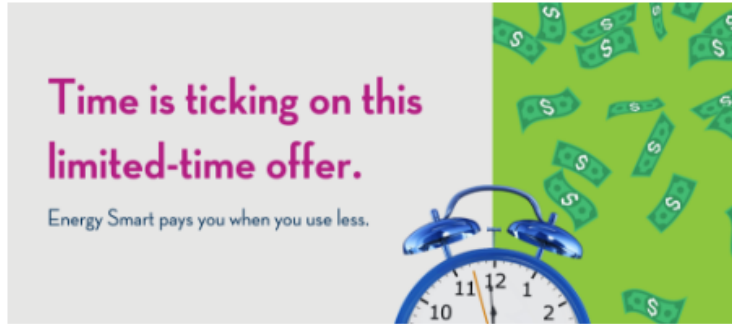
### To earn maximum rewards:

#### Reduce your energy use during peak demand events by:

- Turning off your lights.
- Setting your thermostat temperature three degrees higher in summer.
- Not using your dishwasher, clothes washer or clothes dryer during the events.
- Minimizing opening your refrigerator/freezer during the events.
- Unplugging and/or turning off appliances not in use (TV, coffee maker, etc.).

This is a limited-time offer; [click here for more information.](#)





## Follow-Up Recruitment Email



Energy New Orleans residential customers can get cash incentives for reducing their energy use during short periods of high electricity usage.

*This offer is available to the first 2,000 residential customers to enroll.*

### How to participate:

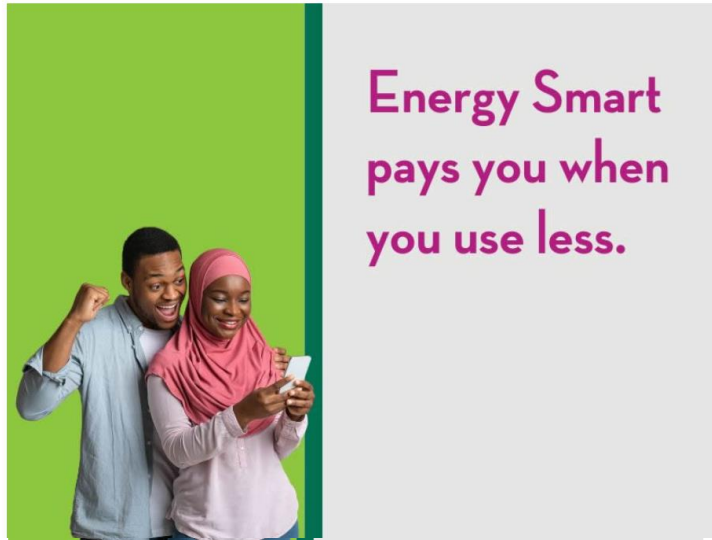
Step 1	Step 2	Step 3	Step 4
			
Enroll online in Energy Smart's Peak Time Rebate.	Look out for Peak Time Rebate event notifications.	During peak time events, reduce your energy usage.	Earn cash incentives based on the amount of energy you saved.

[Click here to learn more](#)

[Click here to enroll now](#)

ARTICLE

## Energy Smart Cash Savings Opportunities



### Summer's scorching, but savings opportunities are soaring.

Energy Smart, Entergy New Orleans' energy efficiency program, is launching a new pilot program to help customers save both electricity and money. Entergy New Orleans residential customers can earn cash incentives for reducing their energy use during short periods of high electricity usage through a new pilot program, Peak Time Rebates.

Customers enrolled in the Peak Time Rebate pilot will receive an email notification to reduce energy use during short periods of high electricity demand, also known as peak demand events, and in return receive cash incentives for their participation. This limited-time offer is available to the first 2,000 residential customers to enroll. Enroll today in the [Peak Time Rebate pilot](#) by visiting [Peak Time Rebate Pilot | Energy Smart NOLA](#).

### Stay cool while saving green.

Customers can earn additional incentives of up to \$50 their first year by enrolling qualifying smart thermostats in the Energy Smart EasyCool program. Customers can continue to earn up to a \$25 incentive each additional year of participation. For more information, visit [EasyCool Smart Thermostats | Energy Smart NOLA](#).

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

# Formstack

## Peak Time Rebate Enrollment

To enroll, complete the form below.



Name on Entergy Account\*

<input type="text"/>	<input type="text"/>
----------------------	----------------------

First Name

Last Name

Entergy New Orleans Account Number\*

Address on Entergy Account\*

Address Line 1

Address Line 2

<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------

City

State

ZIP Code

Email Address\*

To receive event notifications

Cell Phone Number

To receive event text message notifications



Signature\*

[\[clear\]](#)

Use your mouse or finger to draw your signature above.

Date\*

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------



# EasyCool Demand Response Email Campaigns

## Enroll in EasyCool



Enroll in EasyCool and get \$50 your first year.

You enroll; we pay. EasyCool, the easy way to save money and energy.



### WAYS TO GET PAID

- Enroll your new or existing smart thermostat in EasyCool, and receive a one-time \$50 incentive for signing up.
- Collect an additional \$25 incentive each year you participate.



### HOW IT WORKS

During a handful of peak-demand events each year, your smart thermostat will automatically make small temperature adjustments to increase the reliability of electrical service. As a participant, you can always manually adjust your thermostat to your desired comfort level. These events will last no longer than four hours and will not occur on weekends or holidays.



### YOU CAN HELP THE ENVIRONMENT, TOO

You'll also reduce your carbon footprint by participating. Smart thermostats auto adjust based on your preferences and outdoor temperature, and they have programmable settings that can help your home be more energy efficient.

[Enroll Now](#)

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

**\$4.99 Amazon Smart Thermostat +EasyCool**



**\$4.99 Amazon Smart Thermostat offered by Energy Smart for a limited time.**

[Purchase Here](#)

*This offer is valid through April 21, 2023.*

**For additional savings, get \$50 your first year when you enroll your smart thermostat in EasyCool.**

[Enroll Now](#)



#### WAYS TO GET PAID

- Enroll your new or existing smart thermostat in EasyCool, and receive a one-time \$50 incentive for signing up.
- Collect an additional \$25 incentive each year you participate.



#### HOW IT WORKS

During a handful of peak-demand events each year, your smart thermostat will automatically make small temperature adjustments to increase the reliability of electrical service. As a participant, you can always manually adjust your thermostat to your desired comfort level. These events will last no longer than four hours and will not occur on weekends or holidays.



#### YOU CAN HELP THE ENVIRONMENT, TOO

You'll also reduce your carbon footprint by participating. Smart thermostats auto adjust based on your preferences and outdoor temperature, and they have programmable settings that can help your home be more energy efficient.

#### Pre-season Reminder



Dear EasyCool Customer,

Thank you for participating in the Entergy New Orleans Energy Smart EasyCool offering. Now in its eighth year, EasyCool has helped reduce load on the grid during times of peak electric demand. Relieving the pressure on the electrical system helps keep the power supply affordable and reliable for all customers. Your continued participation is making a difference.

- During this year's cycling season (June 1-September 30), we may call an "event," which means your smart thermostat will be activated.
- Events will only affect the temperature by a few degrees, with minimal impact on comfort. You can easily opt out of an event at any time, for any reason. Your participation is voluntary.
- If an event is called and you have an EasyCool-enabled smart thermostat, your smart thermostat set point will be adjusted by a few degrees.
- These events are limited to weekdays (no weekends or holidays) during times when electricity demand is at its highest – typically for two to four hours between noon and 8 p.m.
- Event notifications are posted on the Energy Smart EasyCool website.

If you have a question about the offering, please call 504-229-6868. Thank you again for participating in EasyCool.

Sincerely,  
Your Energy Smart EasyCool Team



## EasyCool Social Posts

EnergySmart  
A New Orleans Program

RESIDENTIAL CUSTOMERS

**Saving is as easy as 1-2-3.**

EnergySmart  
A New Orleans Program

**1** Purchase and install a qualifying smart thermostat.



EnergySmart  
A New Orleans Program

**2** Enroll in EasyCool and get a \$50 enrollment incentive.



EnergySmart  
A New Orleans Program


**3** Receive \$25 for each additional year you participate.



## EasyCool Social: Re-branded to Public Awareness Campaign

EnergySmart  
A New Orleans Program

**Saving is as easy as 1-2-3.**



Residential Customers

EnergySmart  
A New Orleans Program



**1** Purchase and install a qualifying smart thermostat.

EnergySmart  
A New Orleans Program



**2** Enroll in EasyCool and receive a \$50 enrollment incentive.

EnergySmart  
A New Orleans Program



**3** Receive \$25 for each additional year you participate.



EnergySmart  
A New Orleans Program

**Saving is as easy as 1-2-3.**

- 1** Purchase and install a qualifying smart thermostat.
- 2** Enroll in EasyCool and receive a \$50 enrollment incentive.
- 3** Receive \$25 for each additional year you participate.



Residential Customers

EnergySmart  
A New Orleans Program

**Saving is as easy as 1-2-3.**


- 1** Purchase and install a qualifying smart thermostat.



EnergySmart  
A New Orleans Program

**Saving is as easy as 1-2-3.**

- 2** Enroll in EasyCool and receive a \$50 enrollment incentive.



EnergySmart  
A New Orleans Program

**Saving is as easy as 1-2-3.**

- 3** Receive \$25 for each additional year you participate.



## EasyCool Outreach Table Display

**Get \$50 your first year with EasyCool.**



### WAYS TO GET PAID

- Purchase and install a qualifying smart thermostat, and get up to a **\$100 incentive**.
- Enroll your new or existing smart thermostat in EasyCool, and receive a one-time **\$50 incentive** for signing up.
- Collect an additional **\$25 incentive** each year you participate.



### HOW IT WORKS

During a handful of peak-demand events each year, your smart thermostat will automatically make small temperature adjustments to increase the reliability of electrical service. As a participant, you can always manually adjust your thermostat to your desired comfort level. These events will last no longer than four hours and will not occur on weekends or holidays.




### YOU CAN HELP THE ENVIRONMENT, TOO

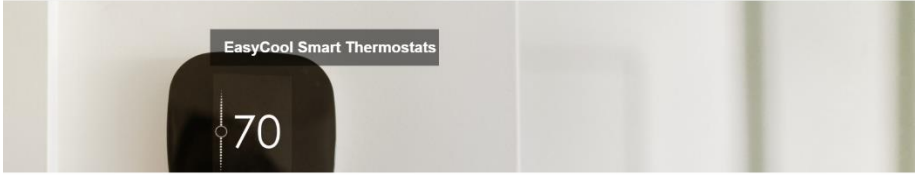
You'll also reduce your carbon footprint by participating. Smart thermostats auto adjust based on your preferences and outdoor temperature, and they have programmable settings that can help your home be more energy efficient.



# EasyCool Webpage Updates

Call EnergySmart  
504-229-6868

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



## EasyCool Smart Thermostats

### Get \$50 your first year with EasyCool.

Energy New Orleans residential customers can get cash incentives for helping to reduce energy use during short periods of high electricity usage. Simply enroll your smart thermostat in EasyCool and receive cash for your participation.

EasyCool smart thermostats make small temperature adjustments to reduce energy use during short periods of high electricity usage, also known as peak demand. If an event is called, your smart thermostat set point will be adjusted by a few degrees. Smart thermostats also give you more control over the comfort of your home and potential energy savings year round.

**Earn \$50 when you enroll your smart thermostat in the EasyCool offering.** Earn a \$25 incentive each additional year you participate.

\* Limit of 2 device incentives per Energy account number.

[ENROLL NOW](#)



#### WAYS TO GET PAID

• Purchase and install a qualifying smart thermostat, and get up to

- **\$100 incentive.**
- Enroll your new or existing smart thermostat in EasyCool, and receive a one-time **\$50 incentive** for signing up.
- Collect an additional **\$25 incentive** each year you participate.



#### HOW IT WORKS

During a handful of peak-demand events each year, your smart thermostat will automatically make small temperature adjustments to increase the reliability of electrical service. As a participant, you can always manually adjust your thermostat to your desired comfort level. These events will last no longer than four hours and will not occur on weekends or holidays.



#### YOU CAN HELP THE ENVIRONMENT, TOO

You'll also reduce your carbon footprint by participating. Smart thermostats auto adjust based on your preferences and outdoor temperature, and they have programmable settings that can help your home be more energy efficient.

#### Questions

What if I already own or recently installed a smart thermostat?

- Enroll now and start saving. Earn **\$50** for signing up and **\$25** for each additional year you participate.

What if I need a smart thermostat?

- You can purchase a [qualifying smart thermostat](#) from any retailer and get a **\$100 incentive**, or you can buy one from the [Energy Smart Online Marketplace](#).

[ENROLL NOW](#)

[Find A Trade Ally](#)  
[FAQs](#)

1

# Appliance Recycling



Receive \$50 for your old fridge or freezer



All it takes is three easy steps:

1. Visit [energysmartnola.info/appliance-recycling](http://energysmartnola.info/appliance-recycling) to schedule your pickup—it's quick and easy. Or call 877-743-3128.
2. Energy Smart will haul away your working fridge or freezer\* at no cost.
3. Receive your \$50 check in the mail.

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2023 Entergy Services, LLC. All Rights Reserved. \*Size and other restrictions apply.



For more information about other energy efficiency offerings, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6666.

# Flyers



Receive \$50 for your old fridge or freezer



All it takes is three easy steps:


1. Scan the QR code to schedule your pickup online—it's quick and easy. Or call 877-743-3128.
2. Energy Smart will haul away your working fridge or freezer\* at no cost.
3. Receive your \$50 check in the mail.




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# Social Media



Receive \$50 for your old fridge or freezer




Residential Customers



Schedule your pickup online—it's quick and easy. Or, call 877-743-3128.

To learn more, visit [energysmartnola.info/appliance-recycling](http://energysmartnola.info/appliance-recycling)



\*Size and other restrictions apply





**Receive \$50 for your old fridge or freezer**

Residential Customers

Schedule your pickup online—it's quick and easy. Or, call 877-743-3128.

To learn more, visit [energysmartnola.info/appliance-recycling](http://energysmartnola.info/appliance-recycling)



\*Size and other restrictions apply

## Earned Media

### The Green Project June 2023 Newsletter

#### COMMUNITY



Receive \$50 for your old fridge or freezer



All it takes is three easy steps:

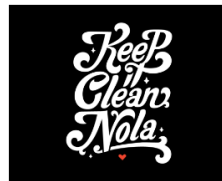
1. Scan the QR code to schedule your pickup online, or call 877-743-3128.
2. Energy Smart will haul away your working fridge or freezer\* at no cost.
3. Receive your \$50 check or direct debit.



#### Energy Smart

Energy Smart's Appliance Recycling offers \$50 for old refrigerators and freezers in working condition, meaning they just have to turn on when plugged in. AND they pick up the appliance at the customer's convenience!

[More info —](#)



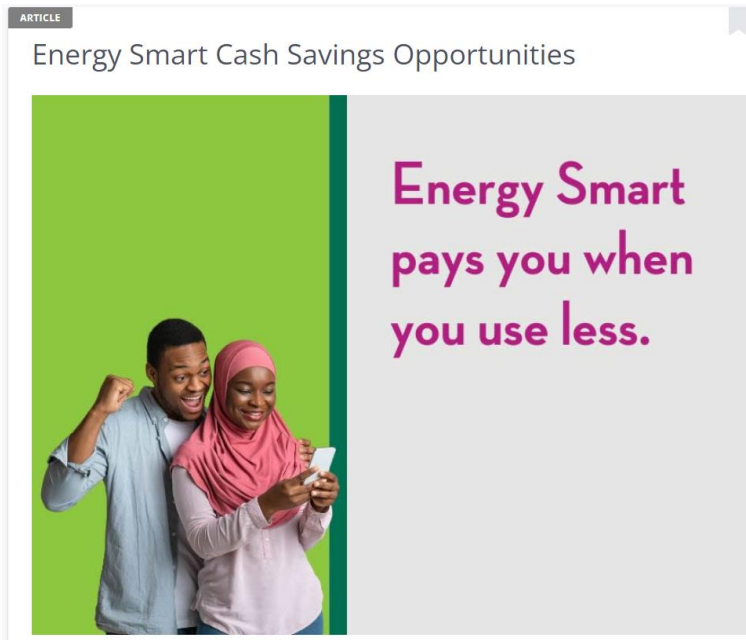
#### Love Your City's Keep It Clean Campaign

Join us by participating in the Let's Keep it Clean, NOLA Campaign! This year, participants will be encouraged to compete in three badges: energy, water, and zero waste.

[More info —](#)

## Monthly Circuit Newsletter

June 2023



### Summer's scorching, but savings opportunities are soaring.

Energy Smart, Entergy New Orleans' energy efficiency program, is launching a new pilot program to help customers save both electricity and money. Entergy New Orleans residential customers can earn cash incentives for reducing their energy use during short periods of high electricity usage through a new pilot program, Peak Time Rebates.

Customers enrolled in the Peak Time Rebate pilot will receive an email notification to reduce energy use during short periods of high electricity demand, also known as peak demand events, and in return receive cash incentives for their participation. This limited-time offer is available to the first 2,000 residential customers to enroll. Enroll today in the [Peak Time Rebate pilot by visiting Peak Time Rebate Pilot | Energy Smart NOLA](#).

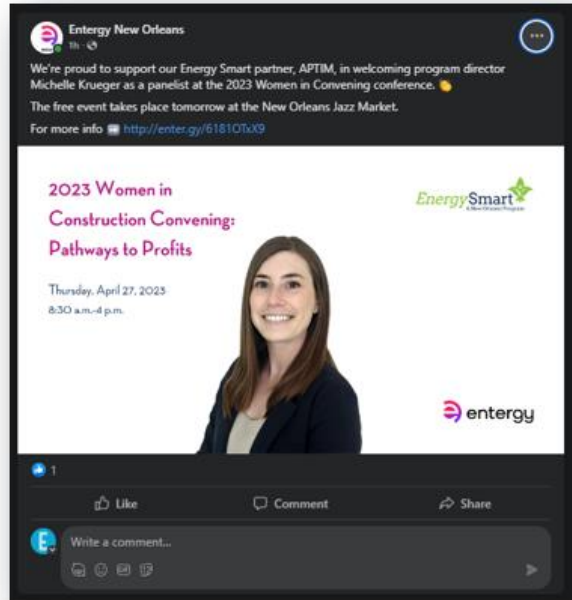
### Stay cool while saving green.

Customers can earn additional incentives of up to \$50 their first year by enrolling qualifying smart thermostats in the Energy Smart EasyCool program. Customers can continue to earn up to a \$25 incentive each additional year of participation. For more information, visit [EasyCool Smart Thermostats | Energy Smart NOLA](#).

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

# Commercial Marketing Collateral

## Program Conferences/Speaking Engagements



### Keep It Clean NOLA

**Keep it Clean Nola**

Thursday, May 25th, 2023  
8:30-10:30 a.m.

EnergySmart  
A New Orleans Program

## Trade Ally 2023 Kick-Off Meeting and Award Ceremony Email



### Reminder

Register now for the Energy Smart 2023 Trade Ally Award Ceremony and Kick-Off Event.

[Register Now](#)

Tuesday, January 17, 2023  
8-10 a.m.  
Energy Centre  
1100 Poydras St., Floor 38  
New Orleans, LA 70163

Breakfast available beginning at 8 a.m.  
Complementary parking available in the parking garage  
located at 600 Loyola St.

### Parking Details

- Upon entering the garage at 600 Loyola, press the button to pull a ticket.
- Attendee parking is available on the 3<sup>rd</sup> and 4<sup>th</sup> floors.
- Hand your ticket to the APTIM staff at the Welcome Table for validation.
- Ticket will be handed back to you.
- Upon exiting the parking garage, insert the validated ticket into the machine and the garage arm will lift.



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and administered by Entergy New Orleans, LLC. ©2023 Entergy Services, LLC. All Rights Reserved.

Our mailing address is:  
Energy Smart  
1100 Poydras St., Suite 2080  
New Orleans, LA 70163

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



## Selling Energy/Energy Smart Training



### Mark Jewell President of Selling Energy

Energy Smart has partnered  
with Selling Energy to offer free  
training to trade ally partners



#### **Selling Energy training package registrants receive:**

- Access to Selling Energy online training courses for a full year.
- Participation in a live training event led by Mark Jewell at Delgado Community College in New Orleans from 9 a.m. to 1 p.m. on Tuesday, May 23, 2023. Free hot breakfast and hot lunch included.
- Participation in six (6) additional live/online webinars.

Trade ally partners, sign up here: <https://info.sellingenergy.com/energy-smart>.

To become an Energy Smart trade ally partner, call 504-229-6868 or email us at [info@energysmartnola.com](mailto:info@energysmartnola.com).

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©2023 Selling Energy. All Rights Reserved.

# Selling Energy/Energy Smart Training Registration



Energy Smart is sponsoring FREE Selling Energy training for current trade ally partners

**Thank you for your interest in enrolling in Selling Energy training for trade ally partners, an offering sponsored by Energy Smart.**

Energy Smart has partnered with Selling Energy to offer their award-winning training to help current trade ally partners excel at advancing energy solutions. This training is designed for those serving either commercial or residential markets.

Thanks to generous sponsorship from Energy Smart, current trade ally partners are eligible to enroll in a comprehensive Selling Energy training package that includes:

- Access to Selling Energy online training courses for a full year.
- Participation in a training event at Delgado Community College in New Orleans from 9 a.m. to 1 p.m. on Tuesday, May 23, 2023 (hosted both in-person and simulcast live/online).
- Participation in six (6) additional live/online webinars hosted by training instructor Mark Jewell.
- Access to a free one-on-one coaching session with training instructor Mark Jewell.
- Access to free resources made available to all Selling Energy students.

**Please fill out the form on the right and submit to get started.** Once enrollment requests have been processed, Selling Energy will reach out to provide directions for accessing online courses and supply details about attending the training event on May 23.

Find out more about instructor Mark Jewell, subject matter expert and award-winning trainer, [here](#).

**Eligibility:** Two employees from each current Energy Smart trade ally partner company may enroll. Unique email addresses are required.

**Terms of Use:** Licenses to access Selling Energy online training courses are strictly single-user. As such, logins may not be shared, and group viewing is not allowed.

First name*	Last name*
<input type="text"/>	<input type="text"/>
Email*	Phone number*
<input type="text"/>	<input type="text"/>
Company name*	
<input type="text"/>	
Street address*	City*
<input type="text"/>	<input type="text"/>
State/Region	Postal code*
Please select	<input type="text"/>
Energy Smart - primary market served	
Please select	
Energy Smart event - May 23, 2023, participation preference	
Please select	
protected by reCAPTCHA	
<input type="submit" value="Submit"/>	

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## Customer Big Check Presentation



**Earned Media**

**NOLA Newswire Newsletter**

[Claim Yours Today:](#)

HOME ABOUT CONTACT PRIVACY POLICY TERMS OF SERVICE TIPS

# NOLA NEWSWIRE

Where New Orleanians Share News for Free!

February 6, 2023

EVENTS SUBMIT NEWS BY INDUSTRY

**FEATURED NEWS**

**Funding for Energy Saving Projects Available from Energy Smart**  
 FEBRUARY 6, 2023

**NEW ORLEANS** – Get up to 100% of your project costs paid for qualifying energy savings. Not sure where to start? Tell us about your project and our Energy Smart Energy Advisors will do the rest. [Submit your project request form today.](#)

**Contact:**  
 Dawn Eller, Marketing & Outreach Lead  
 dawn.ellerd@aptim.com, (504) 390-7515

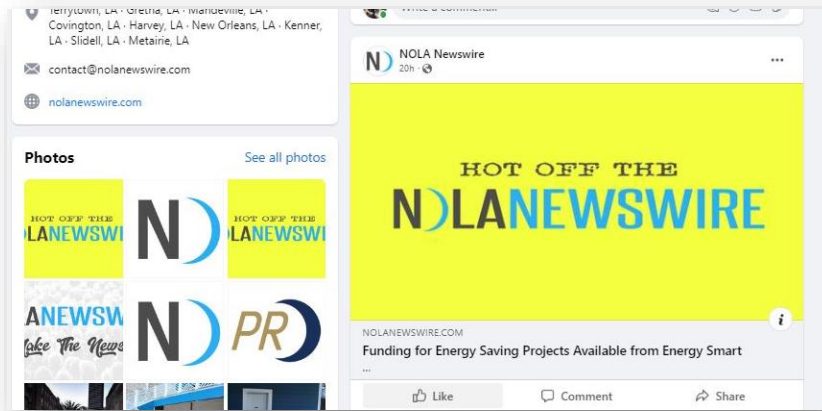
NEW ORLEANS

**68°**  
sunny

6:31am @ 5:55pm CST

feels like: 68°F  
 wind: Simple  
 humidity: 20%  
 pressure: 30.14"hg

## NOLA Newswire Social Post



## WWL Earth Day Interview – April 20

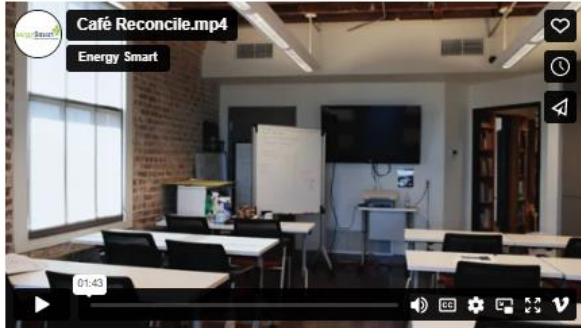


# Commercial Collateral

## Digital Media

### Customer Testimonial Videos

#### Café Reconcile



#### LSU Health Science Center

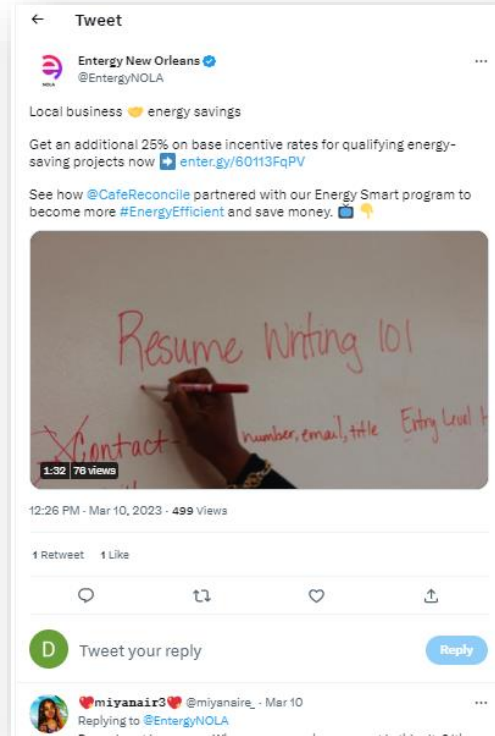


### Customer Testimonial Social Posts

#### Facebook



## Twitter



## Energy New Orleans Blog



## Small Business Online Marketplace Collateral

### THANK YOU FOR SHOPPING WITH ENERGY SMART



Energy Smart understands that small businesses in New Orleans need to be energy efficient to save energy and money. Explore additional Energy Smart offerings for small businesses that will help you reduce utility costs.



#### SMART THERMOSTAT REBATES

Get **up to \$150** on the purchase of a new qualified smart thermostat. Smart thermostat manufacturers estimate that **users save an average of 10% to 12% on heating and 15% on cooling costs**. That's money you can invest into your business.



#### 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](http://energysmartnola.com/trade-allies).

## Small Business Online Marketplace Box Stickers

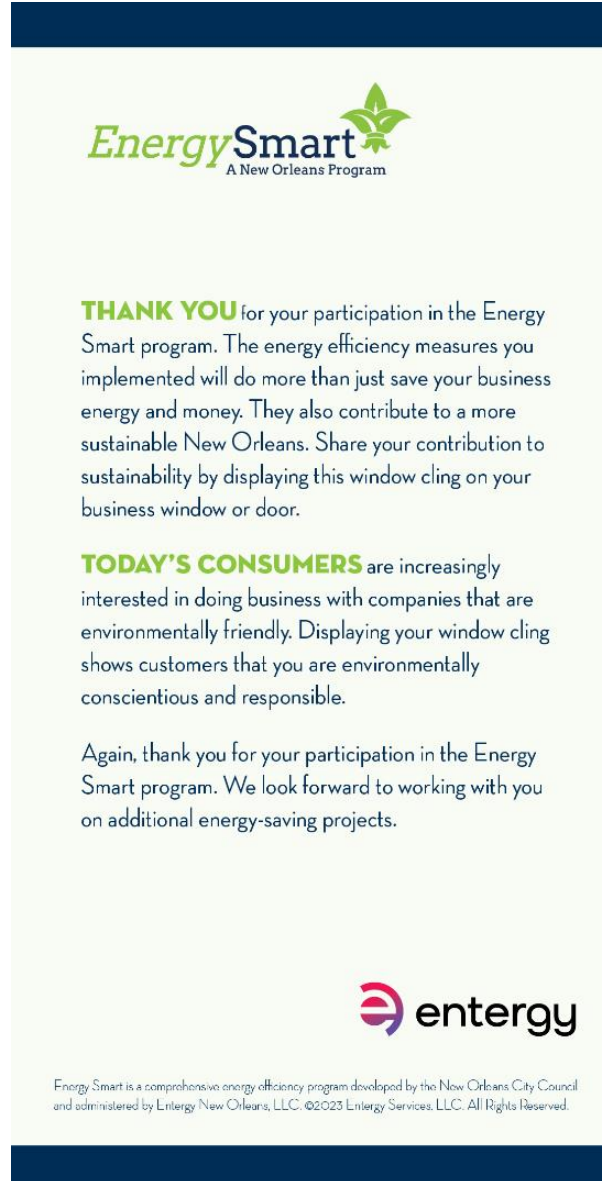


**SAVE ENERGY. SAVE MONEY.**

Install today to save today.



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# Trade Ally Recruitment Collateral

## Front side



### Become an Energy Smart trade ally

The Energy Smart program connects Energy New Orleans customers with trade ally professionals who help select and install energy-efficient products that have verifiable energy savings for customers. Provide more value to your customers by securing Energy Smart incentives to lower the cost of upgrades and leverage these cash incentives to gain new customers.

The program provides its trade allies with marketing support and technical assistance to identify energy efficiency opportunities, develop cost-effective projects and complete required program documentation. Energy Smart trade allies are invited to participate in various training, development and networking opportunities provided by the program and its partners.

#### Residential trade ally

Residential weatherization and HVAC maintenance trade allies can join Energy Smart to gain access to rebates, trainings, industry networking events, co-branding opportunities and customer leads.

Incentives are available for upgrades that reduce electricity usage, such as:

- A/C tune-up and replacement
- Attic insulation
- Air sealing Duct sealing
- Hot pump water heater

Questions? Contact Energy Smart to get started. Visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com), call 504-229-0606 or scan the QR code.



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## Back side



### Become an Energy Smart trade ally

The Energy Smart program connects Energy New Orleans customers with trade ally professionals who help select and install energy-efficient products that have verifiable energy savings for customers. Provide more value to your customers by securing Energy Smart incentives to lower the cost of upgrades and leverage these cash incentives to gain new customers.

The program provides its trade allies with marketing support and technical assistance to identify energy efficiency opportunities, develop cost-effective projects and complete required program documentation. Energy Smart trade allies are invited to participate in various training, development and networking opportunities provided by the program and its partners.

#### Commercial trade ally

Lighting and non-lighting trade allies can join Energy Smart to gain access to prescriptive or custom incentives, trainings, industry networking events and co-branding opportunities.

Prescriptive incentives are paid at standard rate for qualifying equipment found on the prescriptive incentive list on [energysmartnola.com](http://energysmartnola.com). If your project is not included on the prescriptive incentive list, it will be considered a custom project. Custom projects are paid based on the calculated energy savings.

Incentives are available for upgrades that reduce electricity usage, such as:

- Interior and exterior lighting
- HVAC
- Lighting and HVAC controls
- Motors
- Building automation systems
- Commercial kitchen and refrigeration

Questions? Contact Energy Smart to get started. Visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com), call 504-229-0606 or scan the QR code.



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## Compressed Air Overview Front side



### Compressed Air offering

The Energy Smart Compressed Air offering provides cash incentives for qualifying customers to identify and repair leaks, generating substantial energy and cost savings for Entergy New Orleans customers.

#### Did you know?

**20-30%**

of a compressor's output can be wasted due to compressed air leaks.

Leak size	Annual energy cost of leak*
1/64 inch	\$17
1/32 inch	\$60
1/16 inch	\$241

\*Assumes 80 psig, two-shift operation, \$0.10/kWh.

#### Incentives

Compressed air system operating schedule	Incentive**
24/7 operation (24 hours/day, 7 days/week)	\$90 per leak repaired
Three-shift (24 hours/day, 5-6 days/week)	\$85 per leak repaired
Two-shift (16 hours/day, 5-7 days/week)	\$60 per leak repaired
Single-shift (8 hours/day, 5-7 days/week)	\$30 per leak repaired

\*\* Incentive caps apply; see page 2.

#### Requirements

- A leak survey of all compressed air distribution and compressed air consuming equipment must be completed with an ultrasonic leak detector capable of measuring dB.
- All leaks identified during a leak survey must be tagged and included in incentive application, regardless of whether they are repaired.
- Customers must leave leak tags in place for 12 months.
- Compressed air systems capable of air or data logging must submit logging data (two weeks prior to repairs and two weeks post repairs).
- All leaks larger than 1 CFM must be fixed.
- Repaired leaks are not eligible for incentive for five years after the initial leak repair incentive; new leaks are eligible annually for incentives.

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## Compressed Air Overview Back side



### Compressed Air offering application process

Under \$5,000 estimated incentive	Over \$5,000 estimated incentive
<p>No pre-approval required</p> <ol style="list-style-type: none"> <li>Engage Energy Smart trade ally to complete leak survey. Trade ally will tag and catalog all leaks found.</li> <li>Trade ally repairs leaks by replacing or repairing faulty equipment.</li> <li>Trade ally submits application package to the Energy Smart program including:                             <ul style="list-style-type: none"> <li><input type="checkbox"/> Compressed Air Leaks Application workbook, all tabs complete.</li> <li><input type="checkbox"/> One Entergy New Orleans bill for project site.</li> <li><input type="checkbox"/> Project itemized invoice.</li> <li><input type="checkbox"/> W-9 for incentive payee.</li> <li><input type="checkbox"/> Photos of compressor name plate.</li> <li><input type="checkbox"/> Pre- and post-logging data (if available).</li> </ul> </li> <li>Energy Smart performs site inspection and issues incentive check payment.</li> </ol>	<p>Pre-approval required</p> <ol style="list-style-type: none"> <li>Engage Energy Smart trade ally to complete leak survey. Trade ally will tag and catalog all leaks found.</li> <li>Trade ally submits pre-approval application package to the Energy Smart program including:                             <ul style="list-style-type: none"> <li><input type="checkbox"/> Compressed Air Leaks Application workbook, survey tabs complete.</li> <li><input type="checkbox"/> One Entergy New Orleans bill for project site.</li> <li><input type="checkbox"/> Project itemized proposal.</li> <li><input type="checkbox"/> W-9 for incentive payee.</li> <li><input type="checkbox"/> Photos of compressor name plates.</li> <li><input type="checkbox"/> Pre-logging data (if available).</li> </ul> </li> <li>Energy Smart program performs site visit and issues pre-approval notice.</li> <li>Trade ally repairs leaks by replacing or repairing faulty equipment.</li> <li>Trade ally submits completion package to the Energy Smart program including:                             <ul style="list-style-type: none"> <li><input type="checkbox"/> Compressed Air Leaks Application workbook, all tabs complete.</li> <li><input type="checkbox"/> Project itemized invoice.</li> <li><input type="checkbox"/> Post-logging data (if available).</li> </ul> </li> <li>Energy Smart performs site inspection and issues incentive check payment.</li> </ol>

### Incentive caps

Compressed air system operating schedule	Incentive cap
24/7 operation (24 hours/day, 7 days/week)	\$40 per compressor HP or total project cost
Three-shift (24 hours/day, 5-6 days/week)	\$37 per compressor HP or total project cost
Two-shift (16 hours/day, 5-7 days/week)	\$27 per compressor HP or total project cost
Single-shift (8 hours/day, 5-7 days/week)	\$14 per compressor HP or total project cost

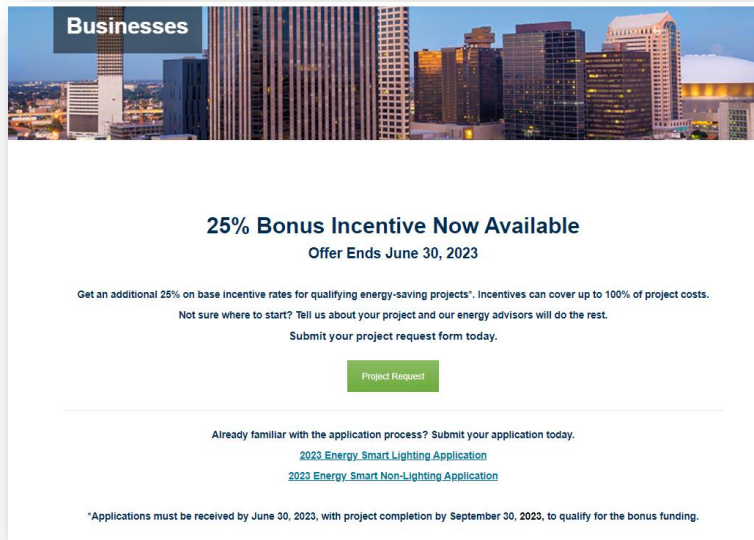
For more information about this and other Energy Smart offerings, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.

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# 25% Bonus Incentive Campaign

## Business Landing Page Update



**Businesses**

### 25% Bonus Incentive Now Available

Offer Ends June 30, 2023

Get an additional 25% on base incentive rates for qualifying energy-saving projects\*. Incentives can cover up to 100% of project costs. Not sure where to start? Tell us about your project and our energy advisors will do the rest. Submit your project request form today.

[Project Request](#)

Already familiar with the application process? Submit your application today.

[2023 Energy Smart Lighting Application](#)  
[2023 Energy Smart Non-Lighting Application](#)

\*Applications must be received by June 30, 2023, with project completion by September 30, 2023, to qualify for the bonus funding.

## Print Ads



**EnergySmart**  
A New Orleans Program

### 100% of your energy efficiency project costs could be covered.

Don't wait. Apply by June 30 and complete by September 30 to receive a 25% bonus incentive.

Apply now at [energysmartnola.com/businesses](https://energysmartnola.com/businesses)





**EnergySmart**  
A New Orleans Program

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Times-Picayune Strip Ads

## BUSINESS

MILLIUM | WEDNESDAY, APRIL 23, 2023

**Wishart's Regulatory**

**Coming shortfall in Social Security should worry young and old**

By [Name]

WASHINGTON — The Social Security Administration's latest report on the program's long-term solvency is a sobering one. It shows that the program will run out of money in 2034, unless Congress acts to raise taxes or cut benefits. The report also shows that the program's trust funds will be depleted by 2034, leaving only about 75% of promised benefits available.

While the report is a warning, it also offers some hope. It says that if Congress acts to raise taxes or cut benefits, the program can be made solvent again. However, it also notes that such changes would be difficult to implement, and that the program's long-term solvency remains uncertain.

**Wishart's Regulatory**

**Finally, medical debt under \$500 has been removed from credit reports**

By [Name]

WASHINGTON — The Federal Reserve Board has announced that it will remove medical debt under \$500 from credit reports. This is a significant step toward reducing the burden of medical debt on consumers, and it is expected to help improve credit scores for millions of people.

The new rule will take effect in 2023, and it is expected to have a positive impact on the credit market. It is also seen as a step toward reducing the overall cost of credit, and it is expected to help stimulate economic growth.

**Wishart's Regulatory**

**As industry demands more clean power, will there be enough for Louisiana residents?**

By [Name]

NEW ORLEANS — As the energy industry pushes for more clean power, Louisiana residents are concerned about the impact on the state's economy and environment. The state's economy is heavily dependent on the oil and gas industry, and any shift toward clean power could have a significant impact on jobs and revenue.

However, the industry argues that clean power is essential for meeting the state's growing energy needs, and that it will create new jobs and revenue. The state is currently in the process of developing a clean energy plan, and it is expected to have a significant impact on the state's future.

**Wishart's Regulatory**

**Habitat building affordable housing amid a crisis**

By [Name]

NEW ORLEANS — Habitat for Humanity is building affordable housing in New Orleans amid a crisis. The organization is working to provide safe and affordable housing for the state's most vulnerable residents, and it is currently in the process of building several new units.

The crisis in New Orleans is the result of a combination of factors, including the impact of the COVID-19 pandemic and the effects of climate change. Habitat for Humanity is committed to helping these residents, and it is working to provide them with the support and resources they need to get back on their feet.

## BUSINESS

MILLIUM | WEDNESDAY, APRIL 23, 2023

**TALKING BUSINESS WITH SAM BRUNER**

**'LOOK, BOOK AND GO'**

By [Name]

NEW ORLEANS — A camping trip led to a hot new app for the RV crowd. The app, called "Look, Book and Go," allows RVers to find and book campsites online, and it is expected to have a significant impact on the RV industry.

The app was developed by a group of RVers who were frustrated with the difficulty of finding and booking campsites. They decided to create an app that would make the process easier and more convenient, and it is now available for download on the App Store and Google Play.

**TALKING BUSINESS WITH MARGUERITE OEBRECHER**

**Habitat building affordable housing amid a crisis**

By [Name]

NEW ORLEANS — Habitat for Humanity is building affordable housing in New Orleans amid a crisis. The organization is working to provide safe and affordable housing for the state's most vulnerable residents, and it is currently in the process of building several new units.

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**Client Name:** APTIM/SPARE GROUP  
**Advertiser:** New Orleans' New Orleans Business Food Strip B3  
**Service/Package/Zone:** Business Food Strip B3  
**Description:** Business Food Strip B3

**Ad Number:** 81233  
**Advertiser Number:** 151258 x 3  
**Size:** 300x250  
**Color Type:** BW

**Publication Date:** 04/23/2023

**THE ADVOCATE**

**100% of your energy efficiency project costs could be covered.**

Don't wait. Apply for a free quote today by September 30 to receive a \$10k bonus from Entergy.

[entergy.com/business](http://entergy.com/business)

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[entergy.com/business](http://entergy.com/business)

Biz New Orleans 1/2 Page Print Ads

### IN THE BIG SPORTS

**Baby, You Can Drive My Carr**

By [Name]

NEW ORLEANS — A baby's first car is a significant milestone, and it is important to choose the right car for the child. The right car should be safe, reliable, and easy to drive, and it should also be fun. There are many options available, and it is important to take the time to research and compare different models.

One of the most important factors to consider is safety. The car should have a high safety rating, and it should have all the necessary safety features, such as air bags and seat belts. It should also be easy to maintain, and it should have a good warranty.

Another important factor to consider is the car's performance. The car should have a good engine, and it should be able to handle the road. It should also have a good transmission, and it should be easy to drive.

Finally, the car should be fun to drive. It should have a good sound system, and it should have all the features that the child will love. It should also be a car that the parent can use as well.

### 100% of your energy efficiency project costs could be covered.

Don't wait. Apply for a free quote today by September 30 to receive a \$10k bonus from Entergy.

[entergy.com/business](http://entergy.com/business)

**BuildStrong Academy**

**Great! New Orleans**

**CELEBRATING OUR FIRST YEAR ANNIVERSARY!**

**Tuition-FREE construction jobs training program**

**No experience necessary**

**Must be at least 18 years old to enroll**

[BuildStrongAcademy.org/About-New-Orleans](http://BuildStrongAcademy.org/About-New-Orleans)

Phone: 504-337-8300  
Email: [Gwenita.Fox@BuildStrongAcademy.org](mailto:Gwenita.Fox@BuildStrongAcademy.org)

**HBI**

**BuildStrong Academy**

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**Tuition-FREE construction jobs training program**

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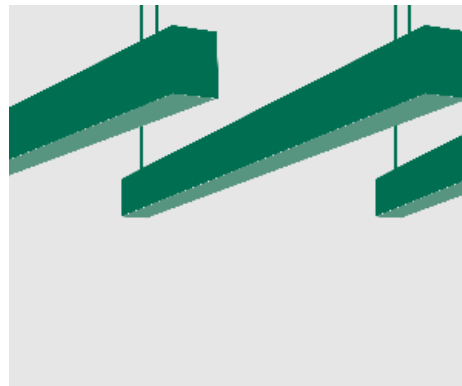
[BuildStrongAcademy.org/About-New-Orleans](http://BuildStrongAcademy.org/About-New-Orleans)

Phone: 504-337-8300  
Email: [Gwenita.Fox@BuildStrongAcademy.org](mailto:Gwenita.Fox@BuildStrongAcademy.org)



Digital Display Ads

300x250




320x50

**100% of your energy efficiency project costs could be covered.**  
 Apply by June 30 for a **25% bonus.**

**Apply Now**





550x250



**100% of your energy efficiency project costs could be covered.**

Apply by June 30 for a **25% bonus.**


**Apply Now**



728x90

**100% of your energy efficiency project costs could be covered.**  
 Apply by June 30 for a **25% bonus.**

**Apply Now**




600x200



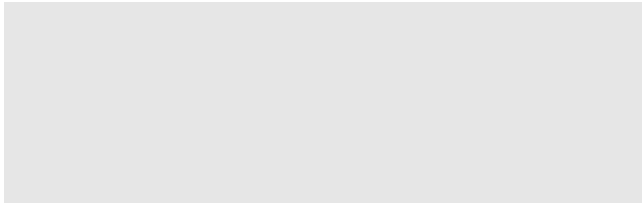
**100% of your energy efficiency project costs could be covered.**

Don't wait. Apply by June 30 and complete by September 30 to receive a **25% bonus** incentive.



**Apply Now**



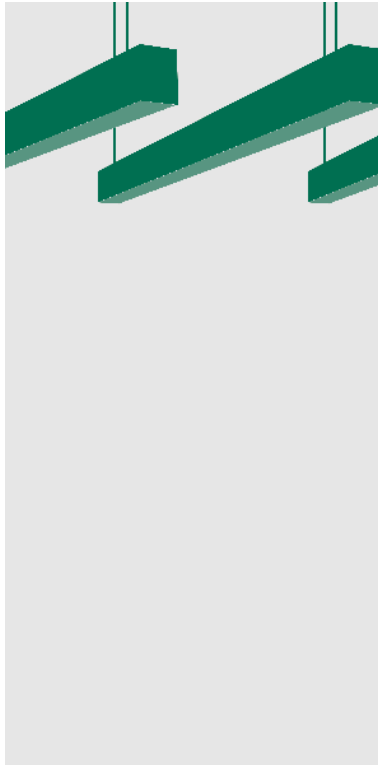
320x100



970x90

300x600



**100%**  
of your energy  
efficiency project  
costs could be  
covered.




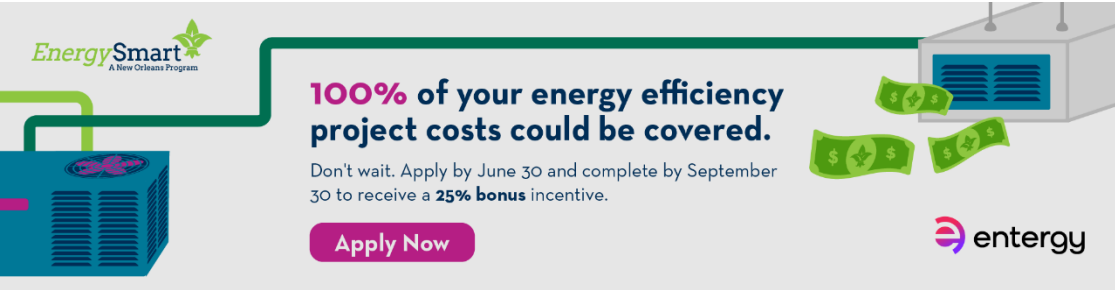
970x250






**100% of your energy efficiency project costs could be covered.**  
 Don't wait. Apply by June 30 and complete by September 30 to receive a **25% bonus** incentive.

[Apply Now](#)


**100% of your energy efficiency project costs could be covered.**  
 Don't wait. Apply by June 30 and complete by September 30 to receive a **25% bonus** incentive.

[Apply Now](#)



**25% bonus incentive for energy-saving projects ends June 30.**  
 Get cash for upgrades.

[Apply Now](#)

**Biz New Orleans Dedicated E-blast**



**100% of your energy efficiency project costs could be covered.**

Don't wait. Apply by June 30 and complete by September 30 to receive a **25% bonus** incentive.

[Apply Now](#)



## NOLA.COM Dedicated Eblast

HVAC, Lighting, Refrigeration, Building Automation & More



**Looking for savings?**



energy

**Get more cash for energy-saving projects.**

New Orleans business owners, up to 100% of your energy efficiency project costs could be covered by Energy Smart. Upgrade your building or equipment to get a cash incentive and save energy.

**100%**  
of your energy efficiency project costs could be covered.

### 25% bonus available now through June 30.

In addition to the standard cash incentive you'll receive after completing a project, we're offering a limited-time 25% bonus incentive on qualifying energy-saving projects. Just apply by June 30 and complete your project by September 30 to receive the bonus incentive.

- \$200,000 incentive cap per project.
- \$600,000 incentive cap per year per customer.

Not sure where to start? Submit your project inquiry today and our energy advisors will do the rest. Don't wait. Submit now before June 30 to save more.

Visit [energysmartnola.com](http://energysmartnola.com) to learn more about energy savings for your business.

**Don't wait.**



Apply by June 30 and complete by September 30 to receive a **25% bonus** incentive.



### Project Inquiry

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APTIM Energy - ENO\_BONUS-VANIT



Energy Smart 15 second (2).m4a

## Digital/Streaming Radio :15 and :30



APTIM Energy -  
ENO\_BONUS-VANIT'



Energy Smart 30  
second (2).m4a

## Paid Social

A screenshot of a Facebook sponsored post from Entergy New Orleans. The post features a background image of three green, rectangular light fixtures hanging from the ceiling. The text in the post reads: "Get more cash for energy-saving projects with Energy Smart." Below the image is the Energy Smart logo, which includes a green leaf icon and the text "Energy Smart A New Orleans Program". At the bottom of the post, there is a URL "ENERGYSMARTNOLA.INFO", the text "Upgrade your business or facility. Submit your project.", and a "Learn more" button.

Entergy New Orleans  
Sponsored · 🌐

Get more cash for energy-saving projects with Energy Smart.

**Energy Smart**  
A New Orleans Program

ENERGYSMARTNOLA.INFO  
**Upgrade your business or facility.**  
Submit your project.

Learn more

Energy New Orleans  
Sponsored

Get more cash for energy-saving projects with Energy Smart.



**EnergySmart**  
A New Orleans Program

ENERGYSMARTNOLA.INFO  
**Upgrade your business or facility.**  
Submit your project.

Apply now

1

Energy New Orleans  
Sponsored

Get more cash for energy-saving projects with Energy Smart.

Apply by June 30 and complete by September 30 to receive a **25% bonus** incentive.


FORM ON FACEBOOK  
**Upgrade your business or facility.**  
Submit your project.

Apply now

9 1 2

### Leads Form in Social Posts

Energy New Orleans



Energy New Orleans

**25% Bonus Incentive Now Available Through June 30th**

Get an additional 25% on base incentive rates for qualifying energy-saving projects\*. Incentives can cover up to 100% of project costs. Not sure where to start? Tell us about your project and our energy advisors will do the rest.

**Tell us about your energy efficiency project**

**What is the address of the project site?**

## 25% Bonus Incentive Email Campaigns January Eblast



Energy Smart is offering a [25% bonus incentive](#) during the first six months of 2023 for qualifying energy-saving projects. **That's 25% over the current base incentive rates.**

To qualify, applications must be submitted by June 30, 2023, with project completion no later than September 30, 2023. Projects not completed by September 30, 2023, will not qualify for the bonus incentive.

#### Reasons to Participate

- Energy Smart incentives can cover up to 100% of project costs.
- Applying is easy. Tell us about your project, and our energy advisors will do the rest.
- Energy efficiency upgrades can:
  - Lower your operating costs
  - Increase the market value of your business
  - Improve your brand image with customers
  - Provide health benefits for employees

Not sure where to start? Tell us about your project and our energy advisors will do the rest. **Submit your project request form today.**

[Project Request Form](#)

Visit [energysmartnola.com](http://energysmartnola.com) to learn more about energy savings for your business.



## April E-blast



**Get 25% more cash for your energy-efficient building upgrades.**

Now through June 30, Energy Smart is offering a 25% bonus incentive. **That's 25% over the current base incentive rates.** These increased incentives can help cover up to 100% of out-of-pocket costs.

**Applying is easy.** Tell us about your project and our energy advisors will do the rest. **Submit your project request form today.**

[Project Request Form](#)

To qualify, applications must be submitted by June 30, 2023, with project completion no later than September 30, 2023.

Projects not completed by September 30, 2023, will not qualify for the bonus incentive.

Visit [energysmartnola.com](http://energysmartnola.com) to learn more about energy savings for your business.



## May E-blast



Don't miss out on getting **25% more cash** for your energy-saving upgrades. Deadline to submit applications for the bonus incentive is June 30.

### Reasons to Participate

- Incentives can cover up to 100% of project costs.
- Energy efficiency upgrades can:
  - Lower your operating costs.
  - Increase the market value of your business.
  - Improve your brand image with customers.
  - Provide health benefits for employees.

Not sure where to start? Tell us about your project, and our energy advisors will do the rest. **Submit your project request form today.**

[Project Request Form](#)

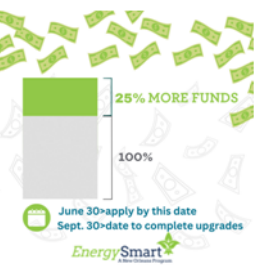
To qualify, applications must be submitted by June 30, 2023, with project completion no later than September 30, 2023. Projects not completed by September 30, 2023, will not qualify for the bonus incentive.

Visit [energysmartnola.com](http://energysmartnola.com) to learn more about energy savings for your business.



# Program Partner Marketing

## StayLocal Newsletter



**25% MORE FUNDS**

June 30 > apply by this date  
Sept. 30 > date to complete upgrades

**Save the Planet & Save Money**


Planning an energy efficient upgrade to your business this year? Energy Smart is offering a 25% Bonus Incentive during the first six months of 2023 for qualifying energy-saving projects. That's 25% over the current base incentive rates.

Energy efficiency upgrades can: lower your operating costs, increase the market value of your business, provide health benefits for employees and improve your brand with consumers.

Not sure where to start? Tell Energy Smart about your project and and energy advisors will do the rest. Applications must be submitted by June 30, 2023.

[Apply now>](#)

## StayLocal Facebook Post



**25% MORE FUNDS**

June 30 <--- apply by this date  
September 30 <--- date to complete upgrades



## Chamber of Commerce – Press Release on Chamber Website



### Increased Bonus Incentive for Energy-Saving Projects

Monday, February 06, 2023

Energy Smart is offering a 25% Bonus Incentive to Entergy New Orleans business customers during the first six months of 2023 for qualifying energy-saving projects. That's 25% over the current base incentive rates. To qualify, applications must be submitted by June 30, 2023, with project completion no later than September 30, 2023. Projects not completed by September 30, 2023, will not qualify for [...read more →](#)

Categories: [Press Release](#)

## Downtown Development District Social Post

**Downtown Development District of New Orleans**  
February 27 at 6:51 PM

Entergy New Orleans' Energy Smart program is offering business customers additional incentives to complete energy-efficient facility upgrades.  
Visit <https://bit.ly/3Ntc8ak> for more information and to start your application.



**Business customers can apply for an extra 25% cash incentive in addition to the standard cash incentive Energy Smart distributes on a per-project basis.**

**"We're giving businesses an added incentive to apply and complete projects early, and we've simplified the application process. Tell us about your project, and our energy advisors will do the rest."**

Derek Mills, Demand Side Management Manager for Entergy New Orleans

**NEW INCENTIVE CAPS TO COVER MORE OF YOUR ENERGY-EFFICIENT PROJECTS**

<b>Per-Project Cap</b> \$200,000 <small>For eligible energy-efficient projects</small>
<b>Annual Customer Cap</b> \$200,000 <small>Across all eligible projects</small>

The 25% incentive is available to all Entergy New Orleans business customers who apply and submit eligible project requests by June 30, 2023.

Program participants have until September 30, 2023, to complete upgrades.

These increased incentives can help cover up to 100% of out-of-pocket costs for energy-efficient building upgrades.

## Downtown Development District Newsletter

### ENERGY SMART LAUNCHES 25% INCENTIVE BONUS FOR BUSINESSES



Entergy New Orleans' [Energy Smart](#) program is offering business customers more money to complete energy-efficient facility upgrades. Energy Smart is the comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans.

Business customers can apply for an extra 25% cash incentive in addition to the standard cash incentive Energy Smart distributes on a per-project basis. These increased incentives can help cover up to 100% of out-of-pocket costs for energy-efficient building upgrades.

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"Both large and small business customers are eligible for this 25% incentive bonus," said Derek Mills, Entergy New Orleans' demand-side management programs manager. "We're giving businesses an added incentive to apply and complete projects early, and we've simplified the application process. Tell us about your project, and our energy advisors will do the rest."

In addition to the cash incentives customers receive upon project completion, energy efficiency upgrades help decrease energy usage lowering operating costs and increasing profitability.

"With the help of our Energy Smart trade allies, we identify where upgrades can be made to maximize your savings," Mills continued.

## Earned Media

### 25% Bonus Incentive Press Release



FOR IMMEDIATE RELEASE:  
[February XX, 2023](#)

**Energy Smart launches 25% incentive bonus on energy-saving projects for  
New Orleans businesses**

*Limited-time financial incentive can help cover up to 100% of project costs*

**New Orleans, La.** – Entergy New Orleans' Energy Smart program is offering companies more money to complete energy-efficient facility upgrades.

Business customers can apply to receive an extra 25% cash incentive in addition to the standard cash incentive Energy Smart distributes on a per-project basis. These increased incentives can help cover up to 100% of out-of-pocket costs for energy-efficient building upgrades.

The 25% incentive is available to all Entergy New Orleans business customers who apply and submit eligible project requests by June 30, 2023. Program participants will have until September 30, [2023](#) to complete upgrades. Businesses interested in learning more or applying, can visit the Energy Smart [website](#) to begin the application process.

"Both large and small business customers are eligible for this 25% incentive bonus," said Derek Mills, manager of Entergy New Orleans' demand-side management programs. "We're giving businesses an added incentive to apply and complete projects early, and we've simplified the application process. Tell us about your project, and our energy advisors will do the rest."

In addition to the cash incentives customers receive upon project completion, energy efficiency upgrades help decrease energy usage, which translates to lower operating costs and increased profitability.

"With the help of our Energy Smart trade allies, we identify where upgrades can be made to maximize your savings," Mills continued.

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

**ABOUT ENERGY SMART**

Energy Smart provides financial incentives for making energy-efficiency upgrades that decrease unnecessary usage and help businesses save money. The program launched in 2010 and is open to all Entergy New Orleans customers. Since the program began, Energy Smart has distributed more than \$43.7 million in cash incentives and allowed customers to save more than 350.3 million kilowatt hours. For more information about Energy Smart, visit [energysmartnola.com/businesses](#) or call 504-229-8888.



**About Entergy New Orleans**

Entergy New Orleans, LLC is an electric and gas utility that serves Louisiana's Orleans Parish. The company provides electricity to more than 209,000 customers and natural gas to more than 110,000 customers.

###

## Energy Smart Launches 25% Incentive Bonus for N.O. Businesses

02/08/2023 by Site Staff



Getty Images

NEW ORLEANS - Entergy New Orleans' Energy Smart program said it is offering companies more money to complete energy-efficient facility upgrades.

Business customers can apply to receive an extra 25% cash incentive in addition to the standard cash incentive Energy Smart distributes on a per-project basis. These increased incentives can help cover up to 100% of out-of-pocket costs for energy-efficient building upgrades.

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Categories: [Energy](#), [Today's Business News](#)

[Claim Yours Today:](#)

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# NOLA NEWSWIRE

Where New Orleanians Share News for Free!

February 6, 2023

EVENTS SUBMIT NEWS BY INDUSTRY

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**FEATURED NEWS**

## Funding for Energy Saving Projects Available from Energy Smart

FEBRUARY 6, 2023

**NEW ORLEANS** – Get up to 100% of your project costs paid for qualifying energy savings. Not sure where to start? Tell us about your project and our Energy Smart Energy Advisors will do the rest. [Submit your project request form today.](#)

**Contact:**  
Dawn Eller, Marketing & Outreach Lead  
dawn.eller@aptim.com, (504) 390-7515

NEW ORLEANS

☀️ 68°

Sunny

6:31 am - 9:55 pm CST

feels like: 69°  
wind: 5 mph e-se  
humidity: 20%  
pressure: 30.14 hg

Terrytown, LA · Gretna, LA · Mandeville, LA · Covington, LA · Harvey, LA · New Orleans, LA · Kenner, LA · Slidell, LA · Metairie, LA

contact@nolanewswire.com

nolanewswire.com

**Photos** [See all photos](#)

NOLA Newswire20h

HOT OFF THE  
**NOLA NEWSWIRE**

NOLANEWSWIRE.COM

Funding for Energy Saving Projects Available from Energy Smart

Like Comment Share

# Small Business Online Marketplace Campaigns

## Early Spring Promo

### Social Post



Small Business,  
**Big** Savings.

Spring into the season with deals on smart thermostats.

EnergySmart  
A New Orleans Program

Google Nest  
~~\$129.99~~ \$0

75  
Cooling  
Indoor 78

ecobee 3 Lite  
~~\$149.99~~ \$0

Offer valid 3/2-3/15. EnergySmart  
A New Orleans Program




**Emerson Sensi WiFi**  
\$129 **\$0**



**Emerson Sensi Touch**  
\$169 **\$0**

Offer ends 3/12.

Offer valid 3/2-3/15.

**ecobee Enhanced**  
\$189.99 **\$19.99**



**ecobee Premium**  
\$249.99 **\$69.99**

Offer valid 3/2-3/15.



## Email



### Small Business, Big Savings

Jump-start your savings this spring with a smart thermostat for your business. Then save on cooling and heating year-round.

Available for Entergy New Orleans small business customers at the [Small Business Online Store](#).

Quantities are limited, so act now.

 <p><b>\$0*</b> Reg. \$129.99 <a href="#">Google Nest</a></p>	 <p><b>\$19.99*</b> Reg. \$189.99 <a href="#">ecobee Enhanced</a></p>
 <p><b>\$0*</b> Reg. \$129.99 <a href="#">Emerson Sensi WiFi</a></p>	 <p><b>\$69.99*</b> Reg. \$249.99 <a href="#">ecobee Premium</a></p>

[Shop All Now](#)

\*Price after instant rebate.

Visit [energy.smart.store](#) for these offers as well as other discounted or no-cost energy-saving products.

For more information about Energy Smart, visit [energy.smarttools.com](#)  
email [info@energy.smarttools.com](mailto:info@energy.smarttools.com) or call 604-229-4966.

## Earth Day Promo Social



**Earth Day,  
Every Day.**

*Invest in our planet  
and your business  
year-round with  
energy-saving products.*



**EnergySmart**  
A SmartSource Program

**Google Nest**

~~\$129.99~~ **\$0**



~~\$149.99~~ **\$0**

**ecobee3 Lite**

**Energy Efficiency Kits**

~~\$48~~ **\$0**



**Niagra Low-Flow  
Aerator**

~~\$3.50~~ **\$0**



**40W-100W  
A19 Dimmable  
LEDs**

~~\$1-\$2~~ **\$2-\$0.50**



**Tricklestar  
Advanced PowerStrip**

~~\$19~~ **\$11**





Entergy New Orleans

Sponsored (demo)



As a New Orleans small business, you can get discounts year-round on dozens of energy-efficient products from Energy Smart

**Earth Day,  
Every Day.**

*Invest in our planet  
and your business  
year-round with  
energy-saving products.*




Energy Smart Small  
Business Online Store  
Sustainability made simp...

Shop now

**Google Nest**

~~\$129.99~~ **\$0**




~~\$149.99~~ **\$0**

**ecobee3 Lite**

Free Smart  
Thermostats  
Sustainability made simp...

Shop no

10

1 comment 5 shares

# Email



## Earth Day, Every Day.

Invest in our planet and your business year round with energy-saving products.



Exclusive Offers for Small Businesses.

Available only at the [Small Business Online Store](#).



[ecobee3 Lite Thermostat](#)

Now \$0\*  
MSRP: \$149.99



[Google Nest Thermostat](#)

Now \$0\*  
MSRP: \$129.99



[40W-100W Equivalent LED Bulbs](#)

Now \$1-\$2\*  
MSRP: \$2-\$8.50



[Tricklestar Advanced PowerStrip](#)

Now \$11\*  
MSRP: \$19



[Small Business Kits](#)

Now \$0\*  
MSRP: \$49-\$79.99

\*Price after instant rebate.

Visit [energysmart.com](#) for other discounted or no-cost energy-saving products.

Quantities are limited, so act now.

For more information about Energy Smart, visit [energysmart.com](#), email [info@energysmart.com](mailto:info@energysmart.com) or call 561-229-6663.





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# Memorial Day Promo


## Social



 **Energy New Orleans**  
Sponsored · 




Now's your chance to get screw-in LEDs delivered right to your small business' doorstep. Place your order while supplies last.





energysmart.store  
**Energy Smart Small Business Online Store**

[Shop now](#)

 Like  Comment  Share

# Email



## Looking for Savings?



Clearance sale on LED bulbs.  
Now up to 80% off.

Exclusive Memorial Day LED offer for Energy New Orleans small business customers, available only at the [Small Business Online Store](#).

### Benefits of LED lighting

- Long lifespan: minimum of 25,000 hours
- Produces less heat: LEDs are 80% light and 20% heat
- Energy efficient: 80% more than incandescent bulbs



#### 25 pack-14W LED Linear Tube

**\$50\***

\*Price after instant rebate.

MSRP: \$205

MSRP includes shipping and handling. See product details.



#### 9W and 12W Equivalent PAR38 LED Bulb

**\$4 and \$8\***

\*Price after instant rebate.

MSRP: \$8 and \$12

MSRP includes shipping and handling. See product details.



#### 16W LED Emergency Exit Sign Replacement

**\$4\***

\*Price after instant rebate.

MSRP: \$16

MSRP includes shipping and handling. See product details.



#### 40W-100W Equivalent A19 Dimmable LED Bulb

**\$1-\$2\***

\*Price after instant rebate.

MSRP: \$1-\$2.50

MSRP includes shipping and handling. See product details.

Visit [energysmart.com](#) for these offers as well as other discounted or low-additional-cost energy-saving products.

Quantities are limited, so act now.

For more information about Energy Smart, visit [energysmart.com](#), email [info@energysmart.com](mailto:info@energysmart.com) or call 204-228-0200.



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The mailing address is:  
Energy Smart  
1100 Poydras St., Suite 2100  
New Orleans, LA 70138

Want to change how you receive these emails?  
We'll customize your preferences in accordance with this link.

# Trade Ally Q1 Newsletter



## Energy Smart Q1 Trade Ally Newsletter

The Commercial and Industrial Trade Ally Quarterly Newsletter is a resource for trade ally partners to learn about updates to the program and information about upcoming trade ally events, training and professional development opportunities.

Energy Smart reminds trade allies to download the latest version of the [lighting and non-lighting application/calculator](#).

### Goals for 2023

2023 is Program Year (PY) 13 for the Energy Smart program. The commercial and industrial budget is \$6,367,271. To achieve this goal, the program is removing barriers to participation on behalf of customers and trade allies, onboarding new trade allies and continuing to increase the percentage of savings originating from non-lighting measures. We look forward to your participation with the program this year.

### Incentive Bonus



Energy Smart is providing a 25% bonus for all prescriptive and custom projects submitted to the program by June 30, 2023. Projects must be completed by Sept. 30, 2023. This bonus helps Energy Smart to distribute incentive funding evenly throughout the program year.

### Lighting measure reminder

Design Lights Consortium updated its solid-state lighting (SSL) technical requirements in 2022. Energy Smart now requires lighting to meet DLC version

### Lighting measure reminder

Design Lights Consortium updated its solid-state lighting (SSL) technical requirements in 2022. Energy Smart now requires lighting to meet DLC version 5.1 standards. This applies to any fixtures and lamps. With respect to screw-in bulbs and downlights, Energy Star is accepted.

### Application documents

Energy Smart reminds trade allies to email the following documents to [commercialapps@energysmartnola.com](mailto:commercialapps@energysmartnola.com) to submit an application:

- Application/calculator
- Utility bill
- Specifications
- Proposal
- Product certifications (DLC, Energy Star, AHRI)
- W9 for the entity receiving payment
- Photos of pre-existing equipment

Energy Smart asks trade allies to always download a current version of the calculator from this page: [Businesses | Energy Smart NOLA](#).

### Completion documents

When submitting completion documents to Energy Smart, please email these items to [commercialapps@energysmartnola.com](mailto:commercialapps@energysmartnola.com):

- Final customer invoice
- Photos of installed equipment
- Project completion notice
- Updated calculator if the scope of work has changed.

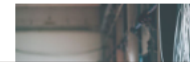
### Trade Ally 2022 awards

On Jan. 17 Energy Smart hosted its 2023 Trade Ally Kick-Off and Awards Ceremony. Energy Smart staff covered program goals for the year and distributed plaques to the following trade ally award winners:

- Lighting – NOLA LED
- HVAC – Blue Box Air
- Small Business – Gasket Guy of Louisiana
- Customer Service – Nu-Lite Electrical Wholesalers
- Building Automation – Synergy Building Solutions
- Commercial Trade Ally of the Year – Synergy Building Solutions

### Training webinar: Unlocking the Mystery of Utility Bills

March 22 | 9-10:00 a.m.  
Energy Smart welcomes energy engineer Adil Khan, CEO of TransPower Company and senior



## Training webinar: Unlocking the Mystery of Utility Bills

March 22 | 9-10:00 a.m.

Energy Smart welcomes energy engineer Adil Khan, CEO of TransPower Company and senior member of the Association of Energy Engineers, to lead the training "Unlocking the Mystery of Utility Bills." Tune in to learn about:



- Line items that determine overall utility bill price
- Demand charge, energy charge and reactive power charge
- Purchased power cost
- Base rate charges
- Riders
- Franchise fees
- Active power and apparent power
- Power quality and power factor

Adil Khan has over 30 years of national and international executive management experience and has been involved in next-generation technologies. He is an electrical engineer with a Master's in Business Administration. He is the founder, president, and CEO of TransPower Company, a R&D and technology manufacturing company. He is also an adjunct professor of strategic management at Denver University and sits on the board of multiple associations including local chapters of the Association of Energy Engineers.

Register here: [Unlocking the Mystery of Utility Bills \(Eventbrite invitation\)](#)

\* Association of Energy Engineers members can receive 0.2 hours of continuing education credits for attending this webinar.

## Training webinar: State Building Energy Code

April 12 | 9-10:30 a.m.

Energy Smart welcomes David Bonaventure, PE, CEM, to discuss updates to the state Building Energy Code. David is the past president of the Baton Rouge Chapter of ASHRAE. He has been in the design consulting engineering field for the built environment for 23 years and has been involved in several highly energy efficient buildings. This training will cover how the state's Energy Code will impact:

- New insulation levels
- Building envelope construction
- HVAC equipment efficiencies
- Building ventilation changes
- Energy recovery
- Lighting controls
- Mechanical and electrical commissioning

- New insulation levels
- Building envelope construction
- HVAC equipment efficiencies
- Building ventilation changes
- Energy recovery
- Lighting controls
- Mechanical and electrical commissioning

Register here: [What the Updates to the Louisiana Energy Code Mean for You Tickets, Wed, Apr 12, 2023 at 9:00 AM | Eventbrite](#)

## Training: "Selling Energy" sales training

Energy Smart will partner with Mark Jewell, an nationally-renowned sales trainer whose first book, "Selling Energy: Inspiring Ideas That Get More Projects Approved!" was a Wall Street Journal bestseller. This training will take place at Delgado Community College in New Orleans on Tuesday, May 23. Registered trade allies can receive this training, which will include numerous supplemental online resources, at no cost. Energy Smart will send an invitation to trade allies.

## Surveying trade ally interest

Energy Smart would like to gauge trade ally interest in attending Fundamentals of Compressed Air, provided by the Compressed Air Challenge. The Compressed Air Challenge is a voluntary collaboration that promotes energy and operational efficiency in compressed air systems for industry. This is a one-day introductory course designed to teach facility engineers, operators and maintenance staff how to achieve 15-25% cost savings through more effective production and use of compressed air. If you are interested in attending this training, contact [kevin.fitzwilliam@aptim.com](mailto:kevin.fitzwilliam@aptim.com).

## Workforce development

On Feb. 9, Energy Smart and Entergy Solutions staff presented to instructors and students associated with the LSU Industrial Assessment Center (IAC). LSU's IAC helps small and medium sized US manufacturers and commercial buildings save energy, reduce waste, and improve productivity by providing single day, no-cost energy assessments conducted by a team of engineering faculty and students (<https://iac.lsu.edu>). If your company is looking to hire employees with an engineering background and are interested in learning more about the IAC, Kevin Fitzwilliam can help you to connect with the center.

Contact Kevin Fitzwilliam at [kevin.fitzwilliam@aptim.com](mailto:kevin.fitzwilliam@aptim.com) with inquiries about any of the information in the Q1 newsletter.



# Trade Ally Q2 Newsletter



## Energy Smart Q2 Trade Ally Newsletter

The Commercial and Industrial Trade Ally Quarterly Newsletter is a resource for trade ally partners to learn about updates to the program and information about upcoming trade ally events, training and professional development opportunities.

Energy Smart reminds trade allies to download the latest version of the [lighting and non-lighting application/calculator](#).

### Program Update

Energy Smart thanks all of the trade allies who have submitted projects thus far in 2023. As of May 1st, the program has reached 36% of its energy savings goal of 54,247,606 kWh. Thirty-one trade allies or contractors have submitted total of 66 projects. These applications are split nearly evenly between lighting and non-lighting projects. To date, 38% of the program budget has been allotted to these projects.

### Incentive Bonus



Energy Smart is providing a 25% bonus for all prescriptive and custom projects submitted to the program by June 30, 2023. Projects must be completed by Sept. 30, 2023. This bonus helps Energy Smart to distribute incentive funding evenly throughout the program year.

### Application documents

Energy Smart reminds trade allies to email the following documents to [commercialapps@energysmartnola.com](mailto:commercialapps@energysmartnola.com) to submit an application:

- Application/calculator
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- W9 for the entity receiving payment
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Energy Smart asks trade allies to always download a current version of the calculator from this page:

[Businesses | Energy Smart NOLA](#)

### Completion documents

When submitting completion documents to Energy Smart, please email these items to [commercialapps@energysmartnola.com](mailto:commercialapps@energysmartnola.com):

- Final customer invoice
- Photos of installed equipment
- Project completion notice
- Updated calculator if the scope of work has changed.

### Training: "Selling Energy" Sales Training

Energy Smart is partnering with Selling Energy to offer a training to current trade ally partners to help you excel at advancing energy solutions. Breakfast and lunch will be provided. Thanks to a generous sponsorship from Energy Smart, current trade ally partners are eligible to enroll in a comprehensive Selling Energy training package that includes:

- Access to Selling Energy online training courses for a full year.
- Participation in a training event at Delgado Community College (in the Lac Maurepas Room on the 2nd floor of the Student Life Center) in New Orleans from 9



To sign up, please fill out our [registration form](#). Registration is limited, so we encourage you to sign up while openings remain available



- Participation in a training event at Delgado Community College (in the Lac Maurepas Room on the 2nd floor of the Student Life Center) in New Orleans from 9 a.m. to 1 p.m. on Tuesday, May 23, 2023 (hosted both in-person and simulcast live/online).
- Participation in six (6) additional live/online webinars hosted by training instructor Mark Jewell.
- Access to a free one-on-one coaching session with Mark Jewell.
- Access to free resources made available to all Selling Energy students.

limited, so we encourage you to sign up while openings remain.

### Training: Retro-commissioning

On July 13, Energy Smart will host a training on retro-commissioning will be open to both RCx service providers and facility directors. The training will be announced soon. Deng Lin, of Harris Energy Solutions, will lead the training. Deng is a professional engineer with over 10 years of experience in energy engineering. He developed and executed technical standards for implementation of Energy Conservation Measures (ECM) Retro-commissioning Studies for over 600 New York City buildings. Modules included BMS upgrades/conversions, lighting upgrades, pneumatic rehabilitations, boiler control upgrades and HVAC system upgrades.

### Recognizing New Trade Allies

- Colmex Construction
- Regency Electrical Group
- APenergy
- Motion Industries
- Case iZ Systems
- HD Electric
- NOLA Engineering
- Chester Electric
- Prexus International
- B.E.F. Electric Company
- Industrial Energy Services
- ElecTech
- Ingersoll Rand Industrial
- Verdant Energy Management Solutions
- Germ Slayers Cleanli Maintenance Solution
- G&R Professional Services
- Louisiana Energy Solutions

### Trade Ally Spotlight: Elan Studio Lighting



#### ÉLAN STUDIO LIGHTING

Jeremy Friloux is the showroom manager and part owner of Elan Studio Lighting, a locally-owned lighting company that has been a trade ally with Energy Smart since 2020. Elan Studio Lighting provides lighting solutions to both residences and businesses, including new construction and remodels. "Everyday is a new challenge," said Jeremy. "New product is constantly coming out. Styles and designs are constantly changing."

Having earned its Gold trade ally rating based on its level of participation in 2022, Elan has continued its work as a reliable trade ally in 2023. Said Jeremy: "Energy Smart has given us the opportunity to get out in front of potential customers that we normally would not have. To show a customer that the project can pay for itself in a short period of time has been a big advantage. The return-on-investment calculator has been a valuable tool." Elan has emphasized training his staff on the Energy Smart application process, benefiting not only his company, but the Energy Smart program staff as well.

### Workforce development

In April, Energy Smart facilitated individual conversations between trade allies and two local workforce agencies – Louisiana Green Corps and the New Orleans Technical Education Provider (NOTEP). Tracy Landry is the Career and Employment Specialist with LA Green Corps, and Janelle Dejan is an electrical lead instructor with NOTEP. Both provided trade allies with an overview of their programs and students. If your company is looking to hire entry-level employees with an electrical aptitude, you can reach out to Kevin Fitzwilliam who can connect you with these organizations.

Contact Kevin Fitzwilliam at [kevin.fitzwilliam@aptim.com](mailto:kevin.fitzwilliam@aptim.com) with inquiries about any of the information in the Q2 newsletter.

