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September 12, 2025

VIA ELECTRONIC MAIL ONLY

Clerk of Council
Council of the City of New Orleans
Room 1E09, City Hall
1300 Perdido Street
New Orleans, Louisiana 70112

**Re: Filing of Entergy New Orleans, LLC's Energy Smart Program Year 15 Midyear Report
(Resolutions R-11-52, R-22-523, R-24-570; UD-08-02, UD-20-02, UD-23-01)**

Dear Clerk of Council,

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. Resolution R-22-523, adopted on December 15, 2022, approved the continuance of Energy Smart for Program Years 13 and 14. Council Resolution R-22-523 further approved APTIM, Environmental and Infrastructure ("APTIM"), National Theater for Children ("NTC"), Sagewell, Inc. ("Sagewell") and Honeywell Smart Energy ("Honeywell") as the Third-Party Administrators, and ADM Associates, Inc. as the Third-Party Evaluator for the programs. Subsequently, Council Resolution R-24-570 approved the Revised Implementation Plan for Program Year 15 of Energy Smart.

On behalf of APTIM, NTC, Sagewell, Honeywell and ADM, Entergy New Orleans, LLC submits this Energy Smart Program Year 15 Midyear Report for the period of January 1, 2025 to June 30, 2025 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) 670-3673.

Sincerely,

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

Kevin T. Boleware

Enclosure

cc: Official Service List UD-08-02, UD-20-02 and UD-23-01 (*via electronic mail*)



Midyear Report

Energy Smart Program
Program Year 15
Submitted: 9/12/2025

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Executive Summary

The Energy Smart Program (Program) was developed by the New Orleans City Council (Council), is administered by Entergy New Orleans, LLC (ENO) and is implemented by APTIM, the Third-Party Administrator (TPA). This report contains performance data and activities for the Program for the period of January 1, 2025 - June 30, 2025. 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
- Thrive New Orleans
- Franklin Energy Services
- EnergyHub
- Harris Energy Solutions
- MD Energy Advisors
- National Theatre for Children (NTC)
- Honeywell
- Sagewell
- Energy Solutions

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
Lisa Stefanik	Director Energy Transition	APTIM	Madison, WI
Michelle Krueger	Program Director	APTIM	New Orleans, LA
Alicia Renner	Sr. Director of Marketing	APTIM	Remote, MI
Cindy Beaucoudray	Marketing Manager	APTIM	Baton Rouge, LA
John Krzystowczyk	Commercial Program Manager	APTIM	New Orleans, LA
Elsie Kuczynski	Residential Program Manager	APTIM	St. Louis, MO
Ethan Cartwright	Account Manager	APTIM	New Orleans, LA
Katie Nash	Operations Manager	APTIM	Pearl River, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Reagan Gill	Marketing Communications Specialist	APTIM	Dallas, TX
Erica Hawthorne	Creative Asset Lead/Graphic Designer	APTIM	New Orleans, LA
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Spencer Kurtz	Sr. Energy Engineer	APTIM	Charlotte, NC
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Zachary Diamand	Technical Manager	APTIM	Remote, FL
Nick Bengtson	Sales Executive	EnergyHub	Brooklyn, NY
Nathan Meadows	Client Success Manager	EnergyHub	Brooklyn, NY
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Amber Lindh-Porcaro	Residential Program Manager, Retail	Franklin Energy Services	Milwaukee, WI
Alan Mitchell	Field Manager	Franklin Energy Services	New Orleans, LA
Amanda Welch	Operations Analyst	Franklin Energy Services	Milwaukee, WI
Kathryn Piacentino	Client Marketing Manager	Franklin Energy Services	Rochester, NY
Daniel Franklin	Operations Manager	Franklin Energy Services	New Orleans, LA
James Herman	Operations Analyst	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Jessica Harris	President	Harris Energy Solutions	Austin, TX
Deng Lin	Director	Harris Energy Solutions	Austin, TX
Iam Tucker	President & CEO	ILSI Engineering	New Orleans, LA
Gill Page	Energy Engineer	ILSI Engineering	New Orleans, LA
Alcide Tervalon III	Principal	Legacy Professional	New Orleans, LA
Iryell Richard	Small Commercial Project Coordinator	Legacy Professional	New Orleans, LA
John Baker	Energy Advisor	Legacy Professional	New Orleans, LA
Louis Bart	Field Manager	Legacy Professional	New Orleans, LA
Keith Ridgley	Residential QA/QC	Legacy Professional	New Orleans, LA
Derrick Hammond	Energy Advisor	Legacy Professional	New Orleans, LA
Larry Tervalon	Energy Advisor	Legacy Professional	New Orleans, LA
Matt Gibson	Energy Advisor	Legacy Professional	New Orleans, LA
Don Davidson	Energy Advisor	Legacy Professional	New Orleans, LA
Wilbert Curtis	Project Specialist	Legacy Professional	New Orleans, LA
Rosane Archery-McGowan	C&I Energy Advisor	MD Energy Advisors	New Orleans, LA
Layne Carroll	C&I Energy Advisor	MD Energy Advisors	New Orleans, LA

Reilly Cavanaugh	C&I Energy Advisor	MD Energy Advisors	New Orleans, LA
Nikki Swoboda	Director, Marketing	NTC	Minneapolis, MN
Leititia Bailey	Director, School Outreach	NTC	Minneapolis, MN
Becca Hanson	Manager, School Outreach	NTC	Minneapolis, MN
John Trones	Director, Creative Services	NTC	Minneapolis, MN
Seth Campbell	Manager, Creative Services	NTC	Minneapolis, MN
Bill Turner	Director, IT	NTC	Minneapolis, MN
Melissa Kim	Data Administrator, Marketing	NTC	Minneapolis, MN
Derek Meyer	Director, School Success	NTC	Minneapolis, MN
Sophie Stenchmann	Actor-Educator, Live Tour	NTC	Meraux, LA
Andrew Wright	Actor-Educator, Live Tour	NTC	New Orleans, LA
Psytia Jordan	Owner, Universal Printing	Universal	New Orleans, LA
Simran Kohli	CFO, Greenlite USA	Greenlite	Atlanta, GA
Gary Smith	President	Sagewell, Inc.	Charlotte, NC
Josh Cantor	Energy Analyst	Sagewell, Inc.	Boston, MA
Jim Sheehan	Senior Data Analyst	Sagewell, Inc.	Boston, MA
Amanda Richards	Program Manager	Honeywell	Boise, ID
Craig Henry	Solutions Manager	Honeywell	San Antonio, TX
Jacqueline Chen	Project Manager	Honeywell	New Haven, CT
Benjamin Cavell	Outreach Manager	Honeywell	New Orleans, LA
Keith Grant	Project Engineer	Honeywell	Northford, CT
Chuck Morse	Executive Director	Thrive New Orleans	New Orleans, LA
Alexandria Patin	Workforce/Engagement Manager	Thrive New Orleans	New Orleans, LA
Alexis Kyman	Chief Strategy Officer	Thrive New Orleans	New Orleans, LA
Madison Corbeil	Senior Project Manager	Energy Solutions	Atlanta, GA
Alex Alzugaray	Associate Director Energy Efficiency	Energy Solutions	Oakland, CA
Katie Thomson	Trade Ally Manager II	Energy Solutions	Charleston, SC

Offerings Overview

Residential

Energy Efficiency

- Home Performance with ENERGY STAR®.
- Retail Appliances.
- Retail Appliances – Income Qualified.
- Income-Qualified Weatherization.
- A/C Solutions.
- A/C Solutions – Income Qualified.
- Multifamily Solutions.
- Multifamily Solutions – Income Qualified.
- 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

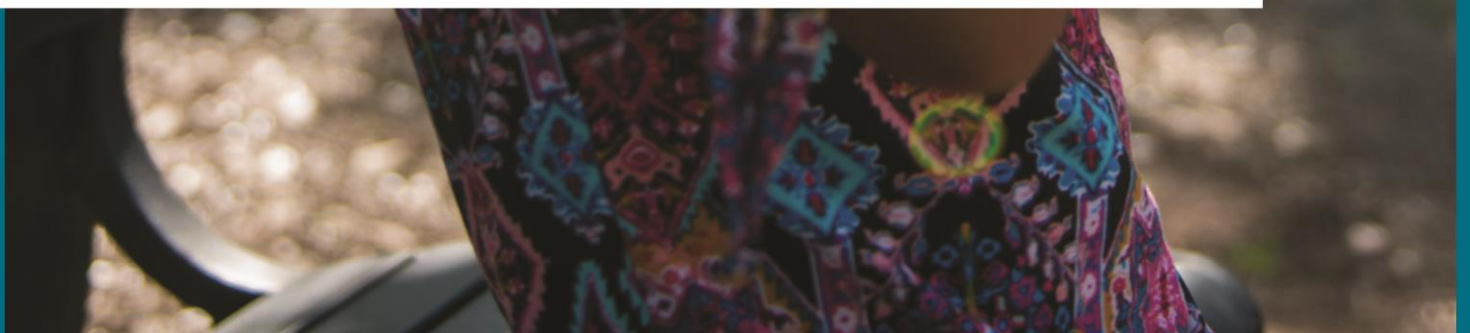


Table 2.1

	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
Commercial & Industrial - Energy Efficiency	27,572,923	43,902,917	63%	3,417.42	3,120.28	110%	\$3,148,237	\$5,605,858	56%
Commercial & Industrial - Demand Response***	-	N/A	N/A	-	-	-	-	-	-
Residential - Energy Efficiency	9,514,443	46,244,647	21%	4,059.61	12,382.92	33%	\$3,121,542	\$10,205,823	29%
Residential - Demand Response***	-	-	N/A	-	12,135.00	0%	\$79,550	\$645,589	11%
Total	37,087,366	90,147,564	41%	7,477.03	27,638.19	27%	\$6,349,330	\$16,457,269	39%

*Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10, 2024. Summary tables show savings achieved and incentive spend from 1/1/2025 through 6/30/2025.

**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 2.2

	PROGRAM COSTS*	PROGRAM BUDGET	% OF PROGRAM BUDGET
Commercial & Industrial - Energy Efficiency	\$5,080,067	\$11,174,245	45%
Commercial & Industrial - Demand Response	\$908,587	\$2,935,281	31%
Residential - Energy Efficiency	\$5,511,578	\$17,077,974	32%
Residential - Demand Response	\$591,917	\$1,800,916	33%
TOTAL	\$12,092,149	\$32,988,416	37%

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

Table 2.3

EM&V SPENT	EM&V BUDGET	% OF EM&V BUDGET
\$379,678	\$1,324,800	29%

Residential Summary

As of mid-year, the Energy Smart Residential Portfolio has achieved 9,514,443 kWh in energy savings, reaching 36% of its annual energy savings goal, excluding the Behavioral offering. The portfolio has shown strong performance across both Market Rate (non-Income Qualified) and Income Qualified offerings.

The Market Rate Offerings have achieved 4,183,776 kWh in savings, reaching 63% of their energy savings goal. The Market Rate Offerings including Home Performance with ENERGY STAR, Multifamily Solutions, A/C Solutions, and Residential Appliances have all performed well in the first half of the year. Multifamily Solutions was prioritized early, allowing trade allies sufficient time to complete their work before the latter half of the year, which is often impacted by holidays and severe weather. This early focus also enabled the team to integrate A/C Solutions into the Multifamily work, with properties receiving A/C tune-ups as part of their energy efficiency recommendations. Home Performance with ENERGY STAR had a strong start, supported by trade ally referrals, while the Retail Appliances program exceeded expectations, with smart thermostats and air purifiers among the top-selling products.

The Income Qualified Offerings have achieved 4,695,901 kWh in savings, reaching 28% of their energy savings goal. Income Qualified Weatherization, A/C Solutions, and Multifamily Solutions all contributed significantly to early-year performance. As temperatures rose in Q2, the team observed a spike in weatherization activity. Multifamily Solutions were again prioritized early to maximize savings and allow time for follow-up work. A/C Solutions benefitted from leads generated through both weatherization recommendations and outreach to properties that had not received tune-ups in over two years.

The Neighborhood Delivery Pilot launched its first event in the Desire/Florida Neighborhood on May 8th. Although savings have not yet been recorded, the team is actively working to correct the data to reflect the work completed. Four additional events are planned for the second half of the year, with targeted outreach to three Housing Authority of New Orleans (HANO) communities identified for support through the pilot.

The Behavioral offering is building off of record energy savings in PY14 and has replenished cohorts to mitigate move-out attrition losses and maximize treatment population (and kWh savings). This offering is in position to have a similarly successful year in PY15, with 594,915 Home Energy Reports sent through Q2.

The Retail Appliance offering saw a strong start in the first half of the year driven by momentum from previous years and significantly lower budgets and goals for PY15 due to eliminating LED lighting. For the second half of 2025, the program team will limit marketing of online marketplace promotions – a major driver of savings and incentive spend – to help minimize overspending on the program. More focus will be given to the Income Qualified Retail Appliance offering.

The Income Qualified Retail Appliance offering has started slow in the first six months of the year due to a delay in publishing the new consolidated rebate application that included enhanced rebate amounts for income qualified customers and a later launch of product giveaways and Income Qualified Rapid Rebates through Personalized Offering. The program team will use product giveaways to reach goal in the second half of the year.

New to the residential portfolio is the Residential HVAC Midstream program, implemented by partner Energy Solutions. Launch activities included an announcement email to local and national distributors, Evaluation, Measurement & Verification (EM&V) coordination, and systems integration. The HVAC Midstream program does not expect to claim savings or incentive until mid-July.

Commercial & Industrial Summary

The Energy Smart Commercial & Industrial (C&I) portfolio generated a pipeline of 27,572,922 kWh in the first two quarters of PY15. This pipeline reflects a forecast of 63% to the C&I energy savings goal and 56% to the incentive budget and exceeds the C&I pipeline from the midway point of PY14 by over 2 million kWh. The Energy Smart team's focus for the first half of program year 15 was on projects with historically long implementation schedules to ensure an appropriate pipeline of projects were in the pipeline early enough in the program year to allow for completion in the same year. As a result, Energy Smart staff were able to engage with the right customers and trade allies at the right time to generate a substantial pipeline of projects by the midway point of the year.

The Small Commercial & Industrial offering continues to be driven by Small Business Energy Assessments, the no-cost direct install measures completed by Energy Smart staff as well as the project leads identified during the assessments and passed on to Energy Smart trade allies. The Energy Smart outreach and marketing teams will continue to collaborate to promote this no-cost offering to all eligible Small Commercial & Industrial customers in Orleans Parish. The second half of PY15 is expected to see a substantial increase in Small Commercial & Industrial AC and heat pump tune-ups via the CoolSavers offering which should allow the program to meet the designated energy savings goal. The Energy Smart team will also add duct sealing to the no-cost measures offered via the Small Business Energy Assessment. This measure provides significant and cost-effective savings for small business customers with eligible building types.

Energy Smart's Large Commercial & Industrial pipeline has reached 24,205,783 kWh which represents a 35% increase over PY14 at the midway point in program year. The Energy Smart outreach team has used a data-driven approach, referring to historical implementation timelines of various Large Commercial & Industrial measures to promote the appropriate measure type at the correct time in the program year. Measures such as retro-commissioning, building automation system upgrades and large HVAC replacements such as chillers have historically taken several months to implement so the outreach team focused on promoting these measures to customers and trade allies during the first two quarters of PY15. The Energy Smart outreach team will have the second half of the year to secure the additional 7.7 million kWh required to hit the Large Commercial & Industrial energy savings goal and can shift focus to measures with significantly shorter implementation timelines such as lighting and lighting controls.

Publicly Funded Institution customers have proven challenging to engage in previous program years as multiple layers of project approval are often required. Energy Smart trade allies have met with City officials to suggest measures such as AC tune-ups and building automation system improvements, both of which are low or no-cost measures with potential for significant energy saving impact. The City of New Orleans's Property Management Department is currently reviewing more than a dozen building automation system projects proposed by an Energy Smart trade ally which, if approved by early Q3, could contribute 65-80% of the energy savings required to meet the Publicly Funded Institutions energy savings goal.

The Energy Smart New Construction Code Compliance offering pipeline includes 60% of the energy savings goal. Energy Smart outreach staff have had success promoting this offering to local architectural firms and have indicated the \$1,000 New Construction Code Compliance bonus has helped to bring these potential trade allies to the table. Energy Smart will focus on smaller projects that may qualify for New Construction Code Compliance incentives in the third and fourth quarter of PY15 to ensure appropriate time is remaining in the year to claim these savings and hit the energy savings goal.



RESIDENTIAL OFFERINGS



Residential Offerings Summary

Table 3.1

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR®	1,441,480	2,118,135	68%	476.03	841.6	57%	\$425,550	\$957,923	44%
Neighborhood-Based Delivery Pilot	0	4,339,616	0%	0	3,329.1	0%	\$0	\$2,398,186	0%
Retail Lighting & Appliances	267,154	392,098	68%	46.31	7.1	655%	\$56,979	\$122,111	47%
Retail Lighting & Appliances – Income Qualified	113,775	1,893,099	6%	13.04	17.3	75%	\$26,274	\$828,375	3%
Multifamily Solutions	1,016,827	1,988,849	51%	250.93	1,019.2	25%	\$194,239	\$376,810	52%
Multifamily Solutions – Income Qualified	1,680,765	3,112,124	54%	633.07	1,586.3	40%	\$465,231	\$613,938	76%
Income Qualified Weatherization	2,105,388	4,339,616	49%	1,616.85	3,329.1	49%	\$1,331,644	\$2,398,186	56%
A/C Solutions	1,458,314	2,179,679	67%	656.71	967.9	68%	\$291,786	\$562,151	52%
A/C Solutions – Income Qualified	795,974	2,985,538	27%	366.67	1,285.3	29%	\$160,122	\$891,242	18%
Residential HVAC Midstream	0	2,047,121	0%	0	0	N/A	\$0	\$887,184	0%
School Kits & Education	634,766	797,088	80%	0	0	N/A	\$169,718	\$169,718	100%
Behavioral Energy Efficiency**	0	20,051,684	0%	0	0	N/A	\$0	\$0	N/A
EasyCool - Bring Your Own Thermostat**	0	N/A	N/A	0	10,885.0	0%	\$72,200	\$315,425	23%
Peak Time Rebate Pilot**	0	N/A	N/A	0	1,250.0	0%	\$0	\$89,964	0%
Total	9,514,443	46,244,647	21%	4,059.61	24,518	17%	\$3,193,742	\$10,611,212	30%

*Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10, 2024. Summary tables show savings achieved and incentive spend from 1/1/2025 through 6/30/2025.

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

Home Performance with ENERGY STAR®

Description

This offering achieves long term, significantly cost-effective electric savings through the use of local auditors and contractors who help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. 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. 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 1,441,480 in kWh savings, reaching 68% of the goal. The Energy Smart team completed 452 assessments in the first half of the year and generated 23% 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 77% of the savings for retrofit customers. This measure mix allowed the offering to produce an average savings of 3,706 kWh per customer. Trade Ally referrals were the top lead sources for the offering along with community outreach and organic marketing. The program team saw strong performance throughout each of the first six months.

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
1,441,480	2,118,135	68%	476.03	841.6	57%	\$425,550	\$957,923	44%

Retail Appliances

Description

The objective of the Retail Appliance offering (formerly known as the Retail Lighting & Appliance offering) is to increase awareness and sales of efficient appliances to the Entergy New Orleans residential population. The offering will provide customers with the opportunity to receive rebates and instant discounts on energy efficient products that meet or exceed ENERGY STAR qualifications. The Energy Smart Online Marketplace features energy efficient products at discounted prices allowing Entergy New Orleans customers to purchase these products online and have them shipped directly to their home.

Highlights

During the first six months of PY15, the Retail Appliances offering achieved 267,154 in gross kWh savings, reaching 68% of the goal. The main driver of savings came from the Online Marketplace, particularly from the sale of smart thermostats. Customers purchased nearly 300 smart thermostats in the first half of PY15 in response to marketing around manufacturer promotions.

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. New rebates were launched on ENERGY STAR clothes washers, electric dryers, and heat pump dryers in early PY15. Additionally, the Rapid Rebates offering was launched during the first half of PY15, providing customers an even easier method of applying for rebates. Placement of marketing materials in Best Buy, The Home Depot, Lowe's, Walmart, and local appliance stores alerts customers of potential appliance rebates as they are making their selection in-store.

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
267,154	392,098	68%	46.31	7.1	655%	\$56,979	\$122,111	47%

Table 5.2

Participating Retailers

RETAIL COMPANY	ADDRESS
Best Buy (Harahan)	1138 S Clearview Pkwy
Best Buy (Veterans Blvd)	6205 Veterans Memorial Blvd
Comeaux Furniture (New Orleans)	3949 Euphrosine St
Comeaux Furniture (Metairie)	415 Veterans Memorial Blvd
Costco Wholesale	3900 Dublin St
Home Depot (Bullard)	12300 I-10 Service Rd
Home Depot (Central)	1100 S Claiborne Ave
Lowes (Central)	2501 Elysian Fields Ave
Walmart (Tchoupitoulas)	1901 Tchoupitoulas St
Walmart (Chef Menteur)	4301 Chef Menteur Hwy
Walmart (Behrman)	4001 Behrman Pl
Walmart Bullard	6000 Bullard Ave

Income Qualified Retail Appliances

Description

The objective of the Income Qualified Retail Appliance offering is to increase awareness and sales of efficient appliances to Entergy New Orleans income-qualified residential population by providing higher rebates and free products to qualified customers. The offering will provide customers with the opportunity to receive rebates and instant discounts on energy efficient products that are ENERGY STAR qualified or better. Qualified customers will also be eligible to receive free energy-efficient products through Personalized Offering. Qualified customers are identified through their previous participation in other Energy Smart income qualified programs, during events through the Neighborhood-Based Delivery program, and through program staff at other community events.

Highlights

During the first six months of PY15, the Income Qualified Retail Appliances offering achieved 113,775 in gross kWh savings, reaching 6% of the goal. The main driver of savings came from instant discounts on advanced power strips and ENERGY STAR room air purifiers at select Dollar Tree locations and at longtime retailer partners Habitat for Humanity ReStore and the Green Project. Customers purchase these products for as little as \$1.25. An air purifier giveaway was launched in June using the Personalized Offering portal; eligible customers received marketing directing them to the website where they answer qualification questions and can choose if they want to receive a free room air purifier. This offering was borne from the major success of an air purifier giveaway campaign in PY14. Despite marketing directly to customers who have previously participated in Energy Smart income qualified programs and utilizing propensity modeling to target high-propensity customers, interest during the first month of the offering was low.

The mail-in appliance rebate offering provides an additional \$25 rebate on ENERGY STAR qualified products to qualifying customers, offering better access to energy-efficient products with the increasing cost of goods. New rebates were launched on ENERGY STAR clothes washers, electric dryers, and heat pump dryers in early PY15.

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
2,105,388	4,339,616	49%	1,616.85	3,329.1	49%	\$1,331,644	\$2,398,186	56%

Table 5.2

Participating Retailers

RETAIL COMPANY	ADDRESS
Dollar Tree #4569	5201 Canal Blvd.
Dollar Tree #4948	3771 General DeGaulle Dr.
Dollar Tree #5347	11701 Morrison Rd.
Dollar Tree #5751	4115 S. Carrollton Ave.
Dollar Tree #6277	4242 Chef Menteur Hwy.
Dollar Tree #6333	9671 Chef Menteur Hwy.
Dollar Tree #6987	4023 Behrman Pl.
Dollar Tree #7923	4550 General Meyer Ave.
Habitat for Humanity ReStore	2900 Elysian Fields Ave.
The Green Project NOLA	2831 Marais St.

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. Properties in which 50% or more of the residents are not subsidized through a low-income indicator qualify as market rate participants.

Highlights

The Multifamily Solutions offering achieved 1,016,827 in kWh savings, reaching 51% of the goal. The program team began the year working with two properties completing direct installation and assessments. Trade Allies have been assigned work for two properties. The Energy Smart team completed 117 assessments in the first half of the year and generated 18% of the savings from direct-install measures at the time of the assessment. The deeper savings measures, performed by the trade allies, which include attic insulation, air sealing and duct sealing, generated the remaining 82% of the savings for retrofit customers. There was an additional 707 units performed that were only assigned for follow up work by trade allies. This includes air sealing and duct sealing. This property also contributed to the savings in the A/C Solutions offering.

The Multifamily sector was a major focus for the program team in PY15 for Q1 and Q2. Temperatures and energy bills were moderate. The Team utilized this time to focus on Multifamily properties when single family enrollments were slower. This allowed the program team to maximize resources and provide additional work opportunities for trade allies. Four different trade allies have participated in the Multifamily offering so far in PY15.

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
1,016,827	1,988,849	51%	250.93	1,019.2	25%	\$194,239	\$376,810	52%

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 has achieved 2,105,388 in kWh savings, reaching 49% of the goal. During the first half of the year, the Energy Smart team completed 623 Income Qualified home energy assessments. The Income-Qualified Weatherization offering generated 22% 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 78% of the kWh savings achieved. This measure mix allowed the offering to produce an average of 3,144 kWh reduction per customer.

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
2,105,388	4,339,616	49%	1,616.85	3,329.1	49%	\$1,331,644	\$2,398,186	56%

Neighborhood-Based Delivery

Description

The targeted neighborhood offering provides customers with no-cost energy assessments designed to help them learn how to save energy and money in their homes along with follow-up energy-saving improvements installed at no cost. The program has used a community canvassing approach through which the team works closely with Entergy New Orleans and stakeholders to identify neighborhoods for targeting, works with community organizations to engage potential participants, and canvasses selected neighborhood to perform no-cost assessments and energy-saving product installations.

Highlights

The Neighborhood-Based Delivery offering was launched in early 2025 as a strategic initiative to improve equitable access to services by delivering resources directly to underserved communities. The program team identified five neighborhoods across different City Council districts based on a combination of poverty level, urban heat island impact, and broadband accessibility. The selected neighborhoods include Desire / Florida; Hoffman Triangle, BW Cooper, and Central City; Hollygrove and Dixon; Fischer Development; and Read Blvd West.

The first event, held on May 8th in the Desire / Florida neighborhood, marked the official launch of the program. The second event took place on July 9th and served the Hoffman Triangle, BW Cooper, and Central City communities. The third event was held on July 31st in the Hollygrove / Dixon neighborhood. Each event has provided valuable insights and opportunities for improvement. For example, the first event faced scheduling conflicts due to its timing at the end of the school year. In response, the team enhanced outreach efforts for the second event by engaging local churches and conducting pre- and post-event canvassing. These strategies were further refined for the third event, which saw stronger community engagement through partnerships with churches and neighborhood groups.

Looking ahead, the program team will continue to apply lessons learned to improve future events. Notably, three of the five selected neighborhoods include properties managed by the Housing Authority of New Orleans (HANO), presenting a unique opportunity to align service delivery with existing housing infrastructure and deepen community impact in the second half of the year.

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
	4,339,616	0%		3,329.1	0%		\$2,398,186	0%

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. Eligibility for this program is limited to individuals or households whose annual income exceeds 80% of the Area Median Income (AMI), as defined by the annually updated federal guidelines published by the U.S. Department of Housing and Urban Development (HUD).

Highlights

At the midpoint of Program Year 15, the A/C Solutions offering has demonstrated strong performance and continued progress toward its annual objectives. The program has achieved 1,458,314 kWh in energy savings, reaching 67% of its annual goal, and has served a total of 1,279 customers. Air conditioner tune-ups have been the primary driver of savings, accounting for 79% of the total, while duct sealing contributed the remaining 21%. A significant portion of these savings can be attributed to early implementation in multifamily properties, where recommended A/C tune-ups have been completed at a high rate during the first half of the year. To maintain this momentum, the program will continue to employ targeted marketing strategies focused on promoting air conditioner tune-ups. Additionally, the program team has expanded its network of service providers by onboarding three new trade allies, reinforcing its commitment to local contractor engagement and enhancing service delivery capacity for the remainder of the program year.

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
1,458,314	2,179,679	67%	656.71	967.9	68%	\$291,786	\$562,151	52%

Income Qualified 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. Eligibility for this program is limited to individuals or households whose annual income falls below 80% of the Area Median Income (AMI), as defined by the annually updated federal guidelines published by the U.S. Department of Housing and Urban Development (HUD).

Highlights

At the midpoint of Program Year 5, the A/C Solutions offering has demonstrated strong performance, achieving significant energy savings and customer engagement. The program has delivered 795,974 kWh in verified savings, reaching 27% of its annual goal. A total of 705 customers have been served to date, with air conditioner tune-ups driving the majority of savings accounting for 90%—while duct sealing contributed the remaining 10%.

A key contributor to this success has been the early and effective implementation of tune-ups in multifamily properties, many of which were completed in the first half of the year. This strategic focus has resulted in a strong start and positions the program well for continued momentum. Looking ahead, the offering will maintain its emphasis on targeted marketing to further promote tune-ups and maximize participation and savings in the second half of the year.

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
795,974	2,985,538	27%	366.67	1,285.3	29%	\$160,122	\$891,242	18%

Behavioral Energy Efficiency

Description

The Behavioral offering provides customers Home Energy Report/Scorecards (HERs). Residential customers 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

Building off of cohort restructuring for last year, and another replenishment cohort instituted in Feb 2025 to maximize population and mitigate move-out attrition, the Behavioral program projects strong energy savings estimates for PY15, roughly on par with the previous year. 594,915 HERs have been sent through Q2.

Home Energy Reports

Table 10.1

Usage Month of Data	December		January		February		March		April		May	
Send date Send count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count
Print - NC (FE1 + FE2)						29,488						28,324
Email - NC (FE1 + FE2)	2/5/25	78,531	2/27/25	98,789	3/12/25	92,140	4/21/25	91,471	5/14/25	89,923	6/27/25	86,249
Total HERs		78,531		98,789		121,628		91,471		89,923		114,573

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

Energy Academy Education and School Kits

Description

The Energy Academy program is a collaborative education effort within the NOLA Wise School Kits initiative and running in this iteration for its third year. The program's live in-school events served each participating school community in providing a kick-off event for a school-wide energy efficiency focus. These kick-off performances are available to all grades at each school. However, take-home residential materials are dispersed to 2nd, 5th and 8th grade students and teachers only. Printed bilingual educational materials and individual take-home energy efficiency kits entered each eligible student's residence at the rate of 94% as reported by educators.

Key highlights of 2025 thus far are the successful distribution of 4,100 kits; visiting 24 schools, actively engaging charter, public and private schools with students who live in the New Orleans area; and noting a significant uptick in Home Energy Survey returns from residences.

Highlights

The NOLA Wise School Kit program effectively accomplished its kit distribution goal of 4,100. While the program year goal was originally defined as 797,088 kWh, kit components had to adjust to be EISA-exempt while also keeping within the allocated budget. Therefore, the per kit kWh savings has dropped to be 154.67 kWh and 0.253 kw from previous program years. These decisions were made in partnership with the TPE to determine the highest kWh value possible with EISA-exempt measures and New Orleans Council-approved budget. As such, the current savings of the school kits program is 634,765.68 kWh with a 1,038.3 kw reduction. Additionally, the program has surpassed a 10% return on home energy surveys for kit installation with 430 completed surveys returned.

The successful execution of the Energy Academy program demonstrates the commitment to promoting energy-wise behaviors and environmental stewardship within the community.

Performance

Table 11.1

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
634,766	797,088	80%	-	-	-	\$169,718	\$169,718	100%

EasyCool

Description

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

Highlights

The EasyCool BYOT offering enrolled 1,386 new smart thermostats so far in PY15 through the traditional enrollment path. An additional 48 devices completed pre-enrollment on the Energy Smart Online Marketplace. Energy Smart offered a \$50 enrollment bonus during the month of May where customers could receive \$100 per device enrolled. The bonus did not claim the allocated budget and was extended to run through the end of June. One BYOT event was dispatched in June.

Performance

Table 12.1

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	-	10,885		\$72,200	\$100,000	72%	-	\$215,425	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.

Peak Time Rebate Pilot

Description

The Peak Time Rebate Pilot offering engages residential customers in behavioral demand response. The opt-in pilot program recruits customers to enroll to receive notifications for peak demand events and offers recommendations on how they can reduce their energy load during event hours. The program calculates load shed for each participant individually using AMI data and setting a baseline using the 10 weekdays prior to event day. The PY15 pilot utilizes two incentive increments to test motivation for behavior changes during event hours - \$20 for standard savers and \$50 for high savers. The PTR Pilot allows a demand response option for residential customers that is not dependent on a given technology (WiFi, smart thermostat, electric vehicle), but rather provides an incentive to change behaviors for a short period of time to reduce electric use. Participants earn an incentive by simply delaying normal electric use such as clothes washing, dish washing, vacuuming, and bathing or by decreasing load by increasing temperature setting on central air conditioning and turning off lights.

Highlights

After a successful PY14, the Peak Time Rebate Pilot continues to improve customer communication, personalization, and recruitment tactics. Late Q1, customers who selected to opt-out of communication were removed and new enrollments were processed. A campaign to recruit new customers was kicked off in May, bringing in 264 new enrollments by the end of June. 5,383 customers have been enrolled in the program. No Peak Time Rebate events have been called in Q1 and Q2.

Performance

Table 13.1

DEMAND REDUCTION (kW)			BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent**	Incentive Budget	% to Budget
	1,250.0	0%		\$89,964	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.*

Bring Your Own Charger (BYOC) EV Pilot

Description

The BYOC program incentivizes Electric Vehicle (EV) owners to charge their vehicles during preset off-peak hours, with no special hardware or separate meter required. To enroll, participants program their vehicles to charge during off-peak hours and complete a short online application. Program administrator, Sagewell, verifies eligibility and processes enrollments, and charging behavior is monitored using AMI data to confirm off-peak charging is taking place using AMI data. Enrolled customers will receive a credit of \$7 per month, paid quarterly, equivalent to 2,100 miles of 'free driving' per year.

Highlights

The BYOC program launched on July 18, 2023, and over 320 EVs have enrolled to date, with 18% of all drivers enrolling in 2025. The program is marketed under the Energy Smart program, and is featured on the site (<https://www.energysmartnola.info/residents/>). Customers are recruited by leveraging the Entergy eTech EVSE rebate applicants, and via EVFinderSM, the AMI data based EV identification algorithm developed by Sagewell. These efforts together help ensure that marketing dollars are going to the best-fit candidates that have level 2 charging EVs and contribute to EV peak load. From program launch through March 2025, EV drivers have earned \$22,018 in incentives.

Performance

Performance of program participants is monitored via AMI data analysis. Because BYOC shifts EV load via everyday charging schedules instead of active management, no DR events are called. This everyday load shifting feature helps reduce both localized distribution system overloading throughout the year and the systemwide highest peak load days of the year. AMI monitoring began in October 2023 and through March 2025 nearly 65,000 hours of EV charging have been during off peak hours. From January through March 2025, participants charged 17,572 hours off-peak.

Residential Battery Energy Storage Pilot

Description

The continuation of the Battery Pilot Program was approved by the Council on May 8, 2025. Currently, the BESS pilot has 121 participants and ENO estimates that is around 30% of the battery market in the service territory.

Four events have been called so far this year. Event statistics are illustrated below. Event data should be considered preliminary and event data will be updated when complete data is available from OEM partners to determine end of season customer event participation.

Incentives were paid based on performance in demand response events with residential customers paid at \$125/kW delivered averaged over all events in the season with a \$600 cap on the incentive. Commercial customers were paid at \$250/kW delivered averaged across all events with a \$1,800 cap on the incentive.

Offering Highlights

Program launch date September 15, 2025.

Enrolled customers

- Residential enrollments = 109
- Small commercial enrollments = 12
- Total enrollments = 121
 - Tesla enrollments = 103
 - Enphase enrollments = 16

Number of demand response events run in 2025

- 4

Average kW discharge per battery system per event

- 5.42 kW per battery system 2025 events

Event Day	Event time	Devices	Avg discharge per device (kW)	Avg total discharge (kW)
10/23/24	3 -5 pm	47	5.9	277
11/5/24	1145 –145 pm	70	4.2	294
11/12/24	4 – 6 pm	75	5.1	383
11/21/24	9 – 11am	78	4.6	359
11/26/24	430 - 630 pm	78	4.9	383
7/22/25	430 – 630 pm	112	5.68	670
7/29/25	2 – 4 pm	112	5.07	610
8/14/25	330 – 530 pm	112	5.79	710
8/19/25	4 - 6pm	112	5.13	580



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Offerings Summary

Table 16.1

OFFERING	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	2,850,941	6,032,088	47%	432.85	356.9	121%	\$392,553	\$881,990	45%
Large Commercial & Industrial Solutions	24,205,783	32,495,299	74%	2,849.29	2,370.9	120%	\$2,665,237	\$3,889,704	69%
Publicly Funded Institutions	27,224	4,571,303	1%	11.17	153.6	7%	\$3,249	\$709,316	0.46%
New Construction Code Compliance	488,975	804,227	61%	124.11	238.9	52%	\$87,199	\$124,848	70%
TOTAL	27,572,923	43,902,917	63%	3,417.42	3,120	110%	\$3,148,237	\$5,605,858	56%

*Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10, 2024. Summary tables show savings achieved and incentive spend from 1/1/2025 through 6/30/2025.

**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

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 2,850,940 kWh, resulting in 47% of the kWh goal. Participation in the Small Commercial & Industrial offering continued to increase compared to the mid-year point of previous program years with 97 projects being submitted through June 2025 compared to 57 projects midway through PY14 and 44 projects at the mid-year point of PY13. The Energy Smart team has focused on connecting Small Commercial customers who had previously participated in the Small Business Energy Assessment offering with trade allies to complete work identified during the assessment. This strategy has proven successful in maintaining a steady supply of Small Commercial projects with nearly all the Small Commercial energy savings being achieved either by in-house direct install or from leads identified by the Energy Smart team and passed on to program trade allies. In order to meet the Small Commercial & Industrial energy savings goal for PY15, Energy Smart staff will focus on completing Small Business Energy Assessments and direct installs, increasing the number of project leads distributed to trade allies and offering low or no-cost HVAC tune-ups to small businesses throughout Orleans Parish.

In addition to continuing to offer Small Business Energy Assessments, the Energy Smart team will increase recruitment for Small Business Direct Install (SBDI) trade allies, providing more opportunity for customers to receive lighting and refrigeration upgrades at low or no cost.

Performance

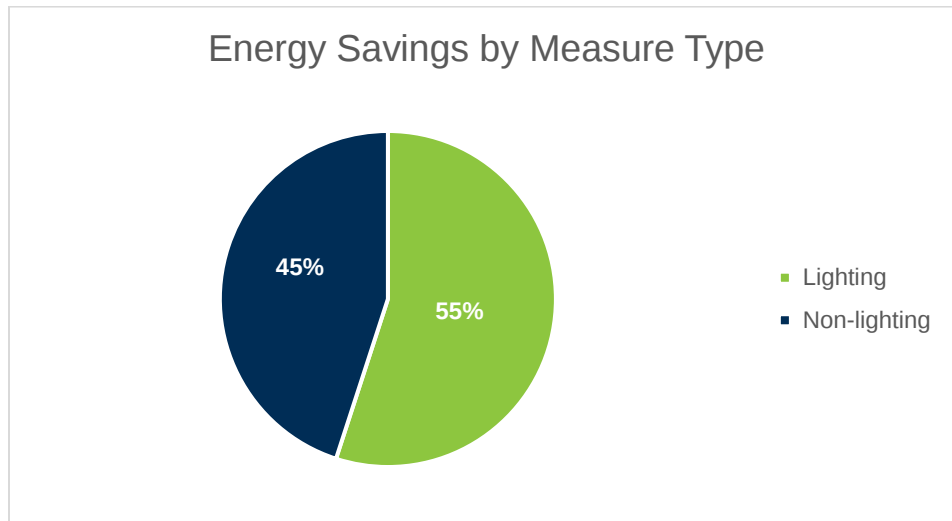
- A total of 34 trade ally-submitted projects were completed during the first half of PY15 and 22 additional projects are currently being implemented.
- 48 Small Business Energy Assessments and 19 direct installations were completed.

Table 17.1

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
2,850,941	6,032,088	47%	432.85	356.9	121%	\$392,553	\$881,990	45%

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

Chart 17.2



Large Commercial & Industrial Solutions

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

The Large Commercial & Industrial offering reached 24,205,783 kWh by the mid-year point of PY15 resulting in a forecast of 75% to goal. This represents a nearly 6 million kWh increase over the Large Commercial & Industrial pipeline at the same point in the previous program year. More than 12 million kWh was added to the Large Commercial & Industrial Solutions pipeline by the mid-year point of PY15, suggesting continued strong engagement from Large C&I stakeholders and a healthy pipeline poised to drive additional savings for the second half of the year.

In response to ongoing challenges identified by Large Commercial & Industrial customers and trade allies, including limited customer funding, supply chain disruptions, and rising insurance costs, Energy Smart is expanding its offerings and outreach around low-barrier, low-cost customer participation pathways for the Large Commercial & Industrial Solutions offering. These efforts have focused on chiller tune-ups, which provide meaningful energy savings with minimal upfront investment. As of the mid-year point of PY15, 55 chiller tune-ups have been completed or are currently being implemented. In addition, Energy Smart launched a pilot Strategic Energy Management (SEM) participation pathway with a select group of Large C&I customers. The pilot is designed to help customers overcome participation barriers by encouraging low- or no-cost behavioral and operational improvements and introducing continuous energy performance practices. Energy Smart plans to expand this offering more broadly in PY16 based on the results of the pilot.

Performance

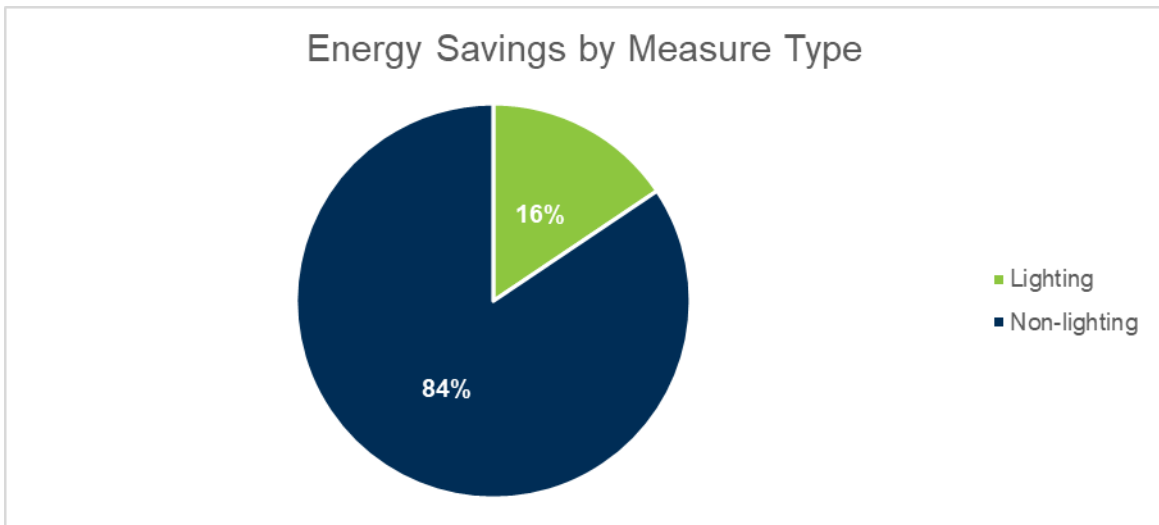
- A total of 42 Large Commercial & Industrial projects were completed by the mid-year point of PY15 with 54 additional projects currently being implemented.
- 55 chiller tune-ups either completed or in progress with 1,538,907 in kWh savings.
- SEM pilot participants: Energy Centre, Hertz Group, Hilton New Orleans Riverside, Loyola University, LSU Health Sciences Center, New Orleans Ernest M. Morial Convention Center.

Table 18.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
24,205,783	32,495,299	74%	2,849.29	2,370.9	120%	\$2,665,237	\$3,889,704	69%

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

Chart 18.2



Publicly Funded Institutions

Description

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

Highlights

At the beginning of PY15, Energy Smart revised customer eligibility for the PFI offering to include only three customers: the City of New Orleans, the Sewerage and Water Board of New Orleans (SWBNO), and the Regional Transit Authority (RTA). Customers previously served under the PFI offering were reclassified into either the Small Commercial & Industrial Solutions or Large Commercial & Industrial Solutions offerings. This change did not impact customer's eligibility for program offerings or reduce incentive rates.

By the mid-year point of PY15, the PFI offering reached 27,224 kWh in energy savings resulting in a forecast of less than 1% to goal. PFI customers in recent years have had low program participation rates due to operational and budget constraints that reduce the feasibility of new projects. Despite these challenges, Energy Smart made significant progress in the first half of PY15 in promoting low-cost, low-barrier measures as effective program entry points for PFI customers. This resulted in the RTA, who had previously never participated with the Energy Smart program, completing a chiller tune-up project. Building on this momentum, the Energy Smart team will conduct further direct outreach with the City of New Orleans Department of Property Management for HVAC tune-up measures in the second half of PY15.

Performance

- 3 projects are in the Publicly Funded Institutions pipeline at the mid-year point of PY15.
- Measure Mix: 100% non-lighting.

Table 19.1

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
27,224	4,571,303	1%	11.17	153.6	7%	\$3,249	\$709,316	0.46%

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

New Construction Code Compliance

Description

The Commercial & Industrial Construction Solutions offering is now the New Construction Code Compliance offering. In July 2023, the State of Louisiana adopted an advanced building energy code. In order to help commercial building owners meet this new code, Energy Smart is offering financial incentives for the installation of high efficiency equipment through the Energy Smart New Construction Code Compliance offering. This offering encourages customers to design and construct higher efficiency facilities and 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 New Construction Code Compliance offering reached 488,975 kWh by the mid-year point of PY15 for a forecast of 61% to goal. This is more than a 400,000 kWh increase over the mid-year point of PY14. The increase indicates that architectural, engineering, and construction firms have responded to the New Construction Code Compliance offering redesign in Q2 PY14 that increased incentive rates and provided contractor bonuses for new project submittals. In the first half of PY15, Energy Smart outreach staff engaged with new prospective trade allies to encourage participation in the New Construction offering and secured three new project applications, including two grocery stores. The Energy Smart program did not propose to continue the New Construction Code Compliance offering in PY16-18. For the remainder of PY15, forward Energy Smart outreach staff will focus on engaging contractors and Trade Allies for project closeout documents and other requirements for the existing New Construction Code Compliance pipeline.

Performance

- Over 400% increase in New Construction Code Compliance pipeline compared to the mid-year point of PY14.
- Measure mix: 48% lighting vs 52% non-lighting

Table 20.1

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
488,975	804,227	61%	124.11	238.9	52%	\$87,199	\$124,848	70%

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

Large Commercial & Industrial Demand Response

Description

The Large Commercial & Industrial Demand Response (DR) offering launched with an objective to secure a total of 24.11 megawatts (MW) of commercial demand shed over term of the program cycle through PY15. Large commercial customers (exceeding 100kW peak demand) are being recruited and enrolled for an automated turn-key DR solution.

Concerto® is an advanced software platform that is utilized 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.

Concerto® has been integrated with Entergy electrical meters. 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.

Highlights

The program has 28 enrolled customer sites, with a total nomination of 18 MW. Additionally, the program has enrolled three additional customers in the first half of PY15, with a total of sixteen sites that totals 2140 survey kW as of June 30, 2025. In the installation and testing phase, there are two projects totaling 847 kW.

Five demand response events have been called to date, pre-evaluated results below:

- June 12, 2025 – 12,934 kW
- July 22, 2025 – 16,640 kW
- July 23, 2025 – 17,800 kW
- July 28, 2025 – 16,032 kW
- July 29, 2025 – 16,227 kW



MARKETING, OUTREACH & ENGAGEMENT

Marketing, Outreach & Engagement

Residential Marketing and Outreach

Highlights

Program Year 15 kicked off with a refreshed Energy Smart website, complemented by new and enhanced offerings for residential customers. This emphasizes the team's priority on customer experience. During the first half of the year, the team focused on updating program materials and developing new tools and customer communication methods.

Beginning in January, the Energy Smart team provides monthly article content for the Entergy Insights blog and Circuit Newsletter. The first topic encouraged residential customers to start the new year with new savings. Highlighting the Online Marketplace and home energy assessment offerings with a subtle announcement of the new website, directing customers to take the new quiz available to help identify which assessment is best, resulting in 804 sessions on the Energy Smart website. Results continued in chart below for all monthly Entergy Insights blog and Circuit Newsletter content.

The new Energy Smart website was officially announced to customers in February. To support the larger campaign, the team launched organic social ads and content on the Entergy website through a rotator slide ad, the Circuit Newsletter and on the Entergy Insights blog. The content announced new website features, new rebate offerings, enhanced visual appeal and a more user-friendly experience.

In February, the residential appliances team launched the new 'Rapid Rebates' tool. A replacement for the previous online rebates form, designed to easily submit rebates and reduce processing time, helping customers receive their rebates faster. This was reflected on the Energy Smart website and in partner stores through point-of-sale signage. In addition to updating the digital rebate submission process, the team simplified the print or mail-in option by creating a singular consolidated form that includes enhanced rebate information for income-eligible customers. This allows customers to easily submit a single rebate form for multiple products without having to repeat their personal information. The consolidated rebate form enables the Energy to Smart team to share with community partners and customer care centers efficiently or to have on hand for customers at outreach events.

The team supported World Water Day in March by publishing content through Entergy New Orleans channels. Tactics included an article on the Entergy Insights blog, Circuit Newsletter and a homepage rotator ad. The content highlighted tips to save water at home, as well as ways to save at home appliance rebates, and on the online marketplace.

In April, Energy Smart expanded media outreach in a new partnership with Axios New Orleans. The digital sponsorship focuses on home energy assessments, the online marketplace, and general awareness. This effort is designed to reach customers on a platform that is part of their daily routine, highlighting the portfolio of Energy Smart residential offerings, from keeping your home cool to making simple changes and utilizing energy-efficient products. Campaign tactics included four weeks of native ads on the Axios New Orleans website from April 14 to May 9, two weeks of sponsored posts in the daily newsletter from April 14 to 18 to support Earth Day, and from May 5 to 9 to prepare for summer and home cooling. The Week 1 newsletter resulted in 75,000 email openings, garnering 322 clicks for an outstanding CTR of 0.43%. The week 2 newsletter resulted in 80,410 email opens, garnering 385 clicks for an outstanding CTR of 0.48%, performing slightly higher than week 1 content. Both weeks performed 2.5x higher than the Axios NOLA benchmark for newsletters.

The new neighborhood-based delivery pilot offering was launched in May, with its first event taking place on May 8. Leading up to the event, marketing tactics included sending invitation and reminder emails, conducting in-person canvassing, and creating organic social posts. This event is the first of five scheduled for this year. Approximately 700 customers were reached, and 15 customers signed up for home energy assessments.

Table 25.1: Neighborhood Based Delivery Pilot- Event #1 Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK- THROUGH RATE
Invitation Email	May 7, 2025	409	89	21.87%	7	1.72%
Post event Email	May 13, 2025	414	79	19.13%	23	5.57%
Canvassing Flyers	May 7, 2025	110,000	n/a	n/a	n/a	

In June, the team launched the first of three free offers exclusively for income-eligible customers, a new strategy in PY15. These offers utilize a new tool, 'personalized offering', where customers can easily place an order by answering a few questions online or by calling the call center. To date, 123 air purifiers have been claimed.

Customer satisfaction emails launched in January and were sent to customers who participated each month to gain more frequent customer feedback. The survey emails were sent to customers who recently participated in the following Energy Smart program offerings: Home Performance with ENERGY STAR® (HPwES), Income-Qualified Weatherization (IQW), A/C Tune-Up and the Online Marketplace. The results of the surveys will be discussed in the Residential Customer Satisfaction section below.

Beginning in January, the Energy Smart team submits an article for the Circuit Newsletter monthly email distribution. The article was also published on Entergy Newsroom to increase awareness and promote overall participation in the variety of offerings available to residential customers.

Table 25.2: Circuit Newsletter/ Entergy Newsroom Energy Smart topics

MONTH	TOPIC / HEADLINE	OFFERINGS
January	New year, new savings	Home Performance with ENERGY STAR®, Income-Qualified Weatherization assessments and the Online Marketplace
February	Your game plan for home energy savings	Home Performance with ENERGY STAR®, Income-Qualified Weatherization assessments, Online Marketplace, Home appliance rebates, A/C Solutions and EasyCool
March	Every drop counts	Home appliance rebates and Online Marketplace
April	Small changes, big impact	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments, Home appliance rebates, Online Marketplace
April	Smarter ways to save, reduce energy use and get paid for your efforts	EasyCool and Online Marketplace
May	Is your attic costing you money?	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
June	Energy Smart helps New Orleans customers save with new rebates on home appliances	Home appliance rebates
June	Smart choices. Real savings.	Peak time rebate and EasyCool

Table 25.3: Axios New Orleans Native Ad Metrics

Ad Topic	Impressions	Clicks	CTR
Apex 1: Reduce energy waste, lower bills and create a cleaner NOLA with these simple changes at home	7,790	7	0.09%
Apex 2: Energy Smart offers free home energy assessments for New Orleans residents.	7,686	7	0.09%
Mid Story 1: Reduce energy waste, lower bills and create a cleaner NOLA with these simple changes at home	4,246	14	.33%
Mid Story 2: Energy Smart offers free home energy assessments for New Orleans residents.	4,208	22	.52%
Smart Post 1: Keep your cool: Lower your energy bills during the heat of summer	3,072	5	.16%
Smart Post 2: Reduce energy waste—and lower your bills—with simple changes at home.	2,999	10	.33%

Table 25.3: Axios New Orleans Newsletter Metrics

In-market dates*	Impressions/ sends	Opens	Open rate	Clicks	CTR	Creative - Mid Unit	Clicks	Creative - End Unit	Clicks
April 14, 2025	56,659	15,089	27%	73	0.48%	Small changes, big impact: Energy savings at your fingertips	40	Cooling costs make up more than 55% of your energy bill—How to lower it	33
April 15, 2025	56,953	15,664	28%	45	0.29%	Cooling costs make up more than 55% of your energy bill—How to lower it	27	Small changes, big impact: Energy savings at your fingertips	18
April 16, 2025	57,432	15,241	27%	70	0.46%	Small changes, big impact: Energy savings at your fingertips	40	Cooling costs make up more than 55% of your energy bill—How to lower it	30
April 17, 2025	57,866	14,850	26%	67	0.45%	Cooling costs make up more than 55% of your energy bill—How to lower it	31	Small changes, big impact: Energy savings at your fingertips	36
April 18, 2025	58,257	14,180	24%	67	0.47%	Small changes, big impact: Energy savings at your fingertips	44	Cooling costs make up more than 55% of your energy bill—How to lower it	23
May 5, 2025	63,247	15,951	25%	99	0.62%	Reduce energy waste—and lower your bills—with simple changes at home	57	Cooling costs make up more than 55% of your energy bill—How to lower it	42
May 6, 2025	63,631	16,265	26%	68	0.42%	Cooling costs make up more than 55% of your energy bill—How to lower it	37	Reduce energy waste—and lower your bills—with simple changes at home	31
May 7, 2025	63,974	16,039	25%	89	0.55%	Reduce energy waste—and lower your bills—	45	Cooling costs make up more than 55% of your energy bill—How to lower it	44

						with simple changes at home			
May 8, 2025	64,209	16,022	25%	85	0.53%	Cooling costs make up more than 55% of your energy bill—How to lower it	39	Reduce energy waste—and lower your bills—with simple changes at home	46
May 9, 2025	64,443	16,133	25%	44	0.27%	Reduce energy waste—and lower your bills—with simple changes at home	18	Cooling costs make up more than 55% of your energy bill—How to lower it	26

Table 25.4: Residential Customer Satisfaction Survey Emails

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
OLM Survey- December 2024	January 16, 2025	60	23	38.46%	6	10.17%
IQW Survey- December 2024	January 16, 2025	57	34	60.00%	4	7.14%
HPwES Survey- December 2024	January 16, 2025	42	32	76.00%	3	7.14%
A/C tune-up Survey- December 2024	January 16, 2025	28	22	80.00%	0	0.00%
OLM Survey- February/March 2025	April 24, 2025	98	32	33.80%	4	4.17%
IQW Survey- February/March 2025	April 24, 2025	64	52	81.25%	13	20.31%
HPwES Survey- February/March 2025	April 24, 2025	72	32	45.83%	10	14.49%
A/C tune-up Survey- February/March 2025	April 24, 2025	23	15	63.64%	0	0.00%
OLM Survey- April 2025	May 6, 2025	52	11	21.95%	3	6.00%
IQW Survey- April 2025	May 6, 2025	47	19	40.63%	5	10.87%
HPwES Survey- April 2025	May 6, 2025	80	20	25.42%	7	8.97%
A/C tune-up Survey- April 2025	May 6, 2025	21	11	53.85%	1	4.76%
OLM Survey- May 2025	June 11, 2025	36	6	16.67%	2	5.71%
IQW Survey- May 2025	June 11, 2025	64	33	51.11%	12	18.75%
HPwES Survey- May 2025	June 11, 2025	66	22	34.00%	7	10.94%
A/C tune-up Survey- May 2025	June 11, 2025	21				4.76%

EasyCool

During the first half of PY15, the EasyCool offering was promoted through a variety of marketing tactics to include new banner ads for the Residential Online Marketplace; as an option to pre-enroll when purchasing a smart thermostat from the Online Marketplace; acquisition email campaigns; OLM retargeting emails to customers that purchased a smart thermostat without the EasyCool enrollment option added a check-out; article in the June Circuit Newsletter; organic social posts and messaging from OEM's such as Honeywell and Sensi.

In April 2024, EasyCool launched marketing efforts with an Earth Day email campaign, targeting customers that received a smart thermostat in PY14 and PY15, but have not enrolled them in EasyCool. The first email was deployed April 16 and then resent on April 22 to the list of did not opens from the first email. The Earth Day emails generated an average open rate of 30.4% and a click-through-rate of 3%. While the open rates fell short of the utility industry benchmark average of 41.4%, the click-through-rates exceeded the .03% benchmark.

Entering the demand response season, a pre-season email was sent on May 1 to 5,255 customers enrolled in EasyCool. To increase enrollments and meet the PY15 BYOT goal of 10,001 total devices, the Energy Smart team launched a limited-time \$100 enrollment incentive campaign that ran from May 5 – June 30. This campaign was supported with emails and an article in the June Circuit Newsletter.

The first acquisition email was deployed on May 6 and then resent on May 9. The target audience for this campaign included all residential customers from PY13-PY15 with smart thermostats not enrolled in EasyCool. On June 10, the target audience was expanded to include all residential customers that have never participated in the Energy Smart program. Offerings. That list had over 186,000 customer contacts, ranked according to their 2-year kWh usage. The June emails were sent in waves. The first wave, deployed June 10, was sent to 1,489 contacts. Wave 2 was sent June 11 to 1,605 contacts. Wave 3 was sent June 13 to 4,908 contacts and Wave 4 was sent on June 20 to 8,168 contacts.

In June, the Energy Smart team implemented automated remarketing emails to customers that purchased smart thermostats from the online marketplace without the EasyCool enrollment incentive. These emails promoted the \$100 limited-time enrollment incentive. Lastly, EasyCool was featured in the June Circuit Newsletter and blog post on the Entergy Newsroom with the additional mention of the Peak Time Rebate offering.

EasyCool landing page views from January 1 – April 15, was 393 and 89 clicks on the enroll button. As a result of the marketing initiatives that ran April 16 – June 20, the page views were 462 with 112 clicks on the enroll button – a 17.5% increase in views and 25.8% increase in clicks.

Upcoming efforts for the remainder of the program year include continued OEM marketing support, remarketing emails to online marketplace customers that purchase smart thermostats without the EasyCool incentive, Circuit newsletter and blog posts and organic social posts.

Table 25.5: EasyCool Metrics – Chart updated PY15 KPI's

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK- THROUGH RATE
Email: Earth Day Lead Gen	April 16, 2025	259	110	45%	10	4%
Email: Earth Day DNO Remarket	April 22, 2025	139	11	8%	2	1%
Pre-season letter	May 1, 2025	5,255	1,648	32%	13	.3%
Email: \$100 LTO	May 6, 2025	450	151	36%	17	4%
Email: \$100 LTO Remarket	May 9, 2025	269	20	8%	3	1%
Email: \$100 LTO Wave 1	June 10, 2025	1,489	446	31%	30	2%
Email: \$100 LTO Wave 2	June 11, 2025	1,605	405	27%	11	.7%
Email: \$100 LTO Wave 3	June 13, 2025	4,908	1,020	22%	34	.7%
Email: \$100 LTO Wave 4	June 20, 2025	8,168	1,297	17%	55	.7%

Peak Time Rebate

Due to the success of the PY14 Peak Time Rebate marketing initiatives, many customers were placed on a waiting list for the PY15 program year. As a result, the Peak Time Rebate recruitment marketing initiatives were delayed until mid-May, as the team awaited confirmation on the total number of enrollments needed in PY15.

In preparation for the PY15 marketing campaigns, the Energy Smart team updated the existing email template with animation and repurposed that creative for organic social and banner ads for the Entergy New Orleans website. The existing pre-season notice, eligibility notice, 24-hour SMS and email event reminder communications and 1-hour SMS and email event reminder communications were updated to reflect the 2025 legal disclaimer.

PY15 recruitment efforts began May 19 and will end early July. During this time, Peak Time Rebate was featured as one of the demand response offerings on the Entergy New Orleans newsroom that ran June 2 and June Circuit Newsletter that was in market on June 18. The Circuit Newsletter article generated 142 sessions to the Energy Smart website and resulted in 7 clicks on the Peak Time Rebate enrollment submission form. The rotator banner ads were posted on the Entergy New Orleans website on June 1 generated 547 sessions to the website and 51 clicks on the Peak Time Rebate enrollment submission form. Lastly, on May 28, animated organic social posts launched on the Entergy New Orleans social media pages generating 49 sessions to the website and resulting in 5 clicks on the Peak time Rebate enrollment submission form.

As a result of these marketing initiatives, the Peak Time Rebate landing page had the highest page views in May with 1,378 views and the second highest views in June with 601 views.

Table 25.6: Peak Time Rebate Email Recruitment Metrics – chart updated with PY15 KPI's

Channel	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Welcome back email	May 1, 2025	4,070	1,500	38%	244	6%
Email 1: Recruitment	May 19, 2025	18,856	5,454	32%	554	3%
Email 2: Remarket to DNO's	May 22, 2025	12,182	1,971	16%	104	1%
Email 3: Remarket to DNO's	June 6, 2025	10,128	513	5%	79	1%
Email 4: Recruitment to non-Energy Smart participants	June 27, 2025	1,484	229	16%	0	0%

Energy Smart Online Marketplace

The first half of PY15, the team has focused on implementing new tactics and offers to optimize customer experience. Primary tactics included email marketing, blog, and newsletter content, organic and paid ads, and homepage banners. New tactics include rotator slide ads on the Entergy New Orleans residential page, additional placement on the Energy Smart website and new media partnerships. These tactics helped to increase awareness for marketplace offerings, product promotions, and educated customers on the savings and benefits of energy-efficient products. In March, the first rotator ad was launched that focused on the online marketplace, resulting in a 41.49% engagement rate and led 94 user sessions to the online marketplace. In April, the Axios campaign resulted in 5,372 visits to the marketplace and 84 orders, over 100% increase vs. April the previous year, doubling the number of site visits and orders. The success of the PY14 'Free Air Purifier' campaign continues to drive traffic and additional orders from returning customers to the marketplace.

The Simple Conserve Replacement Air Filter is currently the number one product sold on the marketplace. The total efforts to date have resulted in a 66.13% increase in site traffic and a 22% increase in orders compared to prior year.

Table 25.7: Online Marketplace Promotions

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
KICK OFF SAVINGS PROMOTIONS	January 15-21, 2025	Simply Conserve LEDs (all types) and Air Purifier
CELEBRATE SAVINGS PROMOTIONS	February 6- March 19, 2025	Honeywell Home Wi-Fi Color 7 Day thermostat and Sensi Smart thermostats
WORLD WATER DAY PROMOTION	March 12- 25, 2025	Evolve Showerstart TSV
EARTH DAY PROMOTIONS	April 9-28, 2025	Simply Conserve LEDs (all types), advanced power strip and air purifier. Sensi, Sensi lite, Sensi touch 2 thermostats, Google Nest Learning and Google Nest thermostats, ecobee premium, essential and enhanced thermostats
MEMORIAL DAY PROMOTIONS	May 2- June 2, 2025	Simply Conserve advanced power strip and Sensi, Sensi lite, Sensi touch 2 thermostats.
SUMMER OF SAVINGS PROMOTIONS	June 17- August 31, 2025	Sensi smart thermostat, Sensi Lite, Sensi Touch 2, Honeywell home T9 and Honeywell home Color Touch
FOURTH OF JULY PROMOTION	June 30- July 18, 2025	Google Nest Learning and Google Nest thermostats
FREE AIR PURIFIER GIVEAWAY (IQW)	June 12- July 31, 2025	Simply Conserve Tabletop Air Purifier

Table 25.8: Online Marketplace Digital Ads

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	CLICKS	CLICK-THROUGH RATE	PURCHASE/ SALES
Google Search Ads	May 14- June 2, 2025	1,560	93	5.95%	

Marketing Collateral

- 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 Attic Insulation and Air Infiltration Re-education Rebate Form.
 - IQW Attic Insulation and Air Infiltration Re-education 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.
- HPwES and IQW Sorry We Missed You Door Hanger.
- HPwES and IQW Assessment 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.
- Vehicle Magnet.
- Peak Time Rebate Forms.
 - Request Form.
 - Request Event Text Message Form.
 - Unenrollment Form.

Marketing Tactics

- Circuit Newsletter and Entergy Newsroom content.
- Home Performance with ENERGY STAR® bill insert.
- Home Performance with ENERGY STAR® emails.
- Peak Time Rebate campaign materials.
 - Website update
 - Outreach event table flyer.
 - Event notice email and text messages.

- Recruitment emails.
- Organic social
- Blog Post
- Circuit Newsletter article
- EasyCool campaign materials.
 - Pre-season letter
 - Email
 - Organic social
 - Blog post
 - Circuit Newsletter article
 - Online Marketplace remarketing emails with \$100 LTO enrollment incentive
 - Online Marketplace remarketing emails with the \$50 enrollment incentive
- Online Marketplace promotion materials.
- Outreach event customer inquiry form and follow-up email.

Community Outreach

Highlights

The Energy Smart team participated in 44 events throughout Q1 and Q2. These events consisted of presenting the program at neighborhood association meetings, in-person tabling at community events, tabling at the Entergy New Orleans customer care centers and neighborhood canvassing. As a result of tabling at events and customer care centers, the Energy Smart team acquired 339 customer leads for free home energy assessments.

In addition to participating in events, the Energy Smart team met with staff members from Total Community Action to discuss opportunities to re-engage with TCA and the community they serve. Home Assessment overviews were provided, and the team discussed Energy Smart presenting at TCA functions. An Energy Smart initiated meeting with Job1 resulted in acquiring them as a new community program partner. The Energy Smart team tabled at two Job1 events and Job1 tabled at the first Neighborhood Based Delivery event on May 8 and expressed interest in tabling at future NBD events.

Lastly, the Energy Smart team has doubled its tabling presence at the two customer care centers. The strategy calls for tabling twice a month, at both locations in PY15.

Table 25.9: Community Outreach Events by Council District

COUNCIL DISTRICT	NUMBER OF EVENTS
A	4
B	4
C	8
D	6
E	2
Combined	20
Total	44

Commercial Marketing and Outreach

Highlights

The PY15 Commercial and Industrial Marketing Strategy began with a focused effort to engage commercial customers through a targeted email campaign highlighting the launch of the new Energy Smart website. This initiative aimed to drive awareness of available incentives, improve the overall customer experience and provide businesses with easier access to program information and resources. By promoting the website as a user-friendly hub, the campaign served as the foundation for broader commercial outreach efforts throughout the first half of the year. During the period of January through June, twenty-two targeted email campaigns were deployed reinforcing Energy Smart's commitment to meeting businesses where they are with actionable energy solutions.

The marketing team launched a super-bowl themed email campaign to promote the new website and engage commercial customers. Leveraging the excitement around New Orleans' iconic Superdome hosting the big game, the campaign consisted of a strategic three-part email series. The first email, "Get in the Game," introduced customers to the revamped Energy Smart website and its new user-friendly features. The second email, "Game-changing highlights," showcased real customer success stories, case studies and energy-saving opportunities, all presented through football-inspired graphics and playbook visuals. To further drive action, a third targeted follow-up email was triggered for recipients who engaged with the second email. The final "Touchdown" message encouraged interested customers to connect with an energy, positioning it as the final step to reaching the end zone of energy savings. The campaign served as both an awareness-building initiative and a direct lead generation effort for commercial offerings to kick-off the year.

In addition to the email campaign, Energy Smart supported the website launch through a press release and organic social media posts. The press release provided an overview of the Energy Smart program highlighting available energy-saving opportunities for both residential and commercial customers. Organic social posts with Entergy New Orleans leveraged our efforts to further promote the website launch and reinforced the program's commitment to helping the New Orleans community save energy and lower utility costs.

Immediately following the website launch email campaign, Energy Smart shifted its focus to more targeted outreach for small commercial customers. In February, a dedicated email campaign promoted the Small Business Energy Assessment, encouraging eligible businesses to take advantage of this no-cost opportunity. This targeted approach generated 24 leads directly from the email campaign. Overall, Energy Smart received a total of 30 webform leads across commercial offerings in February, an increase of 21 leads compared to February from the previous year, driven by a combination of tactics including email, website engagement and outreach.

Building on that momentum, Energy Smart expanded its commercial outreach in March with a general business solutions email. This email targeted both small and large commercial customers reinforcing Energy Smart's role as a trusted resource for reducing energy costs and improving building performance. Additionally, March emails also promoted the upcoming "Tax saving of Energy Efficiency" presentation, breakfast and networking event held at the BioInnovation Center on April 2, which features four expert speakers, including a representative from the Energy Smart team.

In April, Energy Smart distributed the Q1 Commercial trade ally newsletter, providing trade allies with program updates, recognizing new trade allies, training opportunities and Workforce development

updates to support ongoing engagement with the program. Both Residential and Commercial trade ally newsletters received cohesive and revamped hero images. That same month, the team secured a Bronze Sponsorship with Love Your City, a local initiative that aligns with Energy Smart's mission to support sustainability and community impact. Additionally, after reviewing email heat map data, the team identified that customers were consistently engaging with Entergy's logo. In response to this observation, Energy Smart provided the Entergy New Orleans team updated messaging and creative assets to update the Entergy New Orleans website with any content mentioning Energy Smart, reinforcing the credibility and trustworthiness of the program as an official energy efficiency offering supported by Entergy New Orleans and the City Council.

May continued the expansion of Energy Smart's commercial visibility and strategic partnerships. The program received earned media coverage in both the Love Your City newsletter and the City of New Orleans Economic Development newsletter, helping to further establish credibility and broaden awareness among local businesses. To strengthen engagement within the hospitality sector, Energy Smart also became a member of the greater New Orleans Hotel & Lodging Association. In support of inclusive outreach efforts, the Energy Smart team developed a Spanish Commercial Overview to better serve the community. May marked the beginning of early planning for the upcoming Office Building Sector campaign, with initial strategy development focused on targeting energy-saving opportunities for large office spaces across the city. In parallel, the program continued its targeted efforts for small commercial customers by distributing customized Small Business Energy Assessment emails to specific segments within Orleans Parish. The specific segments included beauty shops, eating places and places of worship to drive awareness and participation in energy-saving opportunities tailored to their needs.

In June, Energy Smart launched targeted outreach as part of the Office Building Sector campaign, which included a lead generation email and a follow-up remarket email to re-engage interested recipients. The campaign was further amplified through earned media placements, including a feature in the City of New Orleans Office of economic development newsletter, as well as dedicated content on Entergy New Orleans' Facebook page and a newsroom blog post, all reinforcing Energy Smart's value for commercial customers. The Q2 Commercial trade ally newsletter was also distributed, highlighting key program updates, recognizing new trade allies, upcoming trade ally advisory group meeting, training feedback, chiller tune-up reminders and workforce development initiatives.

Table 25.10: Email Campaign Results

EMAIL NAME	AUDIENCE	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
Website Launch Lead Gen	Small & Large	2/5/2025	7113	2341	34.4%	40	0.6%
Website Launch Energy Smart Highlights	Small & Large	2/6/2025	7104	2196	32.3%	47	0.7%
Website Launch Score savings (Trigger)	Small & Large	2/6/2025	N/A	N/A	N/A	N/A	N/A
February SBEA CLEAResult Leads	Small C&I	2/10/2025	34	11	33.3%	0	0%
February SBEA Lead Gen	Small C&I	2/10/2025	6706	2351	36.4%	61	0.9%
February SBEA	Small C&I	2/21/2025	6693	2440	37.9%	137	2.1%
February SBEA Remarket Opened & Did not click	Small C&I	3/7/2025	2463	1893	77.6%	28	1.1%
Feb. SBEA Remarket Did not open	Small C&I	3/7/2025	4565	491	10.8%	11	0.2%
Business Solutions Tell us about your project	Small & Large	3/14/2025	7529	2469	34.2%	66	0.9%
Equipment Replacement Claim your incentives	Large C&I	4/14/2025	648	253	44.5%	16	2.8%
April SBEA Earth Day	Small C&I	4/22/2025	6277	2478	40.1%	155	2.5%
Equipment Replacement Lighting	Large C&I	4/25/2025	645	237	42%	45	8%
May SBEA Beauty Shop	Small C&I	5/9/2025	24	9	37.5%	0	0%
May SBEA Eating places	Small C&I	5/9/2025	69	29	43.3%	2	3%
May SBEA Remarket	Small C&I	5/12/2025	6461	2283	35.9%	60	0.9%
May SBEA Generic	Small C&I	5/21/2025	6414	2627	41.5%	74	1.2%
June SBEA Place of worship	Small C&I	5/28/2025	81	40	54.1%	3	4.1%
Office Sector Lead Gen	Small & Large	6/13/2025	124	70	62.50%	10	8.90%
Office Sector Remarket: Opened or clicked	Small & Large	6/19/2025	61	51	83.60%	11	18.00%
June SBEA Summer Lull Eating places	Small C&I	6/27/2025	68				

Table 25.11: Trade Ally Newsletters and Emails

EMAIL NAME	AUDIENCE	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
2025 TA kick-off invite		1/3/2025	159	90	58.80%	35	22.9%
Q4 2024 Newsletter	C&I TA's	1/3/2025	120	60	52.20%	5	4.3%
2025 TA kick-off	Inactive TA's	1/3/2025	77	24	38.70%	3	4.8%
2025 TA kick-off: Reminder	C&I/Res	1/10/2025	159	93	59.60%	23	14.7%
2025 TA kick-off: Reminder		1/13/2025	233	121	56.80%	21	9.9%
2025 TA Kick-Off Post-event		1/27/2025	170	118	72.80%	29	17.9%
Tax Savings: Lead gen	C&I TA's	3/10/2025	474	242	54.00%	28	6.3%

Tax Savings: Email 2	C&I TA's	3/19/2025	472	213	48.10%	18	4.1%
Tax Savings: Email 3	C&I TA's	3/24/2025	265	72	27.50%	21	8%
Tax Savings: Email 3 Opened & DNC	C&I TA's	3/25/2025	147	138	94.50%	14	9.6%
Tax Savings: Email 4	C&I TA's	3/31/2025	264	75	28.70%	17	6.5%
Q1 Newsletter	C&I TA's	4/1/2025	188	103	55.70%	2	1.1%
Q2 Newsletter	C&I TA's	6/19/2025	203	117	59.7%	24	12.2%

Commercial Marketing Collateral

- C&I Overview
 - English
 - Spanish
- Prescriptive Incentive List
- Small Business Energy Assessment Overview
- Restaurant Sector Sheet
- Retail Sector Sheet
- Office Sector Sheet
- Grocery Sector Sheet
- Warehouse Sector Sheet
- Case Studies
 - Loews Hotel Case Study
 - Andrew H. Wilson Case Study
 - University of New Orleans Case Study
 - Southern University at New Orleans
 - New Orleans Convention Center
 - Lycée Francais New Orleans
- Become an Energy Smart Trade Ally Overview
- Tiered Trade Ally List
- Energy Smart Program Overview
- Compressed Air Overview
- HVAC Tune-up Fillable Application
- Disclaimer of Warranties and Limitation of Liability
- New Construction Code Compliance Overview
- New Construction Prescriptive List
- New Construction Workbook
- SBDI Application

Marketing Tactics:

- Organic social posts.
- Organic email campaigns.
- Paid sponsorships/memberships
 - Love Your City
 - New Orleans Chamber of Commerce
- Earned media

- Downtown Development District.
- Entergy New Orleans
- Events

Customer Outreach

During the first six months of PY15, the Commercial outreach team had 137 customer meetings. Energy Smart program staff spent the first half of PY15 establishing or reengaging key customer contacts and managed accounts, especially among the hospitality, retail/public assembly, and education market segments. Q1 kickoff meetings occurred with Hilton New Orleans Riverside, NASA Michoud Assembly Facility, SWBNO, and the Orleans Parish School Board, among other customers. In Q2, Outreach staff continued their strategic customer engagement and began the first Strategic Energy Management (SEM) training cohort, focusing on key accounts and large commercial customers. The first two SEM training sessions were held May 22 and June 5 and included participants from the Hertz Group, Loyola University, MCCNO, LSU Health Sciences Center, Hilton New Orleans Riverside, and the Energy Centre.

Table 25.12: C&I Customer Outreach

Date	Customer
1/13/2025	First Baptist Church of New Orleans
1/13/2025	Hotel Provincial
1/14/2025	MCCNO
1/16/2025	Vietamerica Financial Health & Social Services LLC
1/16/2025	Park Place Premier Barber school
1/22/2025	SWBNO
1/29/2025	NOMMA
1/29/2025	Jesuit High School
1/30/2025	NASA Michoud
1/31/2025	City Park
1/31/2025	NOCCHI
2/4/2025	New Orleans Country Club
2/5/2025	SWBNO
2/6/2025	Centrio
2/6/2025	Hotel Provincial
2/11/2025	Hilton Riverside
2/11/2025	Urban South
2/12/2025	NOLA Business Ecosystem
2/12/2025	NOMMA
2/14/2025	NOCCHI
2/14/2025	Harriet Tubman Charter School
2/14/2025	Isidore Newman School
2/17/2025	EMR (Southern Recycling)
2/17/2025	Collegiate Academies

2/17/2025	Orleans Parish School Board
2/18/2025	NORDC
2/19/2025	Holy Cross High School
2/20/2025	IFMA February Chapter Meeting - BAS
2/21/2025	Sojourner Truth Community Center
2/24/2025	EMR (Southern Recycling)
2/25/2025	NORDC
2/28/2025	Burlington Coat Factory
2/28/2025	1010 Common
3/10/2025	Howlin Wolf
3/12/2025	Fuel Express Mart
3/12/2025	Fuel N Mart
3/12/2025	AZ Express
3/13/2025	Aldi
3/17/2025	Bourbon Orleans Hotel
3/19/2025	SWBNO
3/20/2025	WWL TV
3/20/2025	Dickie Brennan Group
3/21/2025	Clover
3/21/2025	Kingsley
3/21/2025	Broad Street Cider
3/21/2025	Gallery Orange
3/22/2025	Love Your City
3/24/2025	City of New Orleans
3/24/2025	Rouses
3/24/2025	B3 Auto Sales LLC
3/26/2025	GNOHLA
3/31/2025	Together New Orleans
3/31/2025	Clover
3/31/2025	Southern Louisiana Flood Protection Authority
4/10/2025	National World War II Museum
4/11/2025	Daikin
4/14/2025	Downtown Tattoo
4/14/2025	Jake's Uptown
4/15/2025	Performance Rehabilitation Services
4/15/2025	Tasty Treat LLC
4/16/2025	St Augustine High School
4/16/2025	Vintage Green Review
4/17/2025	WWL-TV
4/17/2025	St Martin De Porres
4/17/2025	Maloney Storage

4/17/2025	Winston Bergeron, LLP
4/22/2025	Boucherie
4/22/2025	Bourree
4/23/2025	New Orleans Hilton Riverside
4/23/2025	Ben+Burka
4/23/2025	Codey's NOLA
4/28/2025	NASA Michoud
4/30/2025	Carrollton Boosters
4/30/2025	HRI Properties
4/30/2025	Toledano Law
5/1/2025	Caesars Superdome
5/1/2025	Smoothie King Center
5/1/2025	The Backyard
5/1/2025	St. John Divine Missionary Baptist Church
5/2/2025	1000 Howard Avenue
5/2/2025	Bourgeois and Associates Management
5/5/2025	St Francis of Assissi Church
5/5/2025	New Orleans Athletic Club
5/6/2025	Loyola University
5/7/2025	Salas O Brien
5/8/2025	Tulane Medical Center
5/8/2025	Loyola University
5/8/2025	Tuff Break Loser's Lounge
5/8/2025	Cesars Collision Center
5/12/2025	SWBNO
5/14/2025	Christian Light Missionary Baptist
5/14/2025	Miss Shirley's LLC
5/15/2025	LSU Health Sciences Center
5/15/2025	1615 Poydras
5/15/2025	Burlington Coat Factory
5/19/2025	Dillard University
5/20/2025	MCCNO
5/20/2025	New Orleans Fairgrounds
5/20/2025	United States Coast Guard
5/21/2025	Federal Reserve Bank
5/21/2025	Ben + Burka
5/22/2025	Orleans Parish School Board (SEM Kickoff)
5/22/2025	Hertz Group (SEM Kickoff)
5/22/2025	LSU Health Sciences Center (SEM Kickoff)
5/22/2025	Loyola University (SEM Kickoff)
5/22/2025	HRI Properties

5/22/2025	WWL TV
5/23/2025	Bourbon Orleans Hotel
5/23/2025	The Law Offices of John S Williams
5/27/2025	SWBNO
5/27/2025	Liberty Bank
5/27/2025	Sterling Properties
5/27/2025	MCCNO
5/27/2025	Arici DD LLC dba Daisy Dukes Express
5/28/2025	Veterans Medical Center New Orleans
5/29/2025	1000 Howard Avenue
6/2/2025	Baronne Bistro
6/2/2025	Sweet Soul food Inc
6/3/2025	Wade Verges
6/4/2025	Franklin Ave Baptist Church
6/4/2025	The Grand Victorian
6/4/2025	Vision Wood Gallery
6/5/2025	SEM Training Session 1
6/5/2025	SEM Kickoff
6/5/2025	Louie's Kitchen LLC
6/5/2025	Saint John Family Worship
6/5/2025	Christy Vergas
6/6/2025	Vineyard Missionary Baptist Church
6/6/2025	Riverside Spa
6/10/2025	RTA
6/12/2025	Abiding Temple
6/18/2025	Audubon Aquarium
6/19/2025	Carrollton Commissary
6/19/2025	5th Church of God in Christ
6/25/2025	New Orleans East Hospital
6/25/2025	GNOHLA
6/25/2025	Jesuit High School

Trade Allies

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 26.1: C&I Trade Ally Tiers

TIER	# OF TRADE ALLIES
Platinum	3
Gold	13
Silver	23
General	40

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 at the Trade Ally Kickoff Meeting.

In Q1 the Energy Smart team hosted a training at the BioInnovation Center called Unlocking the Tax Advantages of Energy Efficiency in which consultants from CSSI Services discussed cost segregation, the 179D tax deduction and other ways large-commercial businesses can benefit from energy-efficiency upgrades.

In Q1 Energy Smart facilitated a webinar between trade allies and Mechanical Engineering instructor Solomon Yin of UL-Lafayette regarding the development of building automation curriculum at the university.

In Q2 Energy Smart began hosting a series of trade ally luncheons with higher-performing trade allies to review potential projects that can be submitted in 2025. Program staff met with four trade allies.

Residential Trade Ally Network

The Residential Trade Ally Network held the Trade Ally Kick-Off and Awards on January 18th. The Energy Smart team discussed the following topics:

- Program Savings goal
- Status of Home Performance with ENERGY STAR®
- No-shows and missed-appointments discussion

- Self-Scheduling Trade Ally Referrals
- Navigator Rebate Submission Review

Energy Smart provided the following awards to trade allies:

- Trade Ally of the Year
- Home Performance with ENERGY STAR® trade ally of the year
- Income-Qualified Weatherization trade ally of the year
- Multifamily Solutions trade ally of the year
- A/C Solutions trade ally of the year
- Customer Service trade ally of the year

In Q1, the Energy Smart team hosted refresher training on using the different assessment self-scheduling tools available through the updated Energy Smart Website. Later in Q1, the A/C Solutions self-scheduling tool was created and published on the Energy Smart Website. The method of communication for this training included a PowerPoint presentation sent to trade allies and one on one setup for those trade allies who needed clarity.

In Q1, Navigator was updated with the new incentives for the 2025 rebates along with new consolidated rebate forms. Trade allies were introduced to the new forms and examples were provided to demonstrate how to fill out the updated forms via email.

In Q2, Energy Smart created training for trade allies to promote the program by participating in outreach tasks. This training was offered to a select group of experienced trade allies with strong capabilities to represent the program. The training included best practices to approach multifamily complexes and property managers introducing the Multifamily Solutions program.

Commercial & Industrial Trade Ally Advisory Group

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

- Review of PY14
- Overview of budget and goals PY15
- Program incentives for existing measures.
- Requirements of the chiller tune-up incentive.
- Summary of program outreach efforts to small and large commercial customers.
- Updated PY15 trade ally tier rankings and the benefits associated with the tiers.
- Summary of technical training opportunities throughout the year.
- Workforce guest speakers from the University of Louisiana at Lafayette and from the New Orleans Career Center.
- 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:

- Lighting 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.

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 26.2: Trade Ally Engagement

CATEGORY	# OF COMPANIES
C&I Network	79
Residential Network	21
Total Engagement	118

Contractor Participation

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

Table 26.3: Trade Ally Participation

CATEGORY	# OF COMPANIES
C&I Network	35
Residential Network	20
Total Engagement	60

Program Training

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.

Training Topics

Energy Smart provided onboarding training to 14 new Commercial & Industrial trade allies in the first half of Program Year 15. 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 April 2 Energy Smart hosted the training entitled Unlocking the Tax Advantages of Energy Efficiency. Representatives from CSSI Services presented on:

- Cost Segregation – identification of commercial building components eligible for accelerated depreciation.
- Section 179D Energy Efficiency Deduction – allows for the expensing of \$0.30 to \$1.80 per square foot for qualifying projects.
- Research & Development Tax Services – tax credits for innovative product development.
- Green Zip Tape – a patented drywall tape that allows you to reduce tax liabilities.

Chart 23.4: Hours of Training by Type

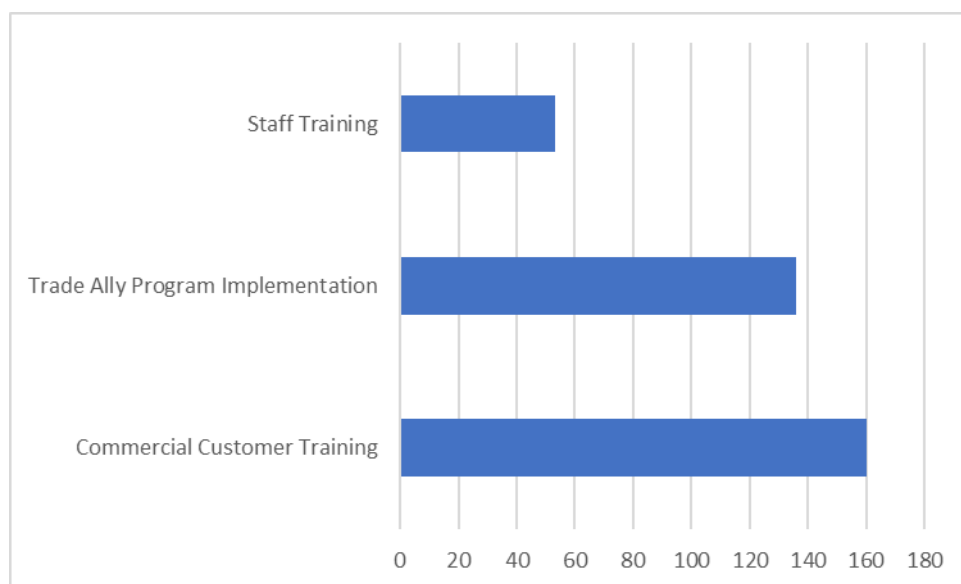
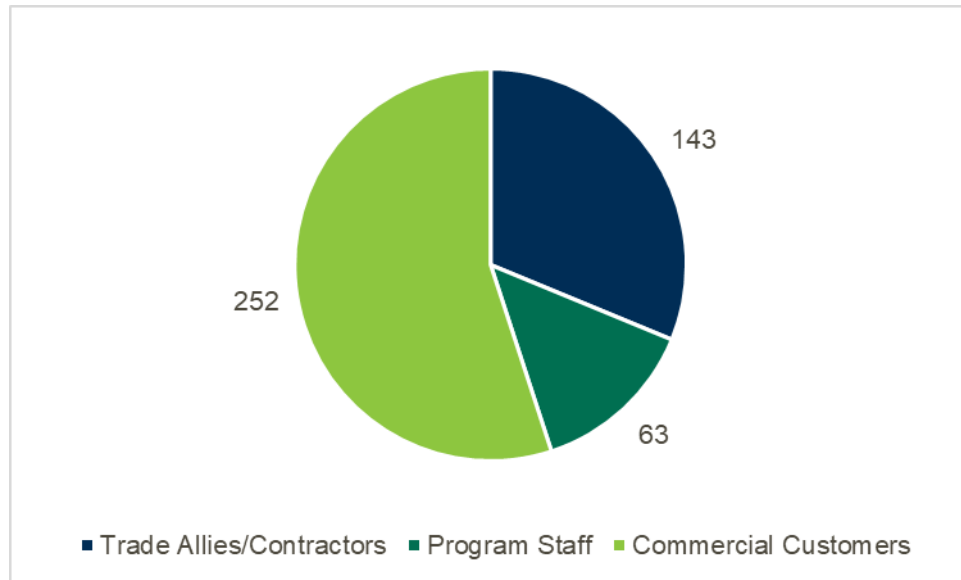


Chart 23.5: Training by Audience Type



Initiatives

Workforce Development

The program has maintained its efforts in workforce development:

- Introduced trade allies to engineering instructor Solomon Yin of UL-Lafayette, who is implementing building-automation curriculum for engineering students, at the Trade Ally Kickoff.
- Welcomed two staff members of the New Orleans Career Center to speak to trade allies regarding the creation of an HVAC training program as well as the chance for trade allies to table at the Career Pathway Day.
- Surveyed trade allies regarding their interest hiring students who have received academic training in building automation, as well as feedback on the skills needed within each organization to work in this field.
- Held the kickoff meeting on January 30 of the Bayou Chapter of the Association of Energy Engineers, a clean-energy networking group which invites trade allies and facility directors as well as students and professionals seeking careers in clean energy to attend in-person meetings and webinars aimed at networking and education.
- Represented Energy Smart on March 18 at the Dillard University H2theFuture Business Summit which highlight career development in the clean-energy sectors throughout Louisiana.
- Presented to undergraduate and graduate students associated with the LSU Industrial Assessment Center on April 7 about careers in energy efficiency, with a particular focus on automation.
- Held a second in-person meeting of the Bayou Chapter of the Association of Energy Engineers on May 8, in which trade allies and facility directors were among the 26 attendees at the event.

- Facilitated a meeting between Trane Technologies and engineering instructor Solomon Yin of UL-Lafayette regarding the potential of Trane to hire trained UL-Lafayette students and the potential of Trane to host a Building Automation 101 class that workforce-development representatives could attend to learn about the field.
- Spoke about careers in the Trade Ally Network to the Small Business Opportunities Recap & Resource Fair as well as the Lincoln Beach Industry Day, two events focused on development of Disadvantaged Businesses.
- Met with the Recruiting Manager for the Tulane Freeman School of Business about careers within the Trade Ally Network and ways to connect Tulane students with higher-performing trade allies.
- Represented Energy Smart and spoke about career options within the Trade Ally Network at the spring New Orleans Apprenticeship Administrators & Directors meeting on May 22. During this meeting Energy Smart staff connected with the Louisiana Green Corps, Delgado Workforce Development, the International Brotherhood of Electrical Workers and the Mechanical Contractors' Association of Louisiana.



FINANCIAL PERFORMANCE

Budget Highlights

Table 27.1

OFFERING	INCENTIVES	BUDGET*	% TO BUDGET
Small Commercial & Industrial Solutions	\$392,553	\$881,990	45%
Large Commercial & Industrial Solutions	\$2,665,237	\$3,889,704	69%
Publicly Funded Institutions	\$3,249	\$709,316	0%
New Construction Code Compliance	\$87,199	\$124,848	70%
Home Performance with ENERGY STAR	\$425,550	\$957,923	44%
Neighborhood-Based Delivery Pilot	\$0	\$2,398,186	0%
Retail Appliances	\$56,979	\$122,111	47%
Income Qualified Retail Appliances	\$26,274	\$828,375	3%
Multifamily Solutions	\$194,239	\$376,810	52%
Income Qualified Multifamily Solutions	\$465,231	\$613,938	76%
Income Qualified Weatherization	\$1,331,644	\$2,398,186	56%
A/C Solutions	\$291,786	\$562,151	52%
Income Qualified A/C Solutions	\$160,122	\$891,242	18%
Residential HVAC Midstream	\$0	\$887,184	0%
School Kits & Education	\$169,718	\$169,718	100%
Behavioral Energy Efficiency	\$0	\$0	N/A
EasyCool BYOT	\$72,200	\$315,425	23%
Peak Time Rebate Pilot	\$0	\$89,964	0%
EV Charging Pilot	\$7,350	\$88,200	
Residential Battery Pilot	\$0	\$152,000	N/A
TOTAL	\$6,349,330	\$16,457,269	39%

*Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10, 2024. Summary tables show savings achieved and incentive spend from 1/1/2025 through 6/30/2025.

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

Table 27.2

ENERGY SMART EXPENSES/INVOICES					FUNDING SOURCES		
YEAR	Month	Program Year 13	Program Year 14	Program Year 15	Total	EECR	Total Ending Balance
2024	January	\$536,958	\$1,144,211		\$1,681,169	\$1,651,416	(\$5,145,458)
2024	February	\$203,174			\$203,174	\$1,519,089	(\$6,461,374)
2024	March	\$228,619	\$1,237,419		\$228,619	\$1,351,106	(\$7,583,861)
2024	April	\$592,346	\$2,347,813		\$2,940,158	\$1,341,982	(\$5,985,685)
2024	May	\$482,429	\$369,357		\$851,786	\$1,592,513	(\$6,726,412)
2024	June	\$57,342	\$1,738,211		\$1,795,553	\$1,950,716	(\$5,644,156)
2024	July		\$1,543,584		\$1,543,584	\$2,143,333	(\$6,243,906)
2024	August		\$1,896,908		\$1,896,908	\$2,192,432	(\$6,539,430)
2024	September		\$1,706,069		\$1,706,069	\$2,106,529	(\$6,939,889)
2024	October		\$685,698		\$685,698	\$1,779,619	(\$8,033,810)
2024	November		\$3,674,960		\$3,674,960	\$1,547,188	(\$5,906,038)
2024	December		\$59,709		\$59,709	\$1,498,486	(\$7,344,816)
2025	January		\$1,136,528		\$1,136,528	\$2,029,725	(\$8,238,012)
2025	February		\$2,467,927	\$100,000	\$2,567,927	\$1,932,992	(\$7,603,077)
2025	March		\$730,003	\$4,338,598	\$5,068,601	\$1,588,247	(\$4,122,724)
2025	April			\$2,268,857	\$2,268,857	\$1,545,343	(\$3,399,210)
2025	May			\$492,676	\$492,676	\$1,858,979	(\$4,765,513)
2025	June		\$521,060	\$3,443,611	\$3,964,671	\$2,262,368	(\$3,063,210)

Appendices

Appendix A: School Kits & Education

Appendix B: Community Outreach Summary

Appendix C: Training and Education

Appendix A: School Kits & Education Summary

School Name	Date	Kits Distributed
Saint Pius X School	3/11/2025	144
Saint Dominic School	4/1/2025	180
Saint Benedict The Moor School	3/13/2025	36
Saint Andrew The Apostle School	3/14/2025	108
International School of Louisiana - Dixon Campus	3/18/2025	108
Saint Marys Academy	3/19/2025	108
Noble Minds Institute For Whole Child Learning	3/20/2025	108
Bishop McManus Academy	3/21/2025	72
Saint Pauls Episcopal School	3/26/2025	108
Alice M Harte Charter School	3/28/2025	288
Martin Behrman Charter School	3/12/2025	216
Isidore Newman School	4/2/2025	252
Calvary Baptist School - New Orleans	4/3/2025	36
KIPP Leadership	4/3/2025	360
Holy Cross School	3/10/2025	216
Saint Stephen Catholic School	3/11/2025	72
Dr. King Charter School	3/12/2025	216
Holy Name of Jesus School	3/13/2025	144
Edward Hynes Charter School - UNO	3/14/2025	216
Resurrection of Our Lord School	3/17/2025	72
Fannie C Williams Charter School	3/18/2025	216
Harriet Tubman Charter School	3/19/2025	216
Saint Andrews Episcopal School	3/20/2025	72
Christian Brothers School - Canal Street Campus	3/21/2025	108
Waldorf School of New Orleans	3/25/2025	72
Benjamin Franklin Middle	3/28/2025	108
Homer A Plessy Community School - French Quarter	4/1/2025	108
Edward Hynes Charter School - Parkview	4/2/2025	144
Total		4104

Appendix B: Community Outreach Summary

Date	Event	Customer Leads
1/14/2025	Hollygrove Heat Workshop	
2/1/2025	Super Tax Day Event	32
2/5/2025	Audubon Riverside Neighborhood Association	
2/8/2025	Aetna Festival	
2/8/2025	Super Tax Day Event	
2/15/2025	Supert Tax Day	
2/17/2025	Entergy Customer Care Center	
2/26/2025	HANO Financial Fitness Workshop	
3/3/2025	Entergy Customer Care Center - Canal St	20
3/5/2025	Entergy Customer Care Center - Algiers	18
3/15/2025	Super Tax Day Event	
3/17/2025	Entergy Customer Care Center - both locations	
3/22/2025	Super Tax Day Event	
3/22/2025	St. Roch Neighborhood Event	12
3/26/2025	District B Walk Down	
3/28/2025	Home & Garden Show	
3/29/2025	17th Annual Housing, Health & Community Resource	59
3/29/2025	Home & Garden Show	
3/30/2025	Home & Garden Show	26
4/1/2025	Entergy Customer Care Center - Canal St	
4/3/2025	Entergy Customer Care Center - Algiers	
4/14/2025	Entergy Customer Care Center - both locations	
4/16/2025	JOB1 Young Adult Job Expo	16
4/19/2025	Sampson Park- Easter Event	18
5/1/2025	Entergy Customer Care Center - Canal St	
5/5/2025	Entergy Customer Care Center - Algiers	
5/8/2025	NBD Event - Florida/Desire Neighborhood	
5/12/2025	Entergy Customer Care Center - both locations	
5/12/2025	Mid-City Neighborhood Association Town Hall	
5/16/2025	Senior Fest	21
5/17/2025	Endangered Species Day	3
5/21/2025	ENO Storm Prep Meeting	2
5/22/2025	Desire Parent's Event	
5/31/2025	Unity in the Community	17
5/24/2025	District C Crawfish Boil - Councilman Freddie King event	
6/2/2025	Entergy Customer Care Center - Canal St	10
6/3/2025	Entergy Customer Care Center - Algiers	14
6/7/2025	Party for the Planet	3
6/10/2025	Mayor's Neighborhood Engagement Office - Hurrican Preparedness	19

6/14/2025	Eastshore Community Market	
6/16/2025	Entergy Customer Care Center - both locations	
6/17/2025	Job 1 Yound Adult Mental Wellness Workshop and Resource Fair	
6/24/2025	Hospitality Health Fair	39
6/28/2025	Rep. Willard Town Hall	2
6/28/2025	Pollination Celebration	8

Appendix C: Training

Date	Title	Audience	Attendees	Length	Objective	Description
1/8/2025	Staff training -- sales	Program Staff	1	60	Sales training with Mark Jewell	Strategies for selling energy-efficiency projects.
1/10/2025	Contractor -- Engie Impact	C&I Trade Allies/Contractors	1	30	Lighting incentive overview	Burlington Coat Factory renovation to include LED lighting; this call covered planning for the walkthrough and lighting count.
1/14/2024	Contractor -- Trane Technologies	C&I Trade Allies/Contractors	1	15	Incentive overview	Discuss incentives for First Baptist Church
1/14/2024	Customer -- Hotel Provincial	C&I Customer	1	30	Program overview	Review of Equipment Incentive List and custom incentives available for a hotel.
1/14/2024	Contractor -- Powers of Louisiana	C&I Trade Allies/Contractors	2	45	Retro-commissioning overview	Review the investigation phase incentive, measurement & verification incentive, and the customer incentive for RCx.
1/14/2024	Contractor -- all trade allies	C&I Trade Allies/Contractors	35	90	Trade Ally Kickoff PY15	Welcome meeting for Program Year 15: trade allies learn about updates to the program, receive awards for the prior year, and network with workforce-development professionals.
1/16/2025	Workforce Development: Association of Energy Engineers	Workforce Development	5	30	Board meeting	Bayou Chapter meeting planning the official kickoff meeting of the chapter.
1/19/2024	Customer -- Jesuit High School	C&I Customer	1	30	Program overview	Review of Equipment Incentive List and custom incentives available for a high school.
1/17/2025	Contractor -- Rexel	C&I Trade Allies/Contractors	1	30	Lighting incentive overview	Burlington Coat Factory renovation to include LED lighting; this call covered planning for the walkthrough and lighting count.
1/22/2025	Staff training -- sales	Program Staff	1	60	Sales training with Mark Jewell	Strategies for selling energy-efficiency projects.
1/22/2025	Customer: Sewerage and Water Board	C&I Customer	1	30	General program overview	New employee overview of incentives.
1/29/2025	Customer: SUNO	C&I Customer	1	45	General program overview	Webinar call with Arlean Wehle, Vice-Chancellor for Administration and Finance, regarding all of the ways SUNO can take advantage of the program.
1/30/2025	Workforce Development: Association of Energy Engineers	Workforce Development	24	60	Chapter Meeting	Bayou Chapter meeting official kickoff meeting at Las Cruces Restaurant; team-building activities and planning.
1/31/2025	Customer -- City Park	C&I Customer	1	60	Incentive overview	Review of lighting project at PanAmerican Stadium.

1/31/2025	Customer -- NOCHI	C&I Customer	1	30	Program overview	Review of Equipment Incentive List and custom incentives available for a training center.
1/31/2025	Customer: City Park	C&I Customer	1	45	LED lighting incentive overview	In-person meeting with Jake Webster, Director of Capital Projects, regarding a sports-field lighting project.
2/3/2025	Contractor -- Vath's Lighting	C&I Trade Allies/Contractors	1	30	Lighting incentive overview	Check-in meeting with trade ally regarding potential lighting projects in Orleans Parish, including Livingston School.
2/4/2025	Customer -- New Orleans Country Club	C&I Customer	1	60	Program overview	Review of Equipment Incentive List and custom incentives available for a country club.
2/4/2025	Contractor -- Sharkey Mechanical	C&I Trade Allies/Contractors	3	45	Program onboarding overview	Review program incentives with new trade ally Sharkey Mechanical, which provides services in automation, motors/pumps, chillers, and refrigeration.
2/4/2025	Contractor -- Atlas Copco	C&I Trade Allies/Contractors	1	45	Program onboarding overview	Review program incentives with new trade ally Atlas Copco, which provides services in compressed air leak remediation.
2/5/2025	Staff training -- sales	Program Staff	1	60	Sales training with Mark Jewell	Strategies for selling energy-efficiency projects.
2/5/2025	Customer -- SWB	C&I Customer	1	30	Incentive overview	Monthly meeting with Sewerage and Water Board
2/6/2025	Customer -- Centrio	C&I Customer	1	60	Program overview	Review of Equipment Incentive List and custom incentives available for an industrial center.
2/6/2025	Customer -- Hotel Provincial	C&I Customer	1	30	Program overview	Review of Equipment Incentive List and custom incentives available for a hotel.
2/6/2025	Contractor -- Bernhard	C&I Trade Allies/Contractors	1	30	Trade ally program review	Review program incentives with existing trade ally Bernhard and discuss potential customers for 2025.
2/11/2025	Customer -- Hilton Riverside	C&I Customer	1	15	Incentive overview	Check-in call about 2025 projects.
2/11/2025	Customer -- Urban South	C&I Customer	1	60	Incentive overview	Check-in call about 2025 projects.
2/12/2025	Customer -- NOMA	C&I Customer	1	30	Project close-out	Review of documentation needed for project submittal
2/12/2025	Staff training -- AP Tracks	Program Staff	1	30	AP Tracks strategy	Review of database strategies for tracking customer success.
2/12/2025	Contractor -- mechanical and electrical contractors	C&I Trade Allies/Contractors	4	5	Trade ally program review	Attended the Port NOLA Contractor event at Nunez Community College regarding the Louisiana International Terminal Site.

2/14/2025	Customer -- Culinary and Hospitality Institute	C&I Customer	1	60	Incentive overview	Check-in call about 2025 projects.
2/14/2025	Customer -- Newman	C&I Customer	1	30	Program overview	Review of Equipment Incentive List and custom incentives available for a school.
2/14/2025	Customer -- Harriet Tubman Charter School	C&I Customer	1	60	Program overview	Review of Equipment Incentive List and custom incentives available for a school.
2/17/2025	Customer: Collegiate Academies	C&I Customer	1	45	Program incentive overview	Webinar meeting with Kathleen Welch, Facilities Director with Collegiate Academies, regarding the chiller tune-ups and chiller replacements.
2/17/2025	Customer -- EMR	C&I Customer	1	60	Incentive overview	Check-in call about 2025 projects.
2/17/2025	Customer: Orleans Parish School Board	C&I Customer	1	45	Program incentive overview	Program incentive overview with Greg Narlock, the facility director for Orleans Parish Public Schools.
2/17/2025	Contractor -- One Atlas	C&I Trade Allies/Contractors	1	45	Program incentive overview	Meeting with Senior Project Manager and Licensed Architect with One Atlas, Kristin McAllister
2/17/2025	Contractor -- Manning Architects	C&I Trade Allies/Contractors	2	45	Program incentive overview	Meeting with two architects from Manning regarding Orleans Parish School improvements that can count toward new construction.
2/18/2025	Customer -- Chamber of Commerce	C&I Customer	10	10	Program incentive overview	Introduction to Energy Smart for variety of small businesses.
2/18/2025	Customer -- NORD	C&I Customer	1	30	Incentive overview	Check-in call about 2025 projects.
2/18/2025	Workforce Development: Dillard University	Workforce Development	2	45	Clean Energy Career Guidebook	Discuss potential of creating a career guidebook with Dillard and Xavier regarding career paths in renewable energy and energy efficiency.
2/19/2025	Staff training -- sales	Program Staff	1	60	Sales training with Mark Jewell	Strategies for selling energy-efficiency projects.
2/19/2025	Customer: Holy Cross High School	C&I Customer	5	60	Program incentive overview	Discuss all manner of ways Holy Cross High School could benefit from the program.
2/19/2025	Trade Ally: Bernhard	C&I Trade Allies/Contractors	3	60	Program incentive overview	Discuss all manner of ways Holy Cross High School could benefit from the program.
2/19/2025	Workforce Development: Association of Energy Engineers	Workforce Development	5	30	Board meeting	Bayou Chapter meeting reviewing the official kickoff meeting of the chapter and planning the second in-person meeting.

2/20/2025	Customer -- International Council of Facility Managers	C&I Customer	10	10	Review of building automation	Review of incentives that facility directors can benefit from with respect to building automation.
2/20/2025	Staff Training: Building Automation	Staff Training	4	90	Building Automation	Outreach and workforce development staff members attend the CIS Building Automation lecture geared toward engineering-adjacent professionals.
2/21/2025	Customer: Sojourner Truth School	C&I Customer	1	30	Program incentive overview	Review of Equipment Incentive List and custom incentives available for a school.
2/24/2025	Customer -- EMR Recycling	C&I Customer	1	60	Incentive overview	Check-in call about 2025 projects.
2/25/2025	Customer -- NORD	C&I Customer	1	30	Incentive overview	Check-in call about 2025 projects.
2/26/2025	Contractor -- International Brotherhood of Electrical Workers	C&I Trade Allies/Contractors	2	30	Program incentive overview	Discuss potential tabling/vendor opportunities for Energy Smart to connect with contractors in the local IBEW network.
2/26/2025	Contractor -- Corporate Mechanical Contractors	C&I Trade Allies/Contractors	1	30	Program incentive overview	Discuss custom incentives for chiller tune-ups and building automation.
2/27/2025	Staff Training: Strategic Energy Management	Staff Training	5	60	Strategic Energy Management overview	Presentation by Harris Energy Solutions regarding the software and training that will be used during the 6-month SEM program.
2/28/2025	Customer -- Burlington Coat Factory	C&I Customer	1	30	Incentive overview	Review of lighting incentives at Burlington Coat Factory.
2/28/2025	Customer -- 1010 Common	C&I Customer	1	30	Program incentive overview	Review of Equipment Incentive List and custom incentives available for an office tower.
3/5/2025	Staff training -- sales	Program Staff	1	60	Sales training with Mark Jewell	Strategies for selling energy-efficiency projects.
3/5/2025	Contractor -- Calcasieu Mechanical Contractors	C&I Trade Allies/Contractors	1	30	Program incentive overview	Discuss incentives for chiller tune-ups and custom incentives.
3/6/2025	Contractor -- A-1 Signs	C&I Trade Allies/Contractors	1	30	Program incentive overview	Discuss incentives and application process.
3/6/2025	Contractor -- Ideal Lighting	C&I Trade Allies/Contractors	1	30	Program incentive overview	Discuss incentives and application process.
3/6/2025	Contractor -- Constellation Energy	C&I Trade Allies/Contractors	1	30	Program incentive overview	Discuss incentives and application process.
3/10/2025	Workforce Development: UL- Lafayette	Workforce Development	1	30	Workforce check-in	Engineering instructor Solomon Yin reviewed ways to collaborate with trade allies and promote careers in energy efficiency.
3/11/2025	Staff Training: Team brainstorm session	Staff Training	10	120	Strategic planning	Division-wide review of outreach strategies toward customer sectors and trade allies.

3/12/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives available for an office tower.
3/12/2025	Staff Training: Small Business Assessment	Staff Training	1	45	Small Business Assessment	Met with Legacy installer at AZ Express to review assessment process and train staff on incentives outside of the assessment.
3/13/2025	Workforce Development: UL-Lafayette	Workforce Development	15	45	Workforce development in building automation	Building automation trade allies have the opportunity to speak with Solomon Yin, engineering instructor who is creating curriculum in building automation.
3/17/2025	Contractor -- Moses Engineering	C&I Trade Allies/Contractors	1	30	Incentive overview	Check-in call about 2025 projects.
3/17/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives available for an office tower.
3/18/2025	Staff Training	Staff Training	2	60	State energy scorecard training	Best practices training on state energy scorecard.
3/18/2025	Workforce Development: H2Future Business Summit	Workforce Development	15	20	Workforce development in trade ally network	Energy Smart promotes careers within the trade ally network to economic development officials in attendance at this Dillard University event.
3/19/2025	Staff training -- sales	Program Staff	1	60	Sales training with Mark Jewell	Strategies for selling energy-efficiency projects.
3/19/2025	Customer -- Sewerage and Water Board	C&I Customer	1	30	Program incentive overview	Check-in call about 2025 projects.
3/19/2025	Workforce Development: Association of Energy Engineers	Workforce Development	5	30	Board meeting	Bayou Chapter meeting plan the second in-person meeting which will take place in May.
3/20/2025	Customer -- WWL	C&I Customer	1	60	Incentive overview	Check-in call about 2025 projects.
3/20/2025	Customer: Napoleon House	C&I Customer	1	60	Program incentive overview	In-person meeting with the facility director of Napoleon House and other Brennan restaurants about the Equipment Incentive list and trade allies.
3/21/2025	Customer -- Kingsley House	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives available for a community center and housing complex.
3/21/2025	Contractor -- Trane Technologies	C&I Trade Allies/Contractors	1	30	Review of Clover Project	Incentive review for Clover.
3/23/2025	Contractor -- Hussman	C&I Trade Allies/Contractors	1	30	Review of refrigeration incentives	Potential for Aldi projects in refrigeration and kitchen equipment.
3/24/2025	Contractor -- Ameresco	C&I Trade Allies/Contractors	1	60	Incentive overview	Check-in call about 2025 projects.

3/24/2025	Customer: Rouses	C&I Customer	1	60	Program incentive overview	In-person meeting with the facility director of all Rouses locations about the Equipment incentive list and custom incentives.
3/25/2025	Customer -- Chamber of Commerce	C&I Customer	10	10	Program incentive overview	Introduction to Energy Smart for variety of small businesses.
3/26/2025	Customer: Greater New Orleans Hotel and Lodging Association	C&I Customer	30	15	Program incentive overview	Presentation to general managers of a few dozen hotels at a quarterly meeting of hoteliers.
3/27/2025	Staff Training: Entergy staff	Program Staff	10	15	Program incentive overview	Review of program incentives and application staff to Entergy staff members.
3/31/2025	Trade Ally: Trane	C&I Trade Allies/Contractors	1	30	Application process overview	Custom incentive application process review for hotel automation projects.
3/31/2025	Customer -- churches	C&I Customer	2	60	Program incentive overview	St. Charles Avenue Baptist Church and First Grace Baptist Church: a program incentive overview.
3/31/2025	Customer -- Southeast Louisiana Flood Protection Authority	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives available for a public entity/warehouse.
4/2/2025	Staff training -- sales	Program Staff	1	60	Sales training with Mark Jewell	Strategies for selling energy-efficiency projects.
4/2/2025	Contractor -- Trade Ally Network	C&I Trade Allies/Contractors	12	120	Unlock the Tax Advantages of Energy Efficiency	Kathy Ferguson and CSSI Services team present on the tax advantages of making energy-efficiency improvements in commercial buildings.
4/2/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives during an economic-development forum.
4/2/2025	Customer -- Facility directors	C&I Customer	15	120	Unlock the Tax Advantages of Energy Efficiency	Kathy Ferguson and CSSI Services team present on the tax advantages of making energy-efficiency improvements in commercial buildings.
4/3/2025	Customer -- St. Maria Goretti	C&I Customer	1	60	Walk-through of St. Maria Goretti Church	Walk-through of a school that can benefit from lighting, HVAC, and kitchen incentives.
4/3/2025	Contractor -- Delta Insulation	C&I Trade Allies/Contractors	2	60	Program incentive overview	Review incentives regarding insulation, HVAC, and refrigeration with Delta Insulation.
4/7/2025	Workforce Development: LSU Industrial Assessment Center	Workforce Development	18	60	Presentation to LSU Industrial Assessment Center students	Reviewed careers within the trade ally network as well as the application process and program incentives.

4/8/2025	Contractor -- Francois Powerhouse Electric	C&I Trade Allies/Contractors	1	30	Program incentive overview	Review of potential project at Big Chief Laundry in New Orleans East.
4/9/2025	Contractor -- Doyle Electric	C&I Trade Allies/Contractors	1	30	Program incentive overview	Recruitment conversation with potential trade ally Doyle Electric about incentives and application process.
4/9/2025	Contractor -- Trane Technologies	C&I Trade Allies/Contractors	3	90	Program incentive overview	Review of 2025 projects, the equipment incentive list, custom incentives, and chiller tune-ups.
4/10/2025	Customer -- WW2 Museum	C&I Customer	1	60	Program incentive overview	Check-in about potential projects to be completed in 2025.
4/10/2025	Staff Training: Entergy staff	Program Staff	7	30	Program incentive overview	Review of program incentives and application staff to Entergy customer service representatives.
4/11/2025	Contractor -- Daikin	C&I Trade Allies/Contractors	2	60	Program incentive overview	Review of 2025 projects, the equipment incentive list, custom incentives, and chiller tune-ups.
4/15/2025	Customer -- Dillard	C&I Customer	1	15	Program incentive overview	Check-in call about 2025 projects.
4/16/2025	Customer -- St. Augustine High School	C&I Customer	1	30	Program incentive overview	Review of program incentives and application process for a school.
4/17/2025	Customer -- St. Martin de Porres	C&I Customer	1	60	Walk-through of St. Martin de Porres	Walk-through of a school that can benefit from lighting, HVAC, and kitchen incentives.
4/17/2025	Customer -- WWL	C&I Customer	1	30	Program incentive overview	Check-in call about 2025 projects.
4/17/2025	Customer -- Maloney Storage	C&I Customer	1	30	Program incentive overview	Review of program incentives and application process for a storage facility.
4/17/2025	Contractor -- M3 Services	C&I Trade Allies/Contractors	1	30	M3 procedural check-in	Review of existing projects, the process for sending leads to M3, and marketing materials.
4/18/2025	Workforce Development: Trane Technologies	Workforce Development	2	60	Trane Technologies building automation	Review of workforce initiatives with two Trane automation employees and ways to connect with UL-Lafayette.
4/21/2025	Workforce Development: Tulane Freeman School of Business	Workforce Development	2	60	Overview of careers withing the trade ally network	Review of careers in building automation with specialists from Tulane.
4/22/2025	Contractor -- CIS	C&I Trade Allies/Contractors	2	60	Review of CIS projects	Review of Convention Center projects and the application process for submitting projects.
4/23/2025	Customer -- Life City participants	C&I Customer	20	20	Presentation to Love Your City roundtable	Discuss incentives for small businesses.

4/23/2025	Customer -- Ben & Burka	C&I Customer	3	60	Overview of program incentives	Review of potential collaboration between Energy Smart and the commercial properties run by Ben & Burka.
4/28/2025	Customer -- NASA	C&I Customer	1	60	Project application review	Review of 2025 projects.
4/28/2025	Customer -- Greater St. Stephen Gospel Church	C&I Customer	1	30	Project application review	Review of the items the program needs to close out a lighting project with Greater St. Stephen Gospel Church.
4/30/2025	Customer -- Maloney Storage	C&I Customer	1	30	Program incentive overview	Review of program incentives and application process for a storage facility.
4/30/2025	Customer -- HRI Properties	C&I Customer	1	30	Program incentive overview	Review of incentives and application process for an asset manager of large commercial buildings.
5/1/2025	Customer -- Smoothie King Arena	C&I Customer	1	15	Program incentive overview	Review of 2025 projects.
5/2/2025	Customer -- 1000 Howard	C&I Customer	1	30	Program incentive overview	Review of Equipment Incentive List and custom incentives available for an office tower.
5/5/2025	Customer -- St. Francis of Assisi	C&I Customer	1	60	Overview of program incentives	Discussion of incentives the church can take advantage of.
5/5/2025	Customer -- New Orleans Athletic Club	C&I Customer	2	60	Overview of program incentives	Discussion with the chief engineer regarding ways Loyola can participate in the program.
5/6/2025	Customer -- Loyola	C&I Customer	1	60	Overview of program incentives	Review of the Equipment incentive list and the custom incentives Loyola can take advantage of this year.
5/6/2025	Contractor -- Daikin	C&I Contractor	2	45	Bi-weekly trade ally call	Review of chiller projects and automation projects Daikin can submit in 2025.
5/6/2025	Contractor -- Gallo	C&I Trade Allies/Contractors	1	60	Review of Loyola project	Review of calculations Energy Smart requires for customer projects associated with equipment upgrades.
5/7/2025	Contractor -- Salas O'Brien	C&I Trade Allies/Contractors	1	45	Review of program incentives and application process	Discussion of potential projects Salas O'Brien could submit in 2025.
5/7/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives to an economic development forum.
5/8/2025	Contractor -- Powers of Louisiana	C&I Trade Allies/Contractors	1	30	Review of Tulane project	Review of calculations Energy Smart requires for customer projects associated with equipment upgrades.
5/8/2025	Contractor -- Triple H	C&I Trade Allies/Contractors	1	30	Review of program incentives	Recruitment conversation with potential trade ally Triple H about incentives and application process.

5/8/2025	Customer -- Tulane	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives to a university.
5/8/2025	Customer -- Loyola	C&I Customer	1	60	Overview of program incentives	Review of the Equipment incentive list and the custom incentives Loyola can take advantage of this year.
5/8/2025	Workforce Development: Association of Energy Engineers	Workforce Development	26	90	Chapter Meeting	Bayou Chapter meeting in-person second meeting -- presentation by Jenny Netherton of Southeast Wind Coalition.
5/12/2025	Customer -- Sewerage and Water Board	C&I Customer	1	30	Program incentive overview	Review of 2025 projects.
5/12/2025	Contractor -- Battco Construction	C&I Trade Allies/Contractors	1	30	Review of program incentives	Discussion about the New Orleans Fire Department lighting incentives.
5/12/2025	Contractor -- Rollins and Sons	C&I Trade Allies/Contractors	1	30	Review of program incentives	General program overview for a former trade ally.
5/12/2025	Contractors -- electrical and mechanical contractors	C&I Trade Allies/Contractors	6	15	Review of program incentives	General program overview for potential trade allies at the City of New Orleans Small Business Opportunities Recap & Resource Fair
5/12/2025	Customers -- varied	C&I Customer	6	15	Review of program incentives	General program overview for potential customers at the City of New Orleans Small Business Opportunities Recap & Resource Fair
5/14/2025	Staff Training: Trane Technologies BAS informal training	Staff Training	5	60	Building automation overview	Review of the ways that Trane approaches building-automation consultations with customers and how it calculates first-year energy savings.
5/15/2025	Customer -- Sewerage and Water Board	C&I Customer	1	30	Program incentive overview	Review of 2025 projects.
5/15/2025	Customer -- 1615 Poydras	C&I Customer	1	90	Walkthrough of office tower	Review of program incentives available for office tower on Poydras.
5/15/2025	Contractors -- electrical and mechanical contractors	C&I Trade Allies/Contractors	10	15	Review of program incentives	General program overview for potential trade allies at the City of New Orleans Lincoln Beach Industry Day Part II
5/15/2025	Workforce Development: STEM NOLA	Workforce Development	1	30	Review of program incentives and careers within trade ally network	Discussion with Jakara Bachus, STEM NOLA Fellows Manager, about planned outreach to the Trade Ally Network.
5/15/2025	Contractor -- Johnson Controls	C&I Contractor	1	30	Review of program incentives	Focus on building automation controls projects that JCI can submit in 2025
5/15/2025	Customer -- Burlington Coat Factory	C&I Customer	1	30	Check-in phone call regarding lighting incentives	Spec sheet overview, planning the walk-through, and discussing the trade ally portal.

5/19/2025	Customer -- Dillard	C&I Customer	1	15	Program incentive overview	Review of 2025 projects.
5/19/2025	Customer -- Burlington Coat Factory	C&I Customer	1	30	Check-in phone call regarding lighting incentives	Spec sheet overview, planning the walk-through, and discussing the trade ally portal.
5/20/2025	Contractor -- CIS Industries	C&I Contractor	1	30	Review of program incentives	General program overview for potential trade ally.
5/20/2025	Customer -- Fairgrounds	C&I Customer	1	30	Review of program incentives	Review of potential projects in 2025.
5/20/2025	Contractor -- Legacy Restoration	C&I Contractor	1	30	Review of program incentives	General program overview for potential trade ally Legacy Restoration, which had been a trade ally until 2022.
5/21/2025	Staff Training: Entergy staff	Program Staff	10	15	Program incentive overview	Review of program incentives and application staff to Entergy staff members.
5/21/2025	Customer -- Federal Reserve Bank	C&I Customer	1	30	Program incentive overview	Review of potential 2025 projects.
5/21/2025	Contractor -- Daikin	C&I Contractor	2	45	Bi-weekly trade ally call	Review of chiller projects and automation projects Daikin can submit in 2025.
5/21/2025	Staff training -- window manufacturer	Program Staff	1	30	Efficient windows	Presentation on efficient windows by a manufacturer.
5/21/2025	Contractor -- The Kitchen Guys	C&I Contractor	1	45	Review of program incentives	General program overview for potential trade ally The Kitchen Guys, specializing in kitchen and refrigeration.
5/22/2025	Customer -- WWL	C&I Customer	1	30	Review of program incentives	Assistance with an application .
5/22/2025	Contractor -- The Kitchen Guys	C&I Contractor	1	45	Review of program incentives	General program overview for potential trade ally The Kitchen Guys, specializing in kitchen and refrigeration.
5/22/2025	Customer -- Small Business Development Center	C&I Customer	1	30	Review of program incentives	Review of ways that small businesses can benefit from the Energy Smart program.
5/23/2025	Customer -- Bourbon Orleans Hotel	C&I Customer	1	30	Review of program incentives	Review of ways that Bourbon Orleans can benefit from the Energy Smart program.
5/27/2025	Customer -- Liberty Banks	C&I Customer	1	15	Review of program incentives	Review of potential 2025 projects.
5/27/2025	Customer -- Sewerage and Water Board	C&I Customer	2	60	Review of program incentives	Phone call with SWB and Trane regarding 2025 projects.
5/27/2025	Contractor -- Jerry Cummings with JTE Electrical	C&I Contractor	1	30	Review of program incentives	General program overview for potential trade ally JTE Electrical, focusing on lighting incentives.
5/27/2025	Customer -- Carrollton Playground	C&I Customer	1	30	Lighting incentive overview	Walkthrough of the outdoor playground lighting.

5/27/2025	Customer -- New Orleans Convention Center	C&I Customer	5	60	Review of program incentives	Review of ways custom incentives and the Equipment Incentive List with the entire facilities staff of the New Orleans Convention Center.
5/28/2025	Customer -- Veterans Affairs Hospital	C&I Customer	1	60	Review of program incentives	Review of ways custom incentives and the Equipment Incentive List with the chief engineer in the facilities department.
5/28/2025	Customers -- varied	C&I Customer	10	30	Review of program incentives and application process	Review of ways custom incentives and the Equipment Incentive List with various restaurant representatives on the City of New Orleans "Optimize Your Restaurant Operations" webinar.
5/29/2025	Customer -- 1000 Howard	C&I Customer	1	30	Program incentive overview	Review of Equipment Incentive List and custom incentives available for an office tower.
6/2/2025	Contractor -- CM Mockbee	C&I Contractor	1	20	Review of program incentives and application process	General program overview for potential trade ally CM Mockbee, focusing on lighting incentives.
6/2/2025	Contractor -- Robin Services	C&I Contractor	1	30	Review of program incentives and application process	General program overview for potential trade ally Robin Service, focusing on lighting incentives.
6/2/2025	Contractor -- Vath's Lighting	C&I Contractor	1	30	Review of program incentives and application process	General program overview for potential trade ally Vath's Lighting, focusing on lighting incentives.
6/2/2025	Contractor -- Johnson Controls	C&I Contractor	4	60	Review of program incentives and application process	Review of custom incentives in building automation as well as the Equipment Incentive List with four representatives on their sales team.
6/4/2025	Contractor -- NOLA LED	C&I Contractor	1	30	Review of customers	Review 2025 projects.
6/4/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Program incentive overview	Review of Equipment Incentive List and custom incentives to an economic development forum.
6/4/2025	Customer -- Franklin Avenue Baptist Church	C&I Customer	1	90	Program incentive overview	Walkthrough of the church for lighting and chiller tune-ups.
6/4/2025	Contractor -- Daikin	C&I Contractor	2	45	Bi-weekly trade ally call	Review of chiller projects and automation projects Daikin can submit in 2025.
6/5/2025	Customers -- SEM Kickoff	C&I Customer	6	180	Strategic Energy Management session	First in-person session led by Harris Energy Solutions
6/6/2025	Customer -- Franklin Avenue Baptist Church	C&I Customer	1	90	Walkthrough for lighting count	Internal and external lighting count for non-LED lights that will be converted in 2025.
6/6/2025	Customer -- New Orleans Convention Center	C&I Customer	1	30	Retro-commissioning discussion	Review incentive phases for the customer and for the service provider.

6/9/2025	Workforce Development -- Xavier University	Workforce Development	1	45	Clean Energy Careers	Discussing the next step toward the creation of a Clean Energy Careers Guidebook, without assistance from the federal grant.
6/9/2025	Workforce Development -- Louisiana Green Corps	Workforce Development	3	30	Trade Ally Network careers	Discussion with the Career Specialist via LA Green Corps, as well as the Executive Director, about building automation; connections with trade allies who can speak to their students.
6/10/2025	Customer -- Regional Transit Authority	C&I Customer	1	30	Program incentive overview	Review of custom incentives and Equipment Incentive List.
6/10/2025	Customer -- Financial Services (4946 Bullard)	C&I Customer	1	45	Review of program incentives and application process	General program overview and Equipment Incentive List overview for Lang Le of Financial Services.
6/10/2025	Contractor -- Corporate Mechanical Solutions	C&I Contractor	1	45	Review of program incentives and application process	General program overview and Equipment Incentive List overview for Lang Le of Financial Services.
6/11/2025	Customer -- VIET	C&I Customer	2	45	Review of program incentives and application process	General program overview and Equipment Incentive List overview for Vietnamese Initiatives in Economic Training.
6/16/2025	Contractor -- Industrial and Mechanical Contractors	C&I Contractor	1	30	Review of program incentives and application process	General program overview and Equipment Incentive List overview for potential trade ally.
6/18/2025	Customer -- Aquarium	C&I Customer	1	120	Program incentive overview	Walkthrough of the aquarium for prescriptive and custom incentives.
6/19/2025	Staff Training: Excel Energy	Staff Training	4	60	Strategic Energy Management overview	Review of how Excel Energy implemented strategic energy management and the lessons learned.
6/19/2025	Contractor -- Daikin	C&I Contractor	2	45	Bi-weekly trade ally call	Review of chiller projects and automation projects Daikin can submit in 2025.
6/19/2025	Contractor -- Synergy	C&I Contractor	4	60	Trade ally luncheon	Review of automation projects that Synergy could submit in 2025.
6/25/2025	Customer: Greater New Orleans Hotel and Lodging Association	C&I Customer	30	5	Program incentive overview	Presentation to general managers of a few dozen hotels at a quarterly meeting of hoteliers.
6/25/2025	Customer -- Jesuit High School	C&I Customer	1	60	Program overview	Review of Equipment Incentive List and custom incentives available for a high school.
6/25/2025	Customer -- New Orleans East Hospital	C&I Customer	2	60	Program overview	Walk-through of the first floor of New Orleans East Hospital for a lighting project.