

August 25, 2026

VIA ELECTRONIC MAIL ONLY

Clerk of Council
City Hall - Room 1E0
1300 Perdido Street
New Orleans, LA 70112

**Re: Filing of Entergy New Orleans, LLC's Energy Smart Program Year 16
Midyear Report (Resolutions R-11-52, R-25-630; CNO Docket UD-08-02,
UD-17-03, and 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-25-630, adopted on December 18, 2025, approved the continuance of Energy Smart for Program Years 16-18. Council Resolution R-25-630 further approved APTIM, Environmental and Infrastructure ("APTIM"), National Theater for Children ("NTC"), EnergyHub Inc. (EnergyHub), and Honeywell Smart Energy ("Honeywell") as the Third-Party Administrators, and Tetra Tech, Inc. (Tetra Tech) as the Third-Party Evaluator for the programs.

On behalf of APTIM, NTC, EnergyHub, Honeywell, and Tetra Tech, Entergy New Orleans, LLC submits this Program Year 16 Midyear Report electronically 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) 670-3670.

Sincerely,



Sharonda Williams

Enclosure

cc: Official Service List UD-08-02, UD-17-03, and UD-23-01 (via electronic mail)

Mid-Year Report



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Program Year 16

January 1, 2026 - June 1, 2026

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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, 2026 - June 1, 2026. This report includes pre-evaluated gross savings.

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

- ILSI Engineering
- Legacy Professional Services
- Thrive New Orleans
- Franklin Energy Services
- Harris Energy Solutions
- MD Energy Advisors
- National Theatre for Children (NTC)
- Energy Solutions
- EnergyHub
- Honeywell
- Bidgely

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
Michelle Krueger	Program Director	APTIM	New Orleans, LA
Alicia Renner	Sr. Director of Marketing	APTIM	Remote, MI
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
Kayla Caster	Operations Manager	APTIM	Baton Rouge, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Reagan Gill	Marketing Communications Specialist	APTIM	Remote, TX
Erica Hawthorne	Creative Asset Lead/Graphic Designer	APTIM	New Orleans, LA
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Alejandro Martinez	Energy Engineer	APTIM	Hammond, LA
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Zachary Diamand	Technical Manager	APTIM	Remote, FL
Stephanie Becker	Sr. Business Systems Analyst	APTIM	Remote
Rose Shannon	Managing Director	Franklin Energy Services	Minneapolis, MN
Katie Pearson	Sr. Regional Director, Client Marketing	Franklin Energy Services	Cincinnati, OH
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	Sr. Energy Engineer	ILSI Engineering	New Orleans, LA
Alcide Tervalon III	Principal	Legacy Professional	New Orleans, LA
Dennis Jack Jr.	Project Manager	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
Wilber Curtis	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
Malik Earl	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

Jerica Wallace	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
Chuck Morse	Executive Director	Thrive New Orleans	New Orleans, LA
Alexandria Patin	Director of Climate Resilience	Thrive New Orleans	New Orleans, LA
Charmaine Williams	Outreach Specialist	Thrive New Orleans	New Orleans, LA
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.
- Income-Qualified Weatherization.
- A/C Solutions.
- A/C Solutions – Income Qualified.
- Multifamily Solutions.
- Multifamily Solutions – Income Qualified.
- Behavioral Energy Efficiency.
- Residential HVAC Midstream
- Energy Academy Education and School Kits.

Demand Response

- EasyCool Bring Your Own Thermostat
- Battery Energy Storage Program
- Electric Vehicle Charging Program

Commercial & Industrial

Energy Efficiency

- Small Commercial Solutions.
- Large Commercial & Industrial Solutions.
- Schools and Universities.
- CoolSaver Tune-up.

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	15,168,028	46,234,947	33%	34,056	3,887	876%	\$2,029,895	\$6,993,622	29%
Residential - Energy Efficiency	9,262,244	29,233,824	32%	4,347.44	5,582.21	78%	\$3,628,502	\$10,721,428	34%
Total	24,430,272	75,468,771	32%	38,403.54	9,469.64	406%	\$5,658,397	\$17,715,050	32%

*Goals are reflective of the Energy Smart approved goals for Plan PY 16 in Council Resolution R-25-630 on December 18, 2025. Summary tables show savings achieved and incentive spend from 1/1/2026 through 6/1/2026.

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

Table 2.2

	PROGRAM COSTS*	PROGRAM BUDGET	% OF PROGRAM BUDGET
Commercial & Industrial - Energy Efficiency	\$3,327,291	\$11,224,501	30%
Residential – Energy Efficiency	\$5,897,607	\$17,560,221	34%
TOTAL	\$9,224,898	\$28,784,721	32%

Table 2.3

	PROGRAM COSTS*	PROGRAM BUDGET	% OF PROGRAM BUDGET
Residential – Demand Response	\$544,489	\$1,425,690	38%
Commercial & Industrial – Demand Response	\$354,171	\$2,468,760	14%
TOTAL	\$898,660	\$3,894,450	23%

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

Table 2.4

EM&V SPENT	EM&V BUDGET	% OF EM&V BUDGET
\$291,608	\$1,360,939	21%

Residential Summary

As of June 1, the Energy Smart Residential Portfolio has achieved 9,262,244 kWh in energy savings, reaching 32% of the annual goal, excluding the Behavioral offering. Overall, the portfolio has demonstrated strong performance across both Market Rate (non-Income Qualified) and Income Qualified offerings. Market Rate offerings have delivered 3,174,291 kWh in savings, achieving 24% of the annual goal, across programs including Home Performance with ENERGY STAR, Multifamily Solutions, A/C Solutions, HVAC Midstream, and Residential Appliances. Multifamily Solutions were strategically prioritized early in the year, providing trade allies sufficient time to complete projects ahead of the second half, which is often impacted by holidays and severe weather. This approach also enabled the integration of A/C Solutions into Multifamily projects, allowing properties to receive A/C tune-ups alongside broader efficiency upgrades. Home Performance with ENERGY STAR experienced a slower start in Q1 but bounced back in Q2 with a strong showing in May supported by trade ally referrals, while the Retail Appliances program exceeded expectations and contributed significantly to early savings.

Income Qualified offerings have achieved 6,087,953 kWh in energy savings, reaching 40% of the annual goal, driven by strong early performance from Weatherization, A/C Solutions, and Multifamily Solutions. Similar to the Market Rate strategy, Multifamily Solutions Income Qualified were prioritized early to maximize savings and allow time for follow-up work. A/C Solutions benefitted from leads generated through weatherization recommendations and targeted outreach to properties that had not received tune-ups in over two years, further accelerating participation and savings.

The Neighborhood Delivery Pilot hosted two events in the first half of the year, in the Desire/Florida neighborhood on March 12 and in Central City on May 14. Looking ahead, seven additional events are planned for the second half of the year, with targeted outreach.

Commercial & Industrial Summary

During the first half of PY16, the Commercial & Industrial (C&I) portfolio demonstrated steady progress across four program offerings, supported by expanded marketing efforts and trade ally engagement. The Commercial portfolio has achieved 15,168,028 kWh, 33% of the annual energy savings goal.

The Small Commercial Solutions offering achieved 1.7 million kWh, reaching 20% of its annual goal, with 57 projects submitted through June 1. Participation was lower than PY15 due to the reclassification of small commercial tune-ups into the CoolSaver offering, but the reintroduction of the Small Business Direct Install pathway and renewed trade ally recruitment efforts are expected to strengthen performance in the second half of the year.

The Large Commercial & Industrial Solutions offering delivered 9.6 million kWh, achieving 34% of goal. Savings appear lower than PY15 due to customer eligibility realignments that shifted several historically high-saving participants into the new Schools & Universities offering. Despite this shift, the pipeline remains strong, with 5.3 million kWh added year-to-date and 6 million kWh in pre-pipeline opportunities in development. The program continues to advance large custom projects, including Energy Savings Performance Contract (ESPC) opportunities, supported by active collaboration with trade allies.

The new Schools and Universities offering is the strongest-performing C&I program at midyear, reaching 3.4 million kWh, or 65% of its annual goal. The Energy Smart team leveraged long-standing relationships with K–12 and higher education institutions to identify HVAC replacements, chiller tune-ups, and LED retrofit opportunities. Monthly commissioning has emerged as a major driver of savings,

totaling nearly 1 million kWh. Additionally, two higher education retro-commissioning projects are expected to contribute nearly 40% of the total Schools & Universities savings goal.

The CoolSaver Tune-up offering achieved nearly half a million kWh, reaching 9% of goal, with the first half of the year focused on trade ally recruitment and training. A major milestone was achieved as 100% of tune-ups were completed by trade allies, compared to prior years when in-house technicians were required. Lead generation expanded beyond direct outreach to include email campaigns and sector-specific marketing collateral. The program also initiated coordination with the City of New Orleans Property Management Department to perform tune-ups across eligible city-owned buildings, which is expected to significantly increase savings.

Commercial marketing and outreach efforts played a critical role in supporting all C&I offerings. A multi-channel strategy—email, social media, paid search, website enhancements, and partnerships with business organizations—focused on positioning Energy Smart’s energy advisors as the primary entry point for businesses seeking efficiency improvements. The program observed a rise in branded search activity, indicating growing awareness, and launched new tools such as a dedicated campaign landing page and a commercial email capture pop-up to strengthen lead generation. Partnerships with organizations including the New Orleans Chamber of Commerce and the Downtown Development District expanded program visibility.

Trade ally engagement remained a cornerstone of C&I success. The network includes 90 C&I trade allies. The program hosted multiple trainings—including a session on Motors, Controls, and Variable Frequency Drives—and conducted extensive outreach to nearly 100 electrical and mechanical contractors in Q2. The Trade Ally Kickoff and Awards Ceremony recognized top performers and reinforced program goals, incentives, and participation pathways.



Residential Offerings

Residential Offerings Summary

Table 3.1

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES SPENT	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR®	1,022,964	4,163,898	25%	372.69	1,669.32	22%	\$336,760	\$1,581,903	21%
Neighborhood-Based Delivery Pilot	729,054	4,422,565	16%	503.48	31.95	1576%	\$447,035	\$2,520,178	18%
Retail Lighting & Appliances	357,934	1,312,343	27%	55.14	10.55	523%	\$89,839	\$454,593	20%
Multifamily Solutions	816,770	2,956,756	28%	79.73	38.51	207%	\$151,690	\$644,458	24%
Multifamily Solutions – Income Qualified	710,519	3,002,393	24%	108.82	44.05	247%	\$148,564	\$661,355	22%
Income Qualified Weatherization	3,227,810	5,076,114	64%	2,169.91	36.67	5917%	\$1,987,695	\$2,892,600	69%
A/C Solutions	944,244	2,755,859	34%	417.13	1,887.12	22%	\$170,810	\$468,748	36%
A/C Solutions – Income Qualified	1,420,570	2,699,687	53%	622.51	1,864.03	33%	\$284,909	\$484,540	59%
Residential HVAC Midstream	32,380	2,047,121	2%	18.02	-	0%	\$11,200	\$887,184	1%
School Kits & Education	0	797,088	0%	0	0	0%	0	\$125,870	0%
Total	9,262,244	29,233,824	32%	4,347.44	5,582.21	78%	\$3,628,502	\$10,721,428	34%

*Goals are reflective of the Energy Smart approved goals for Plan PY 16 in Council Resolution R-25-630 on December 18, 2025. Summary tables show savings achieved and incentive spend from 1/1/2026 through 6/1/2026.

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 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.

Highlights

The Home Performance with ENERGY STAR® offering achieved 1,022,964 in kWh savings, reaching 25% of the goal. The Energy Smart team completed 454 assessments in the first half of the year and generated 33% 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 67% of the savings for retrofit customers. This measure mix allowed the offering to produce an average savings of 2,253 kWh per customer. Trade Ally referrals were the top lead sources for the offering along with community outreach and organic marketing. The start of the year was a little slow due to strong performance in other programs like Income Qualified Weatherization. May was the strongest performing month with trade ally referrals.

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
1,022,964	4,163,898	25%	372.69	1,669.32	22%	\$336,760	\$1,581,903	21%

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

In the first half of the program year, customers have submitted rebate applications for eight heat pump water heaters, more than the total for all of PY15. The relative popularity of this measure is due in large part to the \$1,000 rebate which helps ease the high cost of upgrading to a heat pump water heater. Marketing for post-purchase rebates has also increased in the first half of PY16, including new peg tags that were created and deployed in retail stores to better help customers identify qualifying products and apply for rebates.

The instant discount offering was expanded in the first half of PY16, adding five new stores: Goodwill Lakeshore, Goodwill New Orleans, Goodwill New Orleans East, Salvation Army Thrift Store, and Syta Thrift Store. These stores will sell discounted tier 1 advanced power strips for as low as \$1.50 and ENERGY STAR air purifiers for as low as \$5.00. Similar products are also offered at eight Dollar Tree locations across Orleans Parish as well as at the Habitat for Humanity ReStore and The Green Project. The instant discount offerings are very popular with customers; over 400 air purifiers and over 1,400 advanced power strips have been sold during the first half of the program year.

Leveraging the tremendous success of the air purifier giveaways in 2024 and 2025, the Retail Appliances team conducted a reach-back campaign to these customers, offering a free upgraded filter for their air purifiers with the purchase of a high-efficiency showerhead or smart thermostat from the online marketplace. This campaign has resulted in 45 filters ordered with orders for 88 showerheads and nearly 250 smart thermostats in the first six months. New products have also been added to the online marketplace in the first half of the program year. The second generation Simply Conserve air purifier was added in early 2026; this product includes advanced filtering that prolongs the life of the air purifier. Customers can also now receive instant discounts on dehumidifiers and window air conditioning units from the online marketplace. The addition of new products and increased marketing efforts have resulted in a 25% increase in sales on the marketplace compared to the first half of 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
357,934	1,312,343	27%	55.14	10.55	523%	\$89,839	\$454,593	20%

Table 5.2**Participating Retailers**

RETAIL COMPANY	ADDRESS
Best Buy (Harahan)	1138 S Clearview Pkwy
Best Buy (Veterans Blvd)	6205 Veterans Memorial Blvd
Costco Wholesale	3900 Dublin St
Dollar Tree (Canal Blvd)	5201 Canal Blvd
Dollar Tree (General DeGaulle)	3771 General DeGaulle Dr
Dollar Tree (Morrison Rd)	11701 Morrison Rd
Dollar Tree (Carrollton Ave)	4115 S Carrollton Ave
Dollar Tree (West Chef Menteur Hwy)	4242 Chef Menteur Hwy
Dollar Tree (East Chef Menteur Hwy)	9671 Chef Menteur Hwy
Dollar Tree (Behrman)	4023 Behrman Pl
Dollar Tree (General Meyer Ave)	4550 General Meyer Ave
Goodwill Lakeshore	123 Allen Toussaint Blvd
Goodwill New Orleans	3400 Tulane Ave
Goodwill New Orleans East	5770 Read Blvd
Habitat for Humanity ReStore	2900 Elysian Fields Ave
Home Depot (Bullard)	12300 I-10 Service Rd
Home Depot (Central)	1100 S Claiborne Ave
Lowes (Central)	2501 Elysian Fields Ave
Salvation Army Thrift Store	100 Jefferson Hwy
Syta Thrift Store	8480 Morrison Rd
The Green Project NOLA	2831 Marais St
Walmart (Tchoupitoulas)	1901 Tchoupitoulas St
Walmart (Chef Menteur)	4301 Chef Menteur Hwy
Walmart (Behrman)	4001 Behrman Pl
Walmart Bullard	6000 Bullard Ave

Multifamily Solutions

Description

This offering targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The offerings will address their unique needs through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education. A property must have a minimum of five units to qualify for Multifamily Solutions. This allows for the Multifamily Solutions offering to be more focused on the unique needs of owners, managers and renters of larger buildings. 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 816,770 kWh in energy savings, reaching 28% of its annual goal. The program team began the year working with four properties, completing both direct installations and assessments. Trade allies have since been assigned work for two additional properties. In total, the Energy Smart team completed 246 assessments in the first half of the year, generating 82% of total savings from direct-install measures implemented at the time of assessment. The remaining 18% of savings for retrofit customers came from deeper measures performed by trade allies, including attic insulation, air sealing, and duct sealing.

The Multifamily sector was a major focus for the program team in PY16 during the second quarter. This focus will continue into the third quarter, with the program team prioritizing the development and progression of the property pipeline. Efforts will center on completing direct-install work to ensure trade allies have sufficient time and opportunity to carry out deeper retrofit measures before the end of PY16.

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
816,770	2,956,756	28%	79.73	38.51	207%	\$151,690	\$644,458	24%

Multifamily Solutions Income Qualified

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 subsidized through a low-income indicator qualify as income qualified participants.

Highlights

The Multifamily Solutions Income Qualified offering achieved 710,519 kWh in energy savings, reaching 24% of its annual goal. The program team began the year working with seven properties, completing both direct installations and assessments. Trade allies have since been assigned work for seven additional properties. In total, the Energy Smart team completed 151 assessments in the first half of the year, generating 62% of total savings from direct-install measures implemented at the time of assessment. The remaining 38% of savings for retrofit customers came from deeper measures performed by trade allies, including attic insulation, air sealing, and duct sealing.

The Multifamily sector was a major focus for the program team in PY16 during the second quarter. This focus will continue into the third quarter, with the program team prioritizing the development and progression of the property pipeline. The Income Qualified Multifamily offering is in a strong position with pipeline to hit goal as work continues over Q3 and Q4.

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
710,519	3,002,393	24%	108.82	44.05	247%	\$148,564	\$661,355	22%

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 water savings measures to smart thermostats and comprehensive envelope measures.

Highlights

The Income-Qualified Weatherization offering has achieved 3,227,810 kWh in energy savings, reaching 64% of its annual goal, making it the strongest performing residential program at mid-year. During the first half of the year, the Energy Smart team completed 1,009 income-qualified home energy assessments, driving early engagement and uncovering opportunities for deeper savings. Direct-install measures implemented at the time of assessment accounted for 21% of total savings, while the remaining 79% was generated through follow-up measures performed by trade allies, including attic insulation, air sealing, and duct sealing, based on assessment recommendations. This combination of immediate and comprehensive upgrades resulted in an average reduction of 3,199 kWh per customer. The program's strong performance was driven by a combination of effective outreach and marketing efforts, as well as a high volume of referrals from trade allies.

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
3,227,810	5,076,114	64%	2,169.91	36.67	5917%	\$1,987,695	\$2,892,600	69%

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 Delivery Pilot hosted two events in the first half of 2026, in the Desire/Florida neighborhood on March 12 and in Central City on May 14, supporting the program’s goal of delivering energy efficiency services directly to underserved communities while also informing improvements to outreach and implementation strategies. Looking ahead, seven additional events are planned for the second half of the year, with targeted outreach efforts aimed at increasing participation and engagement in priority areas.

Originally launched in early 2025, the Neighborhood-Based Delivery offering was designed to expand equitable access to energy efficiency services by bringing resources directly into underserved communities. The program team identified ten target neighborhoods across multiple City Council districts based on criteria such as income, urban heat island impact, and broadband access. The program team has noted that participation in selected neighborhoods has increased in the months following initial outreach marketing and event, however, the higher participation seems to average 8 months following initial neighborhood event.

The Neighborhood Delivery Pilot offering has achieved 729,053 kWh in energy savings, reaching 17% of its annual goal. During the first half of the year, the Energy Smart team completed 136 home energy assessments, driving early engagement and identifying opportunities for deeper savings. Direct-install measures implemented at the time of assessment accounted for 37% of total savings, while the remaining 63% was generated through follow-up measures completed by trade allies, including attic insulation, air sealing, and duct sealing, based on recommendations from assessment reports. This combination of immediate and follow-up measures resulted in an average reduction of 5,360 kWh per customer.

Performance

Table 9.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			Budget		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
729,054	4,422,565	16%	503.48	31.95	1576%	\$447,035	\$2,520,178	18%

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 smart thermostats, which are eligible for the customer to enroll in Energy Smart's Demand Response programs. 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 16, the A/C Solutions offering has demonstrated strong performance and continued progress toward its annual objectives. The program has achieved 944,244 kWh in energy savings, reaching 34% of its annual goal, and has served a total of 328 customers. Air conditioner tune-ups have been the primary driver of savings, accounting for 75% of the total, while duct sealing contributed the remaining 25%. 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 will prioritize outreach to customers who received an A/C tune-up two or more years ago. As customers are eligible for this measure every two years, the program team will focus on re-engaging prior participants in PY16 to deliver additional benefits and increase overall savings.

Performance

Table 10.1

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
944,244	2,755,859	34%	417.13	1,887.12	22%	\$170,810	\$468,748	36%

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 smart thermostats, which are eligible for the customer to enroll in Energy Smart's Demand Response programs. 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 16, the A/C Solutions Income-Qualified offering is outperforming expectations and making substantial progress toward its annual targets. The program has generated 1,420,570 kWh in energy savings, representing 52% of its annual goal, and has reached 923 customers to date. The majority of savings have been driven by air conditioner tune-ups, which account for 73% of total savings, while duct sealing measures make up the remaining 27%. Early engagement with multifamily properties played a key role in this success, as a large share of recommended A/C tune-ups were completed during the first half of the year.

Looking ahead, the program will sustain this performance by continuing to implement targeted marketing efforts that promote the value of A/C tune-ups. The program team will also concentrate on re-engaging previous participants, particularly those who received a tune-up two or more years ago. Since customers are eligible for repeat services every two years, this strategy will support increased participation, enhance customer benefits, and drive additional energy savings throughout PY16.

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
1,420,570	2,699,687	53%	622.51	1,864.03	33%	\$284,909	\$484,540	59%

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

Following a cohort refresh completed in March, the Behavioral program has provided nearly 550,000 print or email Home Energy Reports. First quarter gross kWh energy savings are estimated at 2,385,043, representing an average monthly savings of 795,014 kWh.

Home Energy Reports

Table 12.1

Usage Month of Data	YTD	25-Dec	26-Jan	26-Feb	26-Mar	26-Apr	26-May
Delivery / Send Date	PY16	1-16-2026	2-18-2026	3-19-2026	4-17-2026	5-15-2026	6-12-2026
Email Count - NC (FE1 +FE2 + FE3*)	488,635	71,956	76,382	86,844	85,790	84,372	83,291
Print Count - NC (FE1 + FE2 +FE3*)	54,398	NA	27,626	NA	NA	26,772	NA
Total HERs	543,033	71,956	104,008	86,844	85,790	111,144	83,291

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

Residential HVAC Midstream

Description

The Residential HVAC Midstream program influences stocking and upselling of high-efficiency HVAC equipment. The program design included both heat pumps and air conditioners to allow for more broad participation and address the city's high demand for cooling. Unlike traditional downstream incentive programs, Midstream programs move incentive payments up the supply chain where a greater number of sales can be impacted. In place of issuing incentives to customers, incentives are provided to wholesale equipment distributors to motivate the stocking and sale of high efficiency equipment in place of standard efficiency equipment. Engaging distributors and having high efficiency units in-stock overcomes a key barrier to capturing Replace-on-Burnout sales, which can account for up to 80% of sales in a region. The midstream program's flexible incentives provides participating distributors the agency to decide how the incentive is best utilized within their business model. The goal of the program is to enroll local distributors of high-efficiency equipment and incentivize the stocking and upselling of high efficiency units to make energy efficient equipment readily available to all Entergy New Orleans customers.

Highlights

In 2025, the program launched later in the year, and the midstream program model was new to the market actors. Based on an earlier start date and higher familiarity with the program model, it was forecasted that the program would see higher levels of engagement in 2026. Four market actors were identified as drivers of the market and whose participation in the program and position in the market was forecasted to drive the whole market to participate in the program. To date, two of the four market actors have reengaged in the program and mid-sized participants have not. One of the non-participating larger market actors has expressed continued interest in the program but has undergone a corporate restructuring that has introduced barriers to re-launching the program. Key market barriers are described in the following sections.

Distributor Staff Turn Over

While staff turnover within distributor organizations is known to occur, many key contacts within distributors, and even within dealer/trade ally organizations, changed organizations. This diminished the value of the market development that occurred in 2025 as individuals changed jobs and spent the early part of 2026 incorporating themselves in their new roles.

Geographic Size

The geographic size of the utility territory is smaller than the geographic footprint that target distributors serve. Absent the intervention of the program incentives, the market is heavily weighted to code minimum equipment. The risk of stocking, and then not being able to sell a high efficiency unit, is greater as the set of customers that are likely interested in the high efficiency option is limited to the program territory. The geographic size of the territory then impacts both the real and perceived risk that distributors face of not being able to sell the stocked high efficiency unit.

Uncertainty About Customer Eligibility

Sales representatives have expressed hesitancy based on not being able to confirm eligibility of customers. While the program has tools available to quickly identify the majority of eligible

customers, there is a challenge knowing where the borders of the territory are and confirming eligibility. As commission-based staff, sales representatives frequently balance the benefit of closing many smaller value but faster sales compared to higher value sales that have longer sales cycles. Anything that adds time to the sales cycle, impacts that benefit analysis. Distributor organizations themselves have a difficult time orienting sales staff to the target territory due to uncertainty.

Demographics

Multiple distributors have commented on the difficulty of selling high efficiency products to the customers in the target territory. Customers in the target territory are particularly concerned about first cost of the project requiring distributors to dedicate a larger portion of the incentive to the customer. The result is that distributors are left exposed to stocking and upselling risks associated with high efficiency sales.

Performance

Table 13.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			Budget		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
32,380	2,047,121	2%	18	-	-	11,200	887,184	1%

Energy Academy Education and School Kits

Description

The Energy Academy program, a collaborative effort between Entergy New Orleans and National Theatre for Children, is on track to achieve its targeted milestones in promoting energy efficiency within the NOLA Wise School Kits initiative during the first half of the year. The program's live-in-school energy efficiency program is designed to achieve a kWh savings target of 797,088 kWh. NTC has successfully enrolled 17 schools to reach an intended 2,468 kits to be distributed in September. There are no concerns of completing enrollment to reach the total goal.

Highlights

The NOLA Wise School Kit program is off to a good start in school outreach, despite changing it's semester timing from previous years. Local students in grades K-8 will benefit from engaging and informative live-in school educational performances that focus on energy efficiency and energy savings. Through the eventual distribution of 4,104 energy savings kits to 25-32 participating schools, the kits will enable students to practice energy-saving techniques in their classrooms and also in their homes, fostering a culture of sustainable energy efficiency. The successful execution of the Energy Academy program demonstrates the commitment to promoting energy-wise behaviors and environmental stewardship within the community.

Performance

Table 14.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
0	797,088	0%	0	NA	0	\$0	\$125,870	0%



Commercial & Industrial Offerings

Commercial & Industrial Offerings Summary

Table 15.1

OFFERING	kWh SAVINGS**	kWh GOAL *	% TO GOAL	kW SAVINGS	kW TARGET *	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	1,723,847	8,663,401	20%	286.28	363.58	79%	\$241,467	\$1,710,007	14%
Large Commercial & Industrial Solutions	9,565,465	27,688,655	35%	33,359.22	1,926.49	1732%	\$1,310,835	\$4,204,504	31%
Schools and Universities	3,453,597	5,333,795	65%	282.17	194.65	145%	\$454,093	\$853,490	53%
CoolSaver Tune-up	425,119	4,549,095	9%	128.43	1,402.72	9%	\$23,500	\$225,620	10%
TOTAL	15,168,028	46,234,947	33%	34,056	3,887	876%	\$2,029,895	\$6,993,622	29%

**Goals are reflective of the Energy Smart approved goals for Plan PY 16 in Council Resolution R-25-630 on December 18, 2025. Summary tables show savings achieved and incentive spend from 1/1/2026 through 6/1/2026.*

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

Small Commercial & Industrial Solutions

Description

The Small Commercial 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 Solutions offering reached 1,723,847 kWh resulting in 20% to the kWh goal. Participation in the Small Commercial Solutions offering decreased compared to the mid-year point of PY15 with 57 projects being submitted through June 2026 and 97 projects submitted through June of 2025. This decrease in project applications is due, in large part, to the fact that small commercial tune-up projects are now being counted towards the CoolSaver goal instead of the Small Commercial Solutions goal. Small Business Energy Assessments have also decreased compared to previous program years as the program team increases efforts to provide small commercial trade allies with project leads in order to drive more cost-effective, trade-ally implemented projects.

The Small Business Direct Installation offering was re-introduced to area contractors in January 2026 and program staff have prioritized recruiting and re-energizing trade allies that were previously active in the Small Business Direct Install offering. Small commercial trade ally recruitment has been a challenge for the program in 2026 with some trade allies indicating they are not interested in doing work in Orleans Parish. In order to overcome this hurdle the program team is communicating the benefits of the Small Business Direct Install program which include no project pre-approval, project leads identified via program staff, and increased incentive rates above standard prescriptive small commercial rates.

Performance

Table 16.1

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
1,723,847	8,663,401	20%	286.28	363.58	79%	\$241,467	\$1,710,007	14%

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

Chart 16.2

Large Commercial & Industrial Solutions

Description

The primary objective of the Large Commercial and Industrial Solutions offering is to serve larger non-residential customers (greater than 100 kW demand) seeking energy-saving improvements through a prescriptive or custom approach. The Large Commercial & Industrial offering is designed to drive significant energy savings, as well as foster longer-term market adoption through key delivery channels, such as managed accounts, commercial real estate companies, design professionals, distributors, installation contractors and Energy Service Companies (ESCOs).

Highlights

The Large Commercial & Industrial Solutions offering reached 9,565,465 kWh resulting in 34.5% to the kWh goal. Compared to the mid-year point of PY15, kWh savings for the Large Commercial & Industrial Solutions offering decreased approximately 60%. This decline reflects PY16 customer eligibility realignments, which transferred a number of historically high-saving participants from the Large Commercial & Industrial Solutions offering to the Schools & Universities offering. Despite this change, customer engagement and project development remain strong, with 5,357,000 kWh in pipeline kWh savings added to the Large Commercial & Industrial Solutions offering pipeline in PY16 to date.

Looking ahead, the Large Commercial & Industrial Solutions offering is well-positioned for continued growth, with 6,009,300 kWh in identified pre-pipeline savings and additional opportunities currently under development. The Large Commercial & Industrial Solutions offering outreach team continues to work with customers and trade allies to advance Energy Savings Performance Contract (ESPC) and other large custom non-lighting measures, supporting a strong portfolio of potential savings for the remainder of PY16.

Performance

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
9,565,465	27,688,655	34.5%	33,359.2	1,926.49	1,732%	\$1,310,835	\$4,204,504	31%

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

Schools and Universities

Description

The primary objective of the Schools and Universities offering is to provide solutions for K-12 and higher education customers interested in making their facilities more energy efficient.

Highlights

The Schools and Universities offering reached 3,453,597 kWh resulting in 65% to the kWh goal. The Energy Smart team has utilized the relationships established across previous program years with K-12 and higher education customers to identify energy-saving improvements within their facilities. During the first half of PY16, the Energy Smart team of Energy Advisors have helped Schools and Universities customers to identify HVAC replacement projects and chiller tune-up projects and have also encouraged these customers to implement any remaining LED retrofit projects. Monthly commissioning has also grown to be a major component of the Schools and University offering with over 30 projects submitted in the first half of the program year for nearly 1M kWh worth of energy savings. This approach to identifying and quantifying non-lighting energy saving improvements allows schools and universities to quickly identify issues with HVAC systems and make changes to HVAC control systems to reduce energy consumption.

The Energy Smart team has also successfully identified two higher education retro-commissioning projects. These projects combined are expected to save nearly 40% of the total Schools and Universities energy savings goal and will help these customers to better understand the operations within their facility and make changes to improve efficiency and comfort for students and faculty.

Performance

Table 18.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
3,453,597	5,333,795	65%	282.17	194.65	145%	\$454,093	\$853,490	53%

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

CoolSaver Tune-up

Description

The CoolSaver commercial measure primarily focuses on improving the energy efficiency of the air conditioning systems of commercial customers. The CoolSaver offering provides training for trade allies on industry best practices using the measure toolkit, applying these practices quickly in the marketplace, providing incentives to customers to help pay for the system corrections and upgrades, and ensuring that these improvements are correctly installed. CoolSaver is designed to address market barriers that prevent customers from receiving high performance air conditioner and heat pump system tune-ups, and other specific system upgrades, such as fan speed controls, etc. Energy savings are captured through identifying air conditioner and heat pump system inefficiencies during the tune-up and correcting these system inefficiencies.

Highlights

The CoolSaver Tune-up offering reached 425,119 kWh resulting in 9% to the kWh goal. The primary focus of the CoolSaver Tune-up offering in the first half of PY16 has been on trade ally recruitment and training. In previous program years, CleaResult has utilized in-house technicians to perform tune-ups for ENO customers as contractors continue to be identified and trained to become CoolSaver trade allies. In the first half of PY16, the program was able to utilize CoolSaver trade allies for 100% of tune-ups which speaks to the success in onboarding and training new CoolSaver trade allies.

In addition to trade ally recruitment the program has also focused on generating a consistent stream of leads that will keep trade allies busy throughout the cooling season. CoolSaver tune-up leads have historically come primary from direct outreach, but the team is now generating leads through marketing efforts including eblasts and sector-specific collateral. The Energy Smart team is working with City of New Orleans' Property Management Department to perform CoolSaver tune-ups on all eligible City-owned properties which will result in a substantial amount of energy savings for the CoolSaver Tune-up offering.

Performance

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
425,119	4,549,095	9%	128.4	1,402.72	9%	\$23,500	\$225,620	10%

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



Demand Response Offerings

EasyCool Bring Your Own Thermostat

Description

EasyCool is a residential Bring Your Own Thermostat (BYOT) demand response (DR) program in the Entergy New Orleans (ENO) territory. Through direct integrations with thermostat manufacturers, ENO enrolls, monitors, and adjusts connected thermostats to reduce energy usage during peak demand periods. During a DR event, targeted thermostats receive a temperature adjustment (an “offset” or “setback”) that curtails HVAC usage through the peak period.

Enrolled customers receive a \$75 Virtual Visa® Prepaid Card per device once accepted, plus an additional \$25 Virtual Visa® Prepaid Card per device after each season, beginning in their second year of enrollment. Incentives are capped at 2 devices per Entergy New Orleans account number; customers may enroll additional devices, but only the first 2 earn incentives.

Highlights

The EasyCool offering currently has 9,722 enrolled thermostats, reflecting 1,113 new devices added this year via partner app or web-based enrollment channels and the Energy Smart Online Marketplace. Partner marketing continues to drive enrollment, with thermostat OEMs sending regular in-app and email notifications to eligible customers. The program has run 3 demand response events across 2 event days so far this year.

Table 21.1

EVENT DAY	EVENT TIME	DEVICES	AVG DISCHARGE PER DEVICE (kW)	AVG TOTAL DISCHARGE (MW)
6/11/26	14:00-16:00	4,806	0.85	4.07
6/11/26	16:00-18:00	4,959	0.86	4.29
7/27/26	16:00-18:00	9,678	0.92	8.95

**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.*

Residential Battery Energy Storage Pilot

Description

The Council authorized the continuation of the Battery Energy Storage System Pilot program on May 8, 2025. Tesla, Enphase, and FranklinWH are the participating battery partners for the current pilot.

Incentive payments are tied to performance during demand response events. In PY16, residential participants are compensated at a rate of \$125 per kW delivered, calculated as an average of all seasonal events, with a maximum incentive of \$600. Commercial participants also receive \$250 per kW delivered, averaged across events, with a total incentive cap of \$1,800.

Highlights

161 battery systems are enrolled in the program so far in PY16. Of these, 137 are Tesla batteries, 18 are Enphase, and 6 are FranklinWH (added as an eligible battery partner on June 1, 2026). The demand response season runs year-round; the program has called 1 event to date, a 2-hour dispatch that averaged 5.6 kW of discharge per battery system.

Table 22.1

EVENT DAY	EVENT TIME	DEVICES	AVG DISCHARGE PER DEVICE (kW)	AVG TOTAL DISCHARGE (kW)
7/27/26	16:00-18:00	156	5.6	870

Electric Vehicle Charging Program

Description

The Energy Smart Electric Vehicle Charging Program provides a passive managed charging option for residential electric vehicle drivers in the Entergy New Orleans territory. The program encourages participants to shift their vehicle charging to off-peak hours when overall grid demand is lower. Off-peak windows run from 9:00 p.m. to 6:00 a.m. on weekdays, as well as all hours during weekends and holidays. Customers can enroll eligible electric vehicles from Tesla, Toyota, and Lexus, or qualifying Level 2 chargers (EVSE) from ChargePoint and Emporia.

Participants receive a \$50 Virtual Visa® Prepaid Card upon enrollment, plus up to \$60 for each year they stay enrolled and charge at least 80% of the time within the off-peak window. Participation incentive payments are issued twice per year, in January and July.

Highlights

So far in PY16, 84 electric vehicles and EVSEs are enrolled in the program. Rather than calling active demand response events, program performance is measured by the share of charging that falls within the off-peak window, using data sent directly from the participating OEMs. OEM channels continue to drive enrollment, with a direct in-app or web enrollment path for each eligible partner.

Large Commercial & Industrial Demand Response

Description

The Large Commercial & Industrial Demand Response (DR) offering launched with an objective to secure a total of 25.50 megawatts (MW) of commercial demand shed over term of the program cycle through PY16. Large commercial customers (exceeding 100kW peak demand) are being recruited and enrolled for an automated turn-key DR solution.

Forge Performance + for Utilities by Honeywell is an advanced software platform utilized for forecast, dispatch, control, and optimization of all DR resources enrolled in the Program. Forge is utilized to advance goals of maximizing customer satisfaction and Program reliability for Entergy New Orleans, while being adaptable to new and changing technologies that can provide flexibility, such as batteries, electric vehicles, and distributed solar.

Forge offers flexible connection methods and constraint based dispatch to ensure customer limits are respected and participant fatigue is reduced. Furthermore, a dynamic two way feedback loop allows Forge to provide real time measurement and verification. This real time monitoring, combined with targeted asset grouping and comprehensive reporting portals, allows the platform to continuously re-optimize demand curtailment and maximize energy savings.

Highlights

The program has a total of 49 enrolled customer sites, with a total nomination of 18.9 MW. Additionally, we have enrolled five additional customers in the first half of PY16, that totals 824.5 kW as of July 28th, 2026. In the installation and testing phase, there are two projects totaling 483.5 kW. Two demand response events have been called during the first half of PY16.



Solutions



Energy Smart helps Entergy New Orleans electric customers save energy and money by reducing the up-front cost of energy-saving upgrades.

504-229-6868

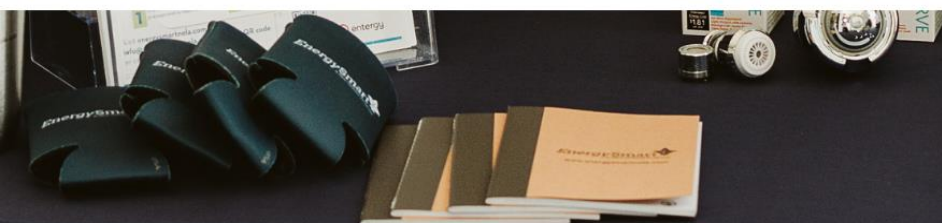
info@energysmartnola.com



Residential



Marketing & Outreach



Marketing, Outreach & Engagement

Residential Marketing and Outreach

Highlights

During the first half of Program Year 16, the Energy Smart team focused on enhancing the customer experience by closing the gap between awareness and action. Building on expanded program offerings introduced in 2025, marketing efforts advanced a more connected, customer-centered approach. Key priorities included simplifying the customer journey, increasing program visibility, and strengthening community-level engagement.

At the core of this strategy is a clear value proposition: helping residents reduce energy waste and costs while improving home comfort through simple, accessible pathways. Messaging emphasizes whole-home solutions while making individual measures easier to understand, highlighting both immediate and long-term benefits. This approach empowers residents to evaluate their options and take the next step with confidence.

Building on the 2025 website launch and ongoing customer experience insights, the team initiated several improvements to strengthen engagement and usability. These include updating program materials, refining residential program web pages, simplifying navigation, enhancing content clarity and automating key communication touchpoints. Collectively, these efforts are designed to create a more intuitive and engaging user experience while strengthening pathways to participation.

Ongoing customer feedback continues to play a critical role in program evolution. Insights gathered through satisfaction surveys, real-time interactions, and engagement data are used to identify strengths, reduce barriers, and refine messaging. This data-driven approach ensures that improvements are grounded in customer needs rather than assumptions. Early trends indicate strong satisfaction with ease of participation and perceived program value, reinforcing the importance of simplicity and transparency in marketing.

In parallel, the development of automated communication journeys represents a key advancement toward a more consistent and personalized experience. These journeys reinforce program value, educate customers on available opportunities, and guide them through participation and ongoing engagement over time.

Together, these enhancements are designed to reduce friction across the customer journey—making it easier for residents to understand program offerings, identify solutions that meet their needs, and complete next steps such as scheduling assessments or applying for rebates.

In January, the team expanded media outreach through sponsorships with Axios New Orleans and WVUE Fox 8, driving awareness of home energy assessments and overall program offerings. Messaging focused on meeting customers where they are—on trusted, daily platforms—while highlighting the full portfolio of Energy Smart residential solutions, from keeping homes cool to making simple energy efficiency upgrades. Campaign tactics included two weeks of sponsored placements in the Axios daily e-newsletter (January 26–30 and February 23–27), strategically timed to kick off the new year and prepare residents for summer cooling needs. Each deployment reached over 200,000 subscribers and delivered a 0.66% click-through rate, more than three times the Axios New Orleans benchmark and 0.18% higher than the May 2025 campaign. Campaign performance translated into measurable action: from January 26–February 11, a total of 215 home energy assessments were

scheduled, with an “online source” ranking among the top two reported awareness channels. During this same period, Axios was the leading driver of traffic to program landing pages.

Through ongoing contributions to the Entergy New Orleans Insights blog and Circuit newsletter, Energy Smart has maintained a consistent cadence of educational, seasonally relevant content. This content positions the program as a trusted resource—offering energy-saving tips while raising awareness of valuable services and exclusive promotions. These articles enable deeper storytelling by connecting common challenges, such as high summer cooling costs and home comfort concerns, with practical, actionable solutions. In addition to reinforcing campaign messaging, this content strengthens long-term search visibility and supports earlier stages of the customer journey—building awareness and credibility before customers are ready to take action.

In April, the team launched a second flight of the thirty second customer testimonial ad spot highlighting the voice and real-life experience from the customer's point of view. The ad ran 24 times over 15 days on WVUE Fox 8 and in addition to airing 16 times via the livestream. While direct lead attribution is limited, initial reporting suggests April 20, 29, 30 had the best activity from QR code scans and livestream clicks throughout the duration of the flight, there was approx. an 18% lift in website traffic versus the prior 3 weeks.

To continue leveraging video, the team coordinated the first media shoot of the year in June as part of a broader effort to refresh local program photography and videography. Energy Smart partnered with one multifamily property, three single-family residents and a trade ally contractor to capture authentic customer experiences. Word of mouth remains a key driver of participation, and sharing customer stories helps build brand awareness, trust and credibility.

One of the most important areas of continued growth in PY16 is expanding community-based engagement to drive participation at the neighborhood level. Building on the 2025 pilot, the team has continued a location-based outreach strategy that integrates localized messaging, digital and traditional marketing efforts with in-person engagement and trusted local partnerships. These efforts recognize that meaningful participation is often driven by trust, visibility, and relevance at the neighborhood level. By partnering with community organizations such as community centers, JOB1, Southeast Louisiana Legal Services, trade ally contractors and leveraging local networks helps to build trust while extending program reach and awareness. The approach supports participation goals and strengthens Energy Smart as a consistent and reliable presence within the community.

In early spring, the team held the first neighborhood event of the year. Supporting the residents of Desire/Florida neighborhood in District D, a standout example where coordinated email outreach, canvassing and partner amplification resulted in approximately 30 attendees and 40 scheduled assessments, demonstrating the importance and effectiveness of growing community partnerships. Together, these efforts reinforce a key insight; that community presence and trusted partnerships are critical drivers of participation. The team has held two events to date, resulting in approximately 90 assessments scheduled and engaged over 250 total residents across two areas; Desire/Florida and Central City. Looking ahead, the team is planning to host an additional five to eight events by the end of the year.

Table 25.1

COMMUNITY	DISTRICT	EVENT DATE	LOCATION	PARTNERS	# of Assessments in Neighborhood
Desire/Florida	D	Mar. 12, 2026	Desire/Florida Multi-Service Center	JOB 1, Southeast Louisiana Legal Services, Big Star Conservation Inc. Fontenot Insulation, NOPD, Entergy	23
Central City	B	May 12, 2026	KIPP Academy	JOB 1, Crawford A/C and Heat, LED Pro, Duct Pro	11
Hollygrove/Dixon	A	June 30, 2026	Life Transformation Community Center		10

Residential appliances and retail/online marketplace offerings continue to serve as an accessible entry point for customer participation. In the spring, the team enhanced in-store visibility by introducing updated point-of-purchase signage for qualified energy-efficient products, including new rebates and reintroduced shelf tags. To further nurture customer relationships and encourage sustained engagement, new products were added to the online marketplace in April. These included a range of offerings such as window A/C units, dehumidifiers, renter-friendly luxury showerheads, and solar-powered battery chargers, expanding appeal across a broader set of customer needs.

The team also tested a targeted re-engagement campaign featuring an exclusive marketplace promotion. Building on strong adoption of PY14-PY15, this effort aimed to reconnect with existing customers by making product upgrades more accessible. Customers received a unique offer; free replacement filter and cartridge with the purchase of a smart thermostat or showerhead, including free shipping. The campaign drove strong results, with more than 80 coupons redeemed between April 16 and May 15. This contributed to 88 additional orders of showerheads and water-saving devices, along with 24 smart thermostats, exceeding the water-saver goal by 50% to date and demonstrating the effectiveness of targeted re-engagement strategies.

Campaign Reporting

Table 25.2: Campaign Results- Home energy assessment

NAME	AUDIENCE	IN-MARKET DATE	IMPRESSIONS	QR SCANS
Postcard: Welcome 2026/ new year	High energy users and arrears	Feb. 4, 2026	5,316	20

Table 25.3

Date	WVUE Fox 8 Programming
April 15-30	WVUE News (:30 spot aired 24 times)
April 15-30	WVUE Livestream mid-roll (:30 spot aired 16 times)

Table 25.4: Campaign Results- Axios New Orleans Newsletter Metrics

IN-MARKET DATES*	IMPRESSIONS/ SENDS	OPENS	OPEN RATE	CLICKS	CTR	CREATIVE - MID UNIT	CLICKS	CREATIVE - END UNIT	CLICKS
Jan. 26, 2026	41,145	14,815	36%	113	0.76%	How thousands of New Orleanians lowered energy costs in 2025	56	Simple ways New Orleans homes can save on energy	57
Jan. 27, 2026	41,231	14,672	36%	112	0.76%	How New Orleans homes can do more with less energy	58	How thousands of New Orleanians lowered energy costs in 2025	54
Jan. 28, 2026	41,323	14,668	35%	100	0.68%	Simple ways New Orleans homes can save on energy	53	How New Orleans homes can do more with less energy	47
Jan. 29, 2026	41,425	14,383	35%	85	0.59%	How thousands of New Orleanians lowered energy costs in 2025	48	Simple ways New Orleans homes can save on energy	37
Jan. 30, 2026	41,405	14,088	34%	71	0.50%	Simple ways New Orleans homes can save on energy	37	How New Orleans homes can do more with less energy	34
Feb. 23, 2026	41,145	14,815	36%	82	0.56%	Cooling costs make up more than 55% of your energy bill	42	Reduce energy waste and lower your bills at home	40
Feb. 24, 2026	41,231	14,672	36%	75	0.51%	Lower energy costs start with one simple appointment	42	Cooling costs make up more than 55% of your energy bill	33
Feb. 25, 2026	41,323	14,668	35%	90	0.63%	Reduce energy waste and lower your bills at home	46	Cooling costs make up more than 55% of your energy bill	44
Feb. 26, 2026	41,425	14,383	35%	87	0.62%	Cooling costs make up more than 55% of your energy bill	39	Lower energy costs start with one simple appointment	48
Feb. 27, 2026	41,405	14,088	34%	84	0.60%	Lower energy costs start with one simple appointment	43	Cooling costs make up more than 55% of your energy bill	41

Table 25.5: Campaign Results- Neighborhood

TACTIC	NEIGHBORHOOD	IN-MARKET DATE	IMPRESSIONS/ SENDS	OPENS	OPEN RATE	CLICKS	CTR
Canvassing	Desire/Florida	March 2	2,000	-	-	-	-
Postcard	Desire/Florida	March 6	1,557	-	-	-	-
Email: Lead Gen	Desire/Florida	March 6	783	206	27.43%	32	4.26%
Email: Reminder	Desire/Florida	March 11	760	180	24.03%	19	2.54%
Event	Desire/Florida	March 12		-	-	-	-
Email: Post event	Desire/Florida	March 17	760	194	25.94%	19	2.54%

TACTIC	NEIGHBORHOOD	IN-MARKET DATE	IMPRESSIONS/ SENDS	OPENS	OPEN RATE	CLICKS	CTR
Postcard	Central City	May 7		-	-	-	-
Email: Lead Gen	Central City	May 7	627	197	31.42%	47.	7.5
Email: Reminder	Central City	May 12	629	209	33.23%	13	2.07%
Canvassing	Central City	May 13	250				
Event	Central City	May 14					
Email: Post event	Central City	May 19	627	94	14.99%	15	2.39%

Table 25.6: Online Marketplace Digital Ad Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	CLICKS	CLICK-THROUGH RATE	CONV. (sales)
Google Shopping Ads –True Shopping	March 11	153,000	2,093	.73%	15
Google Shopping Ads- Performance Max	March 11	63,924	1,552	1.49%	71
Search Ads	April 16	5,490	527	9.6%	29

Table 25.7: Campaign Results- Online marketplace

TACTIC	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
Email: Lead Gen (April promo)	April 16	126,443	43,490	34.72%	1,349	1.08%
Email: Did not open (April promo)	April 21	84,913	8,851	10.54%	533	.63%
Email: Lead Gen (Wave 1- both)	April 16	1,311	601	46.02%	155	11.87%
Email: Lead Gen (Wave 1- showerhead only)	April 16	543	296	54.61%	191	35.24%
Email: Reminder (Wave 1- showerhead only)	April 21	258	72	26.36%	42	16.28%
Email: Lead Gen (Wave 2- both)	April 21	1,430	713	49.93%	118	8.26%
Email: Reminder (Wave 1& 2- both)	April 30	1,187	1,028	86.6%	70	5.9%
Email: Lead Gen (Wave 3,4,5 - both)	April 30	2,014	860	42.87%	167	8.33%
Email: Reminder (Wave 3 ,4,5 - both)	May 15	1,853	792	42.74%	76	4.1%

Table 25.8: Circuit Newsletter/ Entergy Newsroom Energy Smart topics

MONTH	TOPIC / HEADLINE	OFFERINGS
January	<u>A year of good energy: Celebrating 2025, powering up for 2026</u>	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
February	<u>Get your home carnival ready: Easy energy tips for Mardi Gras season.</u>	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
March	<u>Breathe easier and save energy this allergy season</u>	A/C tune-up, Air Filters, Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments

April	Our power, our planet	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
May	Three smart upgrades to help lower your summer energy bills	Home appliance rebates, Online Marketplace
June	A cooler home could be 30 seconds away	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments, Home appliance rebates, Online Marketplace

Table 25.9: Entergy Circuit Newsletter Metrics

MONTH	IN- MARKET DATE	SENDS	EMAIL OPENS	OPEN RATE	CLICK-TO-OPEN RATE	EMAIL CLICKS	ARTICLE CLICKS
January	Jan 14	109,036	47,132	43.41%	1.44%	680	174
February	Feb 11	109,736	55,181	50.51%	1.38%	764	127
March	March 11	93,496	37,931	40.72%	2.43%	922	89
April	April 8	95,658	45,962	48.05%	1.82%	838	263

Trade Ally Reporting

Table 25.10: Trade Ally Newsletters and Emails

EMAIL NAME	AUDIENCE	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
Q2 TA Newsletter	Trade allies	April 17	67	43	64.18%	43	64.18%

Residential Marketing Collateral

- General Energy Smart Handout- English, Spanish, Vietnamese
- Rebate Forms.
 - A/C Solutions Rebate Form.
 - Duct Efficiency Improvement Rebate Form.
 - HPwES Consolidated Rebate Form.
 - IQW Consolidated Rebate Form.
 - Residential home appliances consolidated 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.
 - Trade Ally Customer Feedback 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 Notification Flyer.
- Retail Employee Education Flyer.
- Vehicle Magnet.

- Trade ally co-branded materials.
- Neighborhood canvassing door hangers.
- In-store point of purchase signage.

Marketing Tactics

- Owned media
 - Energy Smart website content
 - Email
 - SMS
 - Entergy organic social
 - Circuit e-newsletter content
 - Entergy Newsroom content
- Paid media
 - Digital search and display advertising
 - Digital shopping ads
 - Paid social media
- Direct mail
 - Postcards
- Community outreach
 - Branded promotional items
 - Event signage, tents, flags, table set ups
 - Neighborhood canvassing
 - Standing display in customer care center
- Home Performance with ENERGY STAR® Campaign Materials
- A/C Solutions campaign materials
- Online Marketplace promotion and retail materials.
- Outreach event customer inquiry form and follow-up email
- Trade Ally emails

Looking ahead

- In the second half of PY16, residential marketing efforts will focus on:
 - Further optimizing conversion pathways across channels
 - Expanding neighborhood-based engagement to additional priority areas
 - Increasing focus on income-qualified and equity-driven participation
 - Enhancing data-driven targeting and personalization

Integrated Channel Strategy

- A coordinated multi-channel approach continues to drive performance:
 - **Email marketing** remains the primary conversion channel, with campaigns focused on clear calls-to-action such as scheduling assessments and accessing rebates
 - **Paid search** captures high-intent customers actively seeking savings opportunities, while also reflecting increased brand recognition
 - **Organic social media** reinforces messaging, maintains visibility and supports ongoing engagement with practical, relatable content
 - **Content marketing** through Entergy Insights and the Circuit newsletter sustains a consistent cadence of educational storytelling, supporting both SEO and early-stage awareness

Community Outreach

The Energy Smart team participated in 116 events throughout Q1 and Q2 representing a 165% increase vs. mid-year PY15. 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. The month with the highest number of events and leads was March with 35 events generating 144 home assessment leads. The Energy Smart team increased its community outreach at Pontilly Coffee located at 4000 Chef Menteur Hwy and McDonalds located at 4240 Louisa St. The team tabled at Pontilly Coffee 24 times, generating 52 customer leads and 10 times at McDonalds, generating 41 customer leads. As a result of the Q1 and Q2 community outreach efforts, the Energy Smart team acquired 359 customer leads for free home energy assessments.

In addition to participating in events, the Energy Smart team established a relationship with community resource partner Southeast Louisiana Legal Services (SLLS). SLLS tabled at the March 12 and May 14 Neighborhood Based Delivery events. Job 1 continued its support as a community resource partner during the March 12 NBD event and will table at the June 30 NBD event. Communication has also been established with the Neighborhood Development Foundation as a possible community resource for future NBD events.

Lastly, the Energy Smart team established conversion tracking on the customer leads generated from community outreach. To date, 48 customers from the community outreach customer leads scheduled a home assessment between January – June 2026.

Table 25.11: Community Outreach Events by Council District

COUNCIL DISTRICT	NUMBER OF EVENTS
A	6
B	8
C	10
D	65
E	1
Combined	23
Total	116

Commercial Marketing and Outreach

Highlights

During the first half of 2026, commercial marketing efforts focused on increasing program awareness while generating qualified leads through energy advisor engagement. A key strategic shift has been the continued evolution of energy advisors as the primary entry point into Energy Smart's commercial offerings. Rather than focusing solely on individual energy efficiency measures, campaigns emphasized helping businesses reduce operating costs, improve facility performance, and take advantage of available incentives through expert guidance and personalized support.

To support this objective, a coordinated multi-channel marketing strategy was implemented through email, social media, paid search, and website experiences. Messaging was developed to remain consistent across channels while addressing common customer motivations including reducing energy costs, improving operational efficiency, increasing comfort, and gaining greater control over building performance. This integrated approach was designed to guide customers through the decision-making process while creating multiple opportunities to connect with an energy advisor.

Email marketing continued to serve as the primary lead generation channel. Campaigns highlighted the value of working with an energy advisor to identify energy-saving opportunities, understand available incentives, and prioritize upgrades that align with business goals. Organic social media supported these efforts by reinforcing campaign messages, extending reach, and maintaining visibility between email deployments. Paid search campaigns complemented broader awareness initiatives by capturing high-intent customers actively researching energy efficiency solutions, rebates and building improvement opportunities.

Partnerships with local organizations supported broader awareness efforts during the first half of the year. Through collaboration with organizations such as the New Orleans Chamber of Commerce, the Office of Economic Development, NOLA Business Ecosystem and the Downtown Development District, Energy Smart messaging was shared with commercial audiences through existing business networks and communication channels. These partnerships help reinforce the program's position as a resource for businesses seeking to reduce operating costs, improve facility performance, and improve efficiency. As the marketing team continues to evaluate channel performance and customer engagement, these relationships help expand visibility among key business stakeholders and support overall awareness objectives.

An encouraging trend observed through paid search performance is the increasing number of customers searching directly for the Energy Smart program by name. While customers continue to search for energy efficiency solutions and rebates, branded searches indicate growing program awareness and recognition within the New Orleans market. This trend is likely influenced by the sustained public awareness efforts that began in 2023 and suggests that long-term brand-building initiatives are helping move customers from general awareness to active program consideration. As a result, paid search is serving not only as a lead generation channel but also as an indicator of increased program visibility and customer familiarity with Energy Smart offerings.

In addition to channel integration, significant effort was placed on improving website conversion opportunities and strengthening pathways to connecting with an energy advisor. During the first half of the year, a dedicated campaign landing page was introduced to support commercial campaigns. The landing page was designed around a single conversion goal: encouraging customers to connect with an energy advisor. By aligning landing page messaging with campaign creative and calls to action, the program created a more seamless customer experience while improving lead attribution and campaign performance measurement.

Another notable enhancement was the implementation of a commercial website email to capture pop-up. The pop-up was designed to grow the commercial email database while providing visitors with an additional opportunity to engage with the program. Messaging focused on expert guidance, energy-saving opportunities and available incentives, encouraging businesses to stay informed and learn more about ways to improve facility performance and reduce energy costs. Early observations indicate that many users who engage with the pop-up demonstrate strong intent by subsequently completing a consultation request form during the same website session. This suggests that the tool is functioning as more than a traditional email acquisition tactic and helps reinforce customer interest while contributing to lead generation efforts.

To support customers who subscribe through the website, an evergreen welcome email automation series is in development. The automation series is designed to confirm customer interest, communicate the value of energy advisor support, introduce available incentives, and encourage consultation requests. This new customer journey will provide a consistent experience for subscribers while creating an additional pathway to connect with an advisor and future program participation.

Content marketing has also become an increasingly important component of the commercial marketing strategy. Educational blog content on the Entergy New Orleans newsroom is being used to support campaign messaging, improve search visibility longevity and provide customers with valuable information about energy efficiency opportunities. Unlike campaign emails and advertisements, blog content allows the program to explore topics in greater detail while establishing Energy Smart as a trusted resource. These articles support customer education and search engine optimization efforts by addressing common business challenges, highlighting efficiency solutions, and reinforcing the value of energy advisor engagement. While campaign landing pages focus on conversion, blog content serves an important role in attracting visitors earlier in the customer journey and building awareness, credibility and consideration before customers are ready to engage directly with an energy advisor.

Collectively, these efforts are creating a more connected customer experience across channels. By aligning campaign messaging, website experiences and follow-up communications around energy advisor consultations, the program is working to establish a stronger framework for lead generation, customer engagement and long-term participation.

Looking ahead, marketing efforts will continue to focus on optimizing conversion pathways, strengthening lead attribution, and refining customer journeys across channels.

Email Reporting

Table 25.12: Email Campaign Results

EMAIL NAME	AUDIENCE	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
Energy Smart Fund	Small & Large	1/21/2026	1188	449	44.10%	46	4.50%
Energy Smart Fund	Small & Large	1/27/2026	1182	350	34.40%	22	2.20%
SBEA	Small C&I	2/4/2026	2426	1012	45.10%	13	0.60%
Energy Smart Fund	Small & Large	2/17/2026	645	120	18.80%	5	0.80%
Power your business	Small & Large	3/10/2026	2970	1171	43.90%	52	2.00%
Spring EA campaign Email 1	Small & Large	4/8/2026	1201	369	35.50%	26	2.50%
Spring EA campaign Email 2	Small & Large	4/14/2026	1089	439	43.00%	32	3.10%
Spring EA campaign DNO Remarket	Small & Large	4/22/2026	680	57	8.40%	4	0.60%
Spring EA campaign Email 3	Small & Large	4/28/2026	1089	430	41.60%	29	2.80%
May-June Campaign Email 1	Small & Large	5/12/2026	1084	318	30.10%	21	2.00%

Trade Ally Reporting

Table 25.13: Trade Ally Newsletters and Emails

EMAIL NAME	AUDIENCE	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
Motors, controls and variable frequency drives	Trade allies	3/16/2026	831	275	38.50%	34	4.80%
Q1 TA Newsletter	Trade allies	3/25/2026	223	106	48.60%	9	4.10%
Trade Ally Portal	Trade allies	4/1/2026	251	127	52.50%	26	10.70%
Trade Ally Portal	Trade allies	4/2/2026	13	6	50.00%	4	33.30%

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
- Compressed Air Overview
- HVAC Tune-up Fillable Application
- New Construction Code Compliance Overview
- New Construction Workbook
- SBDI Application
- Small Business Door Hanger

Customer Outreach

Table 25.14: C&I Customer Outreach

Date	Customer
1/13/2026	Customer -- EMR
1/14/2026	Customer - SWBNO
1/15/2026	Customer - NOCHI

1/26/2026	Customer -- Hilton Riverside
1/26/2026	Customer -- MCCNO
1/30/2026	Customer - City of New Orleans
2/4/2026	NOLA Business Ecosystem Call
2/10/2026	Customer - Federal Reserve Bank
2/12/2026	Customer - SWBNO
2/23/2026	Activism
2/25/2026	Community -- Love Your City
2/25/2026	Bywater Marigny Neighborhood Association
2/26/2026	Christy Verges
2/26/2026	C&I Customers -- Office of Nighttime Economy
3/3/2026	C&I Customer -- Sewerage and Water Board
3/3/2026	C&I Trade Ally -- 3B Electrical
3/3/2026	Customer - 1000 Howard
3/4/2026	C&I Customer -- New Orleans Center for Creative Arts
3/4/2026	C&I Customer -- NOLA Bus Ecosystem
3/6/2026	C&I Customer -- NOLA Works
3/10/2026	Cummings UME Baptist Church
3/11/2026	Customer - SWBNO
3/18/2026	Customer - Napoleon Medical Plaza
3/19/2026	Customer - SWBNO
3/20/2026	Universal Printing
3/26/2026	Training: Motors, Controls, and Variable Frequency Drives
4/1/2026	Customer - NO Mission
4/6/2026	Customer - City of NO
4/7/2026	Customer - LCMC
4/8/2026	Customer - SWBNO
4/15/2026	Orleans Parish School Board
4/21/2026	Customer - NASA
4/21/2026	Central City Barbeque
4/22/2026	Earth Day at Loyola
4/28/2026	Customer - LCMC
4/30/2026	10828 Hayne Boulevard
5/5/2026	Customer - NASA
5/5/2026	St. Peter Claver Church
5/5/2026	Frenchie's Nail Salon
5/6/2026	Crescent Crown
5/6/2026	Historic New Orleans Collection
5/6/2026	OPSB
5/7/2026	Customer - NASA
5/7/2026	Betty Washington

5/12/2026	New Orleans Business Ecosystem
5/13/2026	Customer - SWBNO
5/20/2026	Marrero Commons
5/28/2026	Erin Hansen
5/28/2026	Associated Builders and Contractors
6/3/2026	Customer - NASA
6/10/2026	Customer - SWBNO



Trade Allies

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	21
General	52

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 session at the LSU Health Science Center called Motors, Controls, and Variable Frequency Drives in which two energy-management consultants discussed the energy-saving opportunities through modern motor systems.

In Q1, Energy Smart presented to electrical and mechanical contractors at the Southeast Chapter of the National Electrical Contractors' Association.

In Q2, Energy Smart presented electrical and mechanical contractors at the Urban League of Louisiana' Outlook Opportunities convening.

In Q2, Energy Smart held meetings with close to 100 electrical and mechanical contractors to promote the Energy Smart incentives and trade ally registration.

In Q2, Energy Smart was the main speaker at a meeting of the Interfaith Climate Coalition as well as the Greater New Orleans Hotel and Lodging Association.

In Q2, Energy Smart surveyed the commercial Trade Ally Network through phone calls and emails to determine barriers to participation and inquire about potential projects.

Residential Trade Ally Network

In Q1, Energy Smart presented the annual program kickoff to both current and prospective residential trade allies.

In Q1, Energy Smart introduced and reviewed the updated Trade Ally Manual with participating trade allies.

In Q2, Energy Smart established a trade ally–led canvassing group to collaboratively promote program eligibility and benefits to customers; supporting flyers were provided.

In Q2, Energy Smart updated submission software to enable trade allies to capture additional photos at customer homes, improving documentation and quality assurance.

In Q2, the Spring Newsletter was distributed to all participating trade allies, highlighting program updates, upcoming conferences, and recognition of trade allies who supported the neighborhood event.

In Q2, Energy Smart conducted virtual training covering air sealing and duct sealing; trade allies were highly engaged and responsive to program expectations.

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 PY15.
- Overview of budget and goals PY16.
- Program incentives for existing measures.
- Summary of program outreach efforts to small and large commercial customers.
- Updated PY16 trade ally tier rankings and the benefits associated with the tiers.
- Summary of technical training opportunities throughout the year.
- Workforce development leaders from the University of Louisiana at Lafayette and from the Louisiana Green Corps.
- An overview of Strategic Energy Management offering from PY15.
- A review of the commercial application submittal process.

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

- Introduction to the program team.
- Overview of all residential programs and new changes.
- Marketing opportunities and collaboration.
- Review PY15 goal and budget spent.
- Review PY16 goals and budget.
- Residential awards.

Energy Smart provided the following awards to trade allies:

Commercial and Industrial

- Lighting Trade Ally of the Year
- Building Automation Trade Ally of the Year
- HVAC Trade Ally of the Year
- Small Business Trade Ally of the Year
- Customer Service Trade Ally of the Year
- Overall Trade Ally of the Year

Residential

- Trade Ally of the Year Home Performance with ENERGY STAR
- Trade Ally of the Year Income Qualified Solutions
- Trade Ally of the Year Multifamily Solutions
- Trade Ally of the Year A/C Solutions
- Trade Ally of the Year Customer Service
- Overall 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	90
Residential Network	26
Total Engagement	116

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	40
Residential Network	25
Total Engagement	65

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 7 new Commercial & Industrial trade allies in the first half of Program Year 16. 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 of the equipment meets industry specifications.
- A review of the custom and prescriptive measure incentive rates.
- Training on communicating effectively about all Energy Smart offerings, including services which the individual trade allies do not offer themselves.

On March 26 Energy Smart hosted the training entitled Motors, Controls, and Variable Frequency Drives on:

- **Motor Controls:** Understanding the “brain” behind the motor.
- **Variable Frequency Drives (VFDs):** How to calculate real energy savings.
- **Unintended Consequences:** Hidden side effects—how fixing one issue can create others.
- **Small Changes, Big Results:** Matching speed to demand, reducing wear and tear, and extending equipment life.

Energy Smart provided onboarding training to 7 residential trade allies in the first half of Program Year 16. The onboarding of individual residential trade allies consisted of the following overview of the application process:

- Reviewing application.
- Training Efficiency Navigator for rebate submittals.
- Reviewing rebate forms and best practices for customer engagement.
- Reviewing Trade Ally Manual.
- Getting set up for automatic email reminders.
- Using Referral Tools to promote the trade ally company.
- Discussion of Neighborhood Delivery program participation.
- Payments.
- QA/QC.

On April 20th, Energy Smart conducted a virtual training for all residential trade allies entitled “Air Sealing and Duct Sealing Best Practices.”

- Blower door and duct blasting tools
- preparation
- What to look for
- Being professional
- Dos and Don’ts

Chart 26.4: Hours of Training by Type

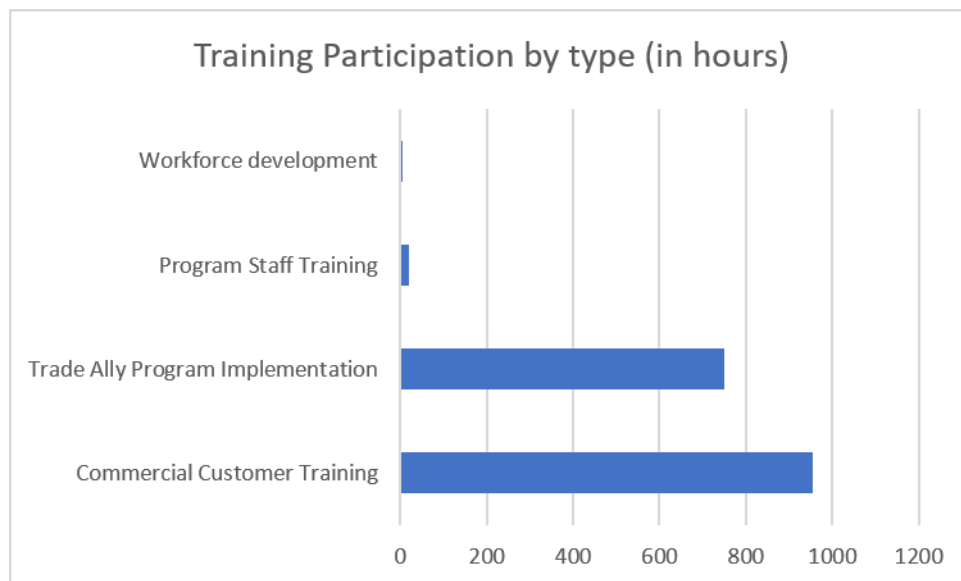
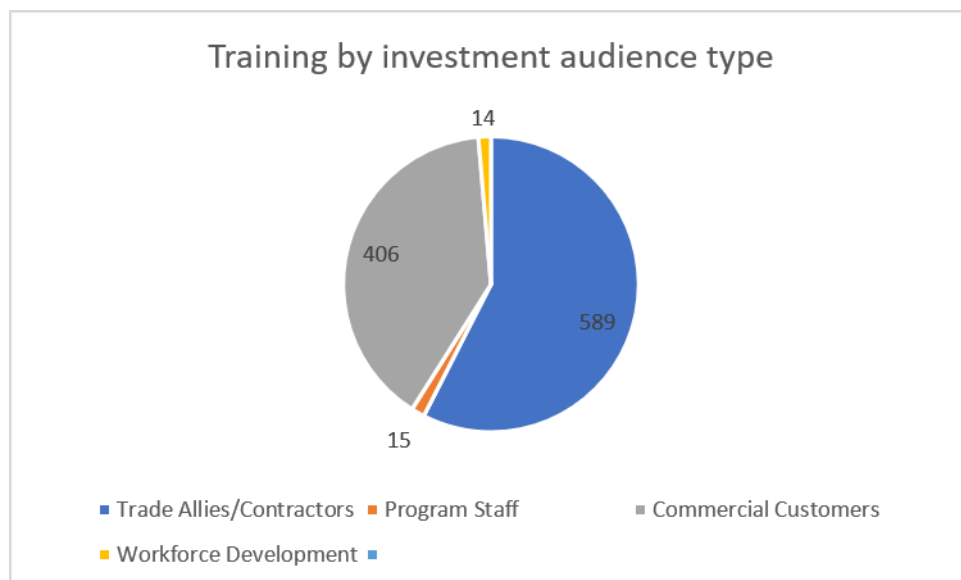


Chart 26.5: Training by Audience Type



Initiatives

Workforce Development

The program has maintained its efforts in workforce development:

- Energy Smart attended Dillard's Energy & Entrepreneurship Summit and reviewed the Trade Ally Network with the deans of the Business School and the Liberal Arts School.
- Welcomed staff members from several workforce agencies to attend the Trade Ally Kickoff, including Louisiana Green Corps, El Centro, Goodwill, University of Louisiana at Lafayette, and the city of New Orleans. Representatives from these agencies spoke and introduced their organizations to the trade allies.
- Surveyed trade allies regarding their hiring needs.
- Invited students and job seekers to attend two meetings of the Bayou Chapter of the Association of Energy Engineers, a clean-energy networking group which includes trade allies and facility directors.
- Presented at the Tulane Green Jobs Network to Tulane students about careers within the Trade Ally Network.
- Facilitated a discussion between Daikin and University of Louisiana at Lafayette about the potential of hiring university graduates for automation/HVAC positions.
- Met with individual job seekers to detail opportunities within the trade ally network.
- Reviewed the Trade Ally Network and potential job openings with workforce administrators at the Louisiana Green Corps.



Financial Performance

Energy Efficiency Budget Highlights

Table 28.1

OFFERING	INCENTIVES	BUDGET*	% TO BUDGET
Small Commercial & Industrial Solutions	\$241,467	\$1,710,007	14%
Large Commercial & Industrial Solutions	\$1,310,835	\$4,204,504	31%
Schools and Universities	\$454,093	\$853,490	53%
CoolSaver Tune-up	\$23,500	\$225,620	10%
Home Performance with ENERGY STAR	\$336,760	\$1,581,903	21%
Neighborhood-Based Delivery Pilot	\$447,035	\$2,520,178	18%
Retail Appliances	\$89,839	\$454,593	20%
Multifamily Solutions	\$151,690	\$644,458	24%
Income Qualified Multifamily Solutions	\$148,564	\$661,355	22%
Income Qualified Weatherization	\$1,987,695	\$2,892,600	69%
A/C Solutions	\$170,810	\$468,748	36%
Income Qualified A/C Solutions	\$284,909	\$484,540	59%
Residential HVAC Midstream	\$11,200	\$887,184	1%
School Kits & Education	\$0	\$191,634	0%
TOTAL	\$5,658,397	\$17,780,814	32%

*Goals are reflective of the Energy Smart approved goals for Plan PY 16 in Council Resolution R-25-630 on December 18, 2025. Summary tables show savings achieved and incentive spend from 1/1/2026 through 6/1/2026.

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

***Demand Response incentives are typically paid at the conclusion of the program year, after all demand response events have been completed, and will be reported in the Annual Report.

Table 28.2

ENERGY SMART EXPENSES/INVOICES					FUNDING SOURCES		
YEAR	Month	Program Year 14	Program Year 15	Program Year 16	Total	EECR	Total Ending Balance
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)
2025	July	\$68,492	\$1,922,195		\$1,990,687	\$2,701,488	(\$3,716,520)
2025	August	\$271,785	\$2,222,559		\$2,494,344	\$2,673,881	(\$3,896,057)
2025	September	\$113,306	\$1,817,307		\$1,930,614	\$2,542,283	(\$4,507,726)
2025	October		\$3,237,680		\$3,237,680	\$2,165,252	(\$3,435,298)
2025	November	\$(6,003)	\$3,442,664		\$3,436,662	\$1,580,739	(\$1,579,376)
2025	December		\$2,971,315		\$2,971,315	\$1,678,807	(\$286,868)
2026	January		\$1,989,467		\$1,989,467	\$2,007,233	(\$17,766)
2026	February		\$61,755	\$1,368,036	\$1,429,791	\$2,093,085	(\$681,060)
2026	March		\$ (422)	\$3,313,304	\$3,312,882	\$1,728,929	\$902,893
2026	April		\$1,720,647	\$1,306,631	\$3,027,278	\$1,686,933	\$2,243,239
2026	May		\$575,250	\$2,414,008	\$2,989,258	\$1,905,074	\$3,327,423
2026	June			\$1,557,656	\$1,557,656	\$2,415,246	\$2,469,832

Appendices

Appendix A: Community Outreach Summary

Appendix B: Training and Education

Appendix C: Marketing

Appendix A: Community Outreach Summary

Date	Event	Location	Leads
1/8/2026	Community Outreach	Pontilly Coffee	0
1/12/2026	Canal St. Customer Care Center	Canal Street	7
1/12/2026	Community Outreach	Pontilly Coffee	0
1/13/2026	Pontilly Coffee	Pontilly Coffee	6
1/14/2026	Algiers Customer Care Center	Algiers	5
1/14/2026	Community Outreach	Pontilly Coffee	0
1/15/2026	Community Outreach	Pontilly Coffee	2
1/15/2026	Community Outreach	CC's Coffee	0
1/16/2026	Community Outreach	Pontilly Coffee	5
1/20/2026	Community Outreach	Pontilly Coffee	0
1/21/2026	Job 1 Job Fair	Oretha Castle Haley	10
1/21/2026	Community Engagement at Norman Mayer Library - Gentilly	3001 Gentilly Blvd.	9
1/22/2026	Community Outreach	Pontilly Coffee	0
1/23/2026	Community Outreach	Pontilly Coffee	0
1/28/2026	Community Outreach	Norman Mayer Library	0
2/4/2026	Community Office Hours	Norman Mayer Library	2
2/7/2026	TCA Super Tax Day	Dryades YMCA	1
2/9/2026	Customer Appreciation Day	Canal St. CCC	7
2/9/2026	Community Office Hours	Norman Mayer Library	1
2/11/2026	Community Office Hours	Norman Mayer Library	1
2/12/2026	Community Office Hours	CC's Coffee	1
2/18/2026	Community Office Hours	Norman Mayer Library	2
2/21/2026	Super Tax Day Event	University of Holy Cross	0
2/23/2026	Customer Care Center	Canal St.	9
2/23/2026	Community Outreach	Norman Mayer Library	0
2/24/2026	Get Max Tax Day	1433 N. Claiborne	4
2/25/2026	Office of Engagement Community Office Hours	Norman Mayer Library	0
2/26/2026	Community Outreach	CC's Coffee	1
3/2/2026	Entergy Customer Care Center	Canal St.	4
3/3/2026	Community Outreach	CC's Coffee	1
3/5/2026	Community Outreach Red Run	City Park	2
3/6/2026	AHA Go Red for Women Wellness Exp0	Marriott Hotel	2
3/6/2026	Sista Strut	City Park	3
3/7/2026	CLOVER VITA Super Tax Day	Clover VITA	3
3/9/2026	Customer Care Center	Algiers	12
3/10/2026	Community Outreach	McDonalds 3001 Gentilly Blvd	5
3/10/2026	Canal St. Customer Care Center	3400 Canal St.	4
3/11/2026	Customer Care Center	Canal St.	4

3/11/2026	Community Outreach	CC's Coffee	1
3/12/2026	Community Outreach	CC's Coffee	1
3/12/2026	Neighborhood Based Delivery Event	Florida/Desire Multi-Service Center	23
3/13/2026	Community Outreach	McDonald's 3001 Gentilly Blvd	5
3/13/2026	Community Outreach	CC's Coffee	1
3/16/2026	Customer Care Center	Canal St.	4
3/17/2026	Community Office Hours	CC's Coffee - Esplande	1
3/17/2026	Delachaise Neighborhood Association	Martin's Wine Cellar Barrone St.	3
3/18/2026	JOB1 NOLA Connects Job Fair	2529 General Meyer Ave.	4
3/19/2026	Community Office Hours	CC's Coffee	1
3/20/2026	Community Office Hours	CC's Coffee	1
3/21/2026	El Centro Super Tax Day	Beanlandia 3300 Royal St.	1
3/23/2026	Customer Care Center	Canal St.	2
3/24/2026	Community Outreach	CC's Coffee	2
3/24/2026	ENO Nonprofit Program Partner Luncheon	Junior Achievement Academy 5100 Orleans Ave.	0
3/25/2026	Community Outreach	Pontilly's Coffee	3
3/25/2026	Community Outreach	CC's Coffee	1
3/26/2026	Community Outreach	Pontilly's Coffee	4
3/26/2026	Community Outreach	CC's on Esplande	1
3/27/2026	Community Office Hours	CC's Coffee	2
3/27/2026	Home and Garden Show	Superdome	2
3/28/2026	Home and Garden Show	Superdome	7
3/28/2026	Dillard 18th Annual Housing and Wellness Resource Fair	Dillard University	23
3/28/2026	Center for a Better New Orleans Block Party	St. Roch St.	6
3/29/2026	Home and Garden Show	Superdome	2
3/30/2026	Community Outreach	Pontilly Coffee	3
3/30/2026	Community Outreach	McDonald's	4
4/1/2026	Community Outreach	Pontilly Coffee	8
4/1/2026	Canal St. Customer Care Center	3400 Canal St.	2
4/2/2026	Community Outreach	CC's Coffee - Esplanade	0
4/6/2026	Customer Care Center Outreach	Algiers	0
4/6/2026	Community Outreach	Pontilly Coffee	0
4/7/2026	Community Outreach	St. Noir Cafe 1128 St. Roch Ave.	2
4/7/2026	Community Outreach	Pontilly Coffee	0
4/8/2026	Community Outreach	Pontilly Coffee	0
4/9/2026	Community Outreach	Pontilly Coffee	0
4/10/2026	Community Outreach	Pontilly Coffee	0
4/10/2026	The Wellness Collective Movie Nite/Spring Easter Egg Hunt	Morris F.X. Jeff Sr. Park 2529 General Meyer Ave.	0
4/13/2026	Community Outreach	Pontilly Coffee	6

4/18/2026	T.R.E.E. Event	Algiers Point	0
4/20/2026	Community Outreach	Pontilly Coffee	0
4/20/2026	Lower Garden District Neighborhood Assoc. Meeting	1220 Felicity St.	0
4/27/2026	Community Outreach	Pontilly's Coffee	3
4/28/2026	District D Walkdown	1823 Clouet St.	0
4/29/2026	Community Outreach	Pontilly's Coffee	4
5/4/2026	Community Outreach	Pontilly's Coffee	4
5/4/2026	Canal St. Customer Care Center Outreach	3400 Canal St.	3
5/5/2026	Community Outreach	McDonalds	1
5/5/2026	Algiers Customer Care Center Outreach	Berhman Hwy.	3
5/6/2026	Community Outreach	Pontilly's Coffee	4
5/6/2026	Audubon Wellness Fair	Audubon Tea Room 6500 Magazine St.	0
5/7/2026	Community Outreach	McDonalds	2
5/7/2026	Community Outreach	Chicken Mart	3
5/7/2026	NASA Employee Fair	Michoud Facility	0
5/8/2026	Canal St. Customer Care Center Outreach	3400 Canal St.	3
5/11/2026	Mid City New Orleans Town Hall Meeting	Warren Easton HS 3019 Canal St.	1
5/11/2026	Hollygrove-Dixon Neighborhood Assoc. MTG	Life Transformation Community Center 8606 Marks St.	0
5/19/2026	District C Walkdown	Algiers	0
5/25/2026	Community Outreach	Tastee McKenzie	2
5/26/2026	Community Outreach	McDonalds	6
5/27/2026	District E Walkdown	Laine St.	0
5/27/2026	Community Outreach	Family Dollar - Gentilly	6
5/28/2026	Customer Care Center	Algiers	2
5/29/2026	Community Outreach	CC's Coffee	2
6/1/2026	Community Outreach	McDonalds	5
6/1/2026	Community Outreach	Family Dollar - Gentilly	8
6/2/2026	Community Outreach	McDonalds	5
6/2/2026	Community Outreach	Bayou Fresh Market	6
6/3/2026	Community Outreach	McDonalds	4
6/3/2026	Canal St. Customer Care Center Outreach	3400 Canal St.	12
6/4/2026	Community Outreach	McDonalds	4
6/4/2026	Community Outreach	Advance America	2
6/5/2026	Customer Outreach	Family Dollar - Gentilly	5
6/6/2026	Hollygrove Youth & Wellness Day	Conrad Park 3400 Hamilton St.	10
6/6/2026	Community Outreach	Desire/Florida	10

Appendix B: Training

Date	Title	Audience	Attendees	Length	Description
1/2/2026	TA -- CIS	C&I Commercial Customers	5	30	BAS Workbook walkthrough by Spencer
1/13/2026	Customer -- EMR	C&I Commercial Customers	5	30	Big check photo shoot
1/14/2026	Customer - SWBNO	C&I Commercial Customers	2	30	PY16 Project kick-off
1/14/2026	Trade Ally - UMS	C&I Trade Allies/Contractors	2	60	Introductory meeting with new lighting contractor
1/15/2026	Contractor -- all trade allies	C&I Trade Allies/Contractors	435	90	Welcome meeting for Program Year 16: trade allies learn about updates to the program, receive awards for the prior year, and network with workforce-development professionals.
1/15/2026	Workforce Development: Association of Energy Engineers	Workforce Development	5	30	Bayou Chapter meeting planning the official kickoff meeting of the chapter.
1/15/2026	Customer - NOCHI	C&I Commercial Customers	2	30	PY16 Project kick-off
1/20/2026	Staff -- Proton Controls	Program Staff	1	120	Proton Controls presented to contractors and program staff about their HVAC software control system
1/23/2026	TA - Daikin	Program Staff	3	60	BAS upgrade and Retro commissioning Discussion
1/26/2026	Customer -- Hilton Riverside	C&I Commercial Customers	4	5	Program overview to attendees of a sustainability event hosted by Marvin Dixon
1/26/2026	TA -- CIS	C&I Commercial Customers	4	60	RCx Discussion
1/26/2026	Customer -- MCCNO	C&I Commercial Customers	4	60	Project Closeout pictures
1/27/2026	Trade Ally -- Balthazar Elektriks	C&I Trade Allies/Contractors	1	30	Overview of the lighting workbooks -- custom and prescriptive
1/29/2026	BioInnovation Center	Workforce Development	2	60	Energy Smart overview and site walkthrough
1/29/2026	IFMA January Meeting	Customers and Trade Allies	2	90	Relationship building with TA's and Customers; Continuing Education
1/29/2026	Workforce Development -- Job Corps	Workforce Development	5	5	Energy Smart overview of the trade ally network to job seekers
1/30/2026	Customer - City of New Orleans	Customer	6	60	Energy Smart overview City EE mandate, brainstorming
1/30/2026	Trade Ally -- OEO Solutions	C&I Trade Allies/Contractors	1	20	Overview of funding and application process to a former trade ally
2/4/2026	Trade Ally -- Air Tight Construction	C&I Trade Allies/Contractors	1	20	Review of HVAC incentives and application process

2/4/2026	Trade Ally -- Johnstone Supply	C&I Trade Allies/Contractors	1	20	Review of building automation incentives and application process
2/4/2026	NOLA Business Ecosystem Call	City Econ Develop Office & Customers	10	60	Program updates
2/5/2026	Trade Ally -- NAC Smart	C&I Trade Allies/Contractors	1	20	Review of lighting incentives and application process
2/6/2026	Trade Ally -- Green coast Enterprises	C&I Trade Allies/Contractors	3	60	Meeting with three employees of Green coast and three from Energy Smart regarding building automation projects and accepted methods of kWh calculations
2/10/2026	Staff -- Coolsaver kickoff	Program Staff	5	60	Review of upcoming program year and introduction to C'oolSaver staff and procedures
2/10/2026	Customer - Federal Reserve Bank	C&I Commercial Customers	2	60	PY16 Project kick-off and building opportunity walkthrough
2/11/2026	Staff -- Training	Program Staff	1	30	VFD overview with trainer/engineer/entrepreneur Adil Khan
2/12/2026	Customer - SWBNO	C&I Commercial Customers	1	30	Monthly project lead tracker
2/12/2026	Trade Ally -- Cooler Air Equipment	C&I Trade Allies/Contractors	1	60	Review of lighting incentives and application process, specific to IHOP locations
2/12/2026	Trade Ally -- Daikin	C&I Trade Allies/Contractors	3	60	Daikin Project Check-In
2/13/2026	Trade Ally -- Seruntine Refrigeration	C&I Trade Allies/Contractors	1	30	Review of HVAC incentives and application process
2/19/2026	Trade Ally -- Vast Dynamic Solutions	C&I Trade Allies/Contractors	1	60	Lunch meeting with Brian of Vast Dynamic to provide overview of all incentives associated with Energy Smart
2/23/2026	Artivism	C&I Customers	1	15	Program overview to small commercial business
2/25/2026	Community -- Love Your City	C&I Customers	20	5	Luncheon for environmentally-minded businesses to learn about opportunities to improve sustainability at their locations
2/25/2026	Bywater Marigny Neighborhood Association	C&I Customers	1	20	Review of program incentives to director of the St. Claude Corridor
2/26/2026	Christy Verges	C&I Customers	1	30	Program overview to small commercial business owner
2/26/2026	C&I Customers -- Office of Nighttime Economy	C&I Customers	3	60	Meeting with the staff of the Office of Nighttime Economy about ways Energy Smart can promote incentives to bars and restaurants of New Orleans

3/3/2026	C&I Customer -- Sewerage and Water Board	C&I Customers	1	30	Meeting with Environmental Project Manager with SWB about potential to improve project pipeline
3/3/2026	C&I Trade Ally -- 3B Electrical	C&I Customers	1	30	Review of lighting incentives and application process
3/3/2026	Customer - 1000 Howard	C&I Customers	1	30	Post Installation walkthrough / pics
3/4/2026	C&I Customer -- New Orleans Center for Creative Arts	C&I Customers	1	30	Walkthrough of campus to determine potential lighting projects
3/4/2026	C&I Customer -- NOLA Bus Ecosystem	C&I Customers	10	60	Updates from the City, Trade Groups, & ES Program Updates
3/4/2026	C&I Education -- LSU	Program Staff	2	30	Dr. Pang in LSU Construction Management provides overview of ASHRAE Guideline 36 to reduce energy consumption, cost, and system downtime with more resilient systems, control sequence compliance, and diagnostic software
3/6/2026	C&I Customer -- NOLA Works	C&I Customers	1	30	Program overview with commercial business
3/9/2026	Workforce -- LA Green Corps	Workforce Development	2	45	Overview of trade ally network
3/11/2026	LA General Contractors' Association	C&I Contractors	6	15	Program overview to contractors associated with the Southeast LA General Contractors' Association
3/10/2026	Cummings UME Baptist Church	C&I Customers	2	45	Program overview and application process
3/11/2026	Customer - SWBNO	C&I Commercial Customers	6	30	Updates for lighting project lead review
3/12/2026	Energy and Entrepreneurship Summit	C&I Contractors	6	5	Program overview to contractors and customers at an entrepreneurship summit
3/12/2026	Trade Ally -- Daikin	C&I Trade Allies/Contractors	3	60	Daikin Project Check-In
3/17/2026	RGND	C&I Contractors	1	45	Program overview to development company RGND
3/18/2026	Customer - Napoleon Medical Plaza	C&I Commercial Customers	12	60	Site walkthrough for HVAC and pump project
3/19/2026	Customer - SWBNO	C&I Commercial Customers	2	60	Site walkthrough of building for lighting count with trade ally
3/20/2026	Universal Printing	C&I Customers	1	30	Walkthrough of potential LED lighting opportunity at New Orleans East printing company
3/23/2026	Power One Electric	C&I Contractors	1	20	Review of lighting incentives and application process
3/23/2026	Loumis Air	C&I Contractors	1	20	Review of HVAC incentives and application process
3/24/2026	Ordes Electric	C&I Contractors	1	20	Review of lighting incentives and application process

3/24/2026	BGSN	C&I Contractors	1	20	Review of lighting incentives and application process
3/24/2026	Arc Mechanical	C&I Contractors	1	20	Review of HVAC incentives and application process
3/24/2026	D Unit Enterprises	C&I Contractors	1	20	Review of lighting incentives and application process
3/24/2026	New Orleans Baptist Theological Seminary	C&I Contractors	1	60	Attic insulation and potential LED lighting project at the dorms
3/25/2026	Greater New Orleans Hotel and Lodging Association	C&I Contractors	10	5	Program incentive and application overview to general managers of hotels
3/25/2026	Enfra - RCx review	C&I Contractors	6	30	Review UNO RCx study
3/25/2026	Enfra - RCx Updates	C&I Contractors	6	30	Updates for potential RCx Measures
3/26/2026	Training: Motors, Controls, and Variable Frequency Drives	C&I Contractors	10	120	Presentation by Adil Khan on variable frequency drives and how they can achieve energy savings in buildings based on various conditions and other equipment
3/26/2026	Training: Motors, Controls, and Variable Frequency Drives	C&I Customers	10	120	Presentation by Adil Khan on variable frequency drives and how they can achieve energy savings in buildings based on various conditions and other equipment
3/26/2026	Training: Motors, Controls, and Variable Frequency Drives	Program Staff	6	120	Presentation by Adil Khan on variable frequency drives and how they can achieve energy savings in buildings based on various conditions and other equipment
4/1/2026	Customer - NO Mission	C&I Commercial Customers	4	60	Introduction & site walkthrough
4/2/2026	Outlook Opportunities	C&I Contractors	20	15	Program incentive and application overview to contractors associated with the Urban League of Greater New Orleans
4/6/2026	Customer - City of NO	C&I Commercial Customers	4	30	Project Updates
4/7/2026	Customer - LCMC	C&I Commercial Customers	5	45	Introduction with customer and ESCO for project alignment
4/8/2026	Customer - SWBNO	C&I Commercial Customers	-	30	Monthly project tracker
4/9/2026	Daikin bi-weekly check-in	C&I Contractors	2	45	Overview of projects Daikin may submit this program year and what needs there are to complete the project
4/11/2026	Trade Ally -- Daikin	C&I Trade Allies/Contractors	3	60	Daikin Project Check-In
4/13/2026	Gaskets First	C&I Contractors	1	30	Assistance with gasket project for a restaurant
4/15/2026	Orleans Parish School Board	C&I Customers	3	15	Met with several members of OPSB regarding the program incentives

4/15/2026	C Watson Group	C&I Contractors	1	20	Program overview and application process for potential HVAC trade ally
4/15/2026	Orleans Parish School Board	C&I Contractors	3	15	Met with three employees of Balthazar Elektriks about potential projects
4/21/2026	Customer - NASA	C&I Commercial Customers	5	30	PY16 Project Updates
4/21/2026	Central City Barbeque	C&I Customers	1	20	Program overview with owner of Central City Barbeque
4/22/2026	Earth Day at Loyola	C&I Customers	6	10	Tabling opportunity at Loyola University; general program overview
4/23/2026	Johnstone Supply Company	C&I Contractors	4	20	Networking with current and potential trade allies at Johnstone yearly crawfish boil
4/23/2026	Trade Ally -- Daikin	C&I Trade Allies/Contractors	3	60	Daikin Project Check-In
4/24/2026	Star Service	C&I Contractors	1	20	Program overview and onboarding of new employee or current trade ally
4/28/2026	Customer - LCMC	C&I Commercial Customers	8	30	Project Updates and qualifying measures
4/30/2026	10828 Hayne Boulevard	C&I Customers	1	30	Program overview for a restaurant owner
4/30/2026	Hospitality Energy Consultants	C&I Contractors	1	20	Program check-in with guestroom management trade ally
5/1/2026	NOLA LED	C&I Contractors	1	30	Program check-in with lighting trade ally
5/3/2026	LED Pro	C&I Contractors	1	30	Program check-in with existing lighting trade ally
5/5/2026	Customer - NASA	C&I Commercial Customers	3	60	Site walkthrough for post-approval of lighting
5/5/2026	St. Peter Claver Church	C&I Customers	1	30	Small commercial program overview for a church, and discussion about marketing materials
5/5/2026	Frenchie's Nail Salon	C&I Customers	1	15	Program overview for a small commercial business
5/5/2026	ENFRA	C&I Contractors	1	30	Program check-in with HVAC and Chiller Tune-up trade ally
5/6/2026	Crescent Crown	C&I Customers	1	20	Program incentive and application overview with Crescent Crown facility director
5/6/2026	Historic New Orleans Collection	C&I Customers	3	30	Program incentive and application overview with Historic New Orleans Collection facilities staff and their architect
5/6/2026	OPSB	C&I Customers	1	30	Program incentive and application overview with Orleans Parish School Board facilities staff
5/7/2026	Customer - NASA	C&I Commercial Customers	200	240	NASA SHE Event outreach for all employees

5/7/2026	Trade Ally -- Daikin	C&I Trade Allies/Contractors	3	60	Daikin Project Check-In
5/7/2026	Betty Washington	C&I Customers	1	60	Parking lot walkthrough of the development in New Orleans East at 5495 Crowder, as well as interior of the warehouse
5/8/2026	Atlas Copco	C&I Contractors	1	30	Review of TLC Linen variable speed drive project
5/8/2026	CIS Industries	C&I Contractors	1	30	Program check-in with existing automation trade ally with new employee
5/11/2026	Boss Energy	C&I Contractors	2	45	Meeting with Boss Energy and the facilities point person for Hertz Group
5/12/2026	New Orleans Business Ecosystem	Organizations	38	60	Bi-monthly check-in with local organizations
5/13/2026	Customer - SWBNO	C&I Commercial Customers	1	30	Monthly project tracker
5/14/2026	The Next Energy	C&I Contractors	1	30	Program incentive and application overview with current trade ally
5/18/2026	Ice King	C&I Contractors	1	30	Review of HVAC incentives and application process, regarding 25-ton unit at a church
5/18/2026	Lagniappe Consulting	C&I Contractors	1	30	Program incentive and application overview with current trade ally
5/20/2026	Utility Metering Solutions	C&I Contractors	1	30	Program check-in with current trade ally about existing potential projects
5/20/2026	Marrero Commons	C&I Customers	1	30	Program overview at a multi-family housing complex
5/20/2026	AQ Team	C&I Contractors	1	30	Review of window film incentives and efficient window incentives for 1000 Howard
5/21/2026	Trade Ally -- Daikin	C&I Trade Allies/Contractors	3	60	Daikin Project Check-In
5/22/2026	WKA Electric	C&I Contractors	1	30	Program check-in with former trade ally
5/22/2026	Wright Way Electric	C&I Contractors	1	30	Program check-in with potential trade ally
5/26/2026	Winnin Smart	C&I Contractors	1	30	Program check-in with potential trade ally
5/27/2026	AirPro Services	C&I Contractors	1	15	Program overview focused on HVAC incentives with contractor
5/28/2026	Erin Hansen	Community Partner	1	30	Program overview with council point person for Councilman Willard
5/28/2026	RWE	C&I Contractors	4	45	Program incentive application process overview with RWE contractors who are conducting work at the VA Hospital
5/28/2026	Climate Tamers	C&I Contractors	1	15	Program overview focused on HVAC incentives with contractor Climate Tamers

5/28/2026	Associated Builders and Contractors	C&I Customers	1	30	Program overview and discussion about the contractor network within the ABC community
6/3/2026	Customer - NASA	C&I Commercial Customers	4	60	Updates to planned PM Projects
6/4/2026	Trade Ally -- Daikin	C&I Trade Allies/Contractors	3	60	Daikin Project Check-In
6/10/2026	Customer - SWBNO	C&I Commercial Customers	1	30	Monthly project tracker

Appendix C: Marketing

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Residential Collateral

Energy Smart Overviews

Residential overview- English



Home energy assessments

Rather than focusing on a single problem (like an old heater or cooling system, insufficient insulation or leaky windows), the **Home Performance with ENERGY STAR® assessment** is a whole-house approach to help improve your energy efficiency. **Let's get started with a free home energy assessment.**




How it works

- 1 An Energy Smart energy advisor will come to your home to complete an hour-long walk-through and identify areas where you could be saving energy.
- 2 During the assessment, you may receive **free** energy-efficient products to help you **start saving immediately**, such as:
 - Advanced power strips.
 - Sensi™ smart thermostat.
 - Pipe wrap insulation.*
 - Faucet aerators.*
 - Water-saving showerheads.*

*Available only for homes with electric heat.
- 3 At the end of your assessment, you'll receive a personalized home energy report and recommendations for follow-up home improvements to help you **save in the future**, such as:
 - Air sealing.
 - Duct sealing.
 - Attic insulation.
 - A/C tune-up.
- 4 After the assessment, we will connect you with an approved trade ally contractor to provide an estimate and schedule any follow-up services you choose. You may also receive **instant rebates to lower or cover the cost.**

Income-eligible customers

Based on your income, you may also qualify to receive additional rebates. See chart below.

Individuals per household	2025 maximum annual household income
1	\$60,500
2	\$82,500
3	\$14,200
4	\$17,050
5	\$22,500
6	\$25,550
7	\$29,000
8	\$34,850

Sign up today

Call **504-229-6868** or visit: energysmartnola.com/residents.




*Actual products installed may differ from the images shown. Rebates are determined based on the environment, model efficiency and product availability. Products may not be installed in every area, depending on utility eligibility and existing baselines. Rebates and energy-saving products installed are distributed upon Energy Smart assessment. Rebates and assessment results.

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528-275719-022326

More ways to save

Learn more about Entergy New Orleans offerings exclusive to you.



Online Marketplace

Receive instant discounts when you shop for energy-efficient products such as water-savers, power strips, air purifiers, dehumidifiers, smart thermostats and more. Shop now and save at shop.energysmartnola.com.

A/C Solutions

Optimize your home's heating and cooling systems, and save all year long. Receive discounts on central A/C or heat pump tune-up or rebates when you upgrade to a high efficiency system. Learn more at energysmartnola.info/a-c-solutions.




HVAC system replacement rebates

System type	Rebate amount
Central air conditioner	Up to \$200 rebate per system
Air source heat pump (ducted)	Up to \$250 rebate per system
Mini split heat pump (ductless)	Up to \$500 rebate per system

A/C tune-up

Save up to \$200 per unit on an Energy Smart A/C tune-up.

- Increased air conditioner efficiency (by up to 30%).
- Improved air flow and better humidity control.
- Longer-lasting, more reliable air conditioning.

Home appliance rebates

Get rebates and instant discounts on qualifying ENERGY STAR® certified appliances. Learn more at energysmartnola.info/residential-appliances.

Appliance type	Rebate amount
Window A/C units	\$50
Refrigerators	\$75
Freezers	\$75
Dehumidifiers	\$20
Water coolers	\$100 new
In-ground pool pumps	Up to \$500 new
Smart thermostats	Up to \$100
Air purifiers	\$50
Heat pump water heaters	Up to \$1,000
Clothes washer	\$45 new
Clothes dryer (electric)	\$45 new
Clothes dryer (heat pump)	Up to \$500 new

For more information about Energy Smart and the energy efficiency offerings available to you, call **504-229-6868**, visit energysmartnola.com or email info@energysmartnola.com.

Residential overview - Spanish

Evaluaciones del consumo de energía del hogar

En lugar de centrarse en un solo problema (por ejemplo, en un sistema de calefacción o refrigeración antiguo, en un aislamiento insuficiente o en ventanas con fugas), el **Rendimiento del Hogar con evaluación ENERGY STAR®** es un enfoque que abarca toda la casa para ayudar a mejorar su eficiencia energética. Empecemos con una **evaluación del consumo de energía del hogar gratis**.

HOME PERFORMANCE WITH ENERGY STAR

Cómo funciona

- Un Asesor de Energía de Energy Smart visitará su hogar durante una hora para realizar un recorrido e identificar áreas en las que podría ahorrar energía.
- Durante la evaluación, puede recibir productos **gratuitos** de eficiencia energética para ayudarle a **empezar a ahorrar de inmediato**, como:
 - Enchufes múltiples avanzados.
 - Termostato inteligente Sensi™.
 - Aislamiento de envoltura de tuberías.*
 - Aireadores de grifos.*
 - Cabezales de ducha ahorradores de agua.*

* Disponible solo para hogares con calefacción de agua eléctrica.
- Al final de su evaluación, recibirá un informe de energía del hogar personalizado y recomendaciones para realizar mejoras de seguimiento en el hogar para ayudarle a **ahorrar en el futuro**, como:
 - Sellado de aire.
 - Aislamiento del ático.
 - Sellado de conductos.
 - Puesta a punto del aire acondicionado.
- Después de la evaluación, lo conectaremos con un contratista aliado comercial aprobado para brindarle un presupuesto y programar cualquier servicio de seguimiento que elija. También puede recibir **reembolsos instantáneos para reducir o cubrir el costo**.

Clientes elegibles según sus ingresos

Dependiendo de sus ingresos, usted también puede calificar para recibir reembolsos adicionales. Vea el siguiente cuadro:

Personas por hogar	Ingreso familiar anual máximo de 2023
1	\$55,500
2	\$72,500
3	\$84,700
4	\$97,050
5	\$116,610
6	\$133,350
7	\$150,100
8	\$164,850

Regístrese hoy

Lláme al **504-229-6868** o visite energysmartnola.com/residents.

Más formas de ahorrar

Obtenga más información sobre las ofertas exclusivas de Energy New Orleans para usted.

Mercado en línea

Reciba descuentos instantáneos cuando compre productos energéticamente eficientes, como ahorradores de agua, enchufes múltiples, purificadores de aire, deshumidificadores, termostatos inteligentes y más. Compre ahora y ahorre en shop.energysmartnola.com.

Soluciones de aire acondicionado

Optimice los sistemas de calefacción y refrigeración de su hogar y ahorre durante todo el año. Reciba descuentos en la puesta a punto de su sistema de aire acondicionado central o de su bomba de calor, o reembolsos cuando actualice a un sistema de alta eficiencia.

Obtenga más información en energysmartnola.info/a-c-solutions.

Reembolsos por reemplazo de sistemas HVAC

Tipo de sistema	Monto del reembolso
Aire acondicionado central	Hasta \$200 de reembolso por sistema
Bombas de calor de Fuente de aire	Hasta \$200 de reembolso por (por conductos)
Bombas de calor mini-split (sin conductos)	Hasta \$200 de reembolso por sistema

Puesta a punto del aire acondicionado

Ahorre hasta \$200 por unidad en una puesta a punto de aire acondicionado Energy Smart.

- Mejora la eficiencia de su aire acondicionado hasta en un 30%.
- Flujo de aire mejorado y mejor control de la humedad.
- Aire acondicionado más duradero y confiable.

Reembolsos en electrodomésticos

Obtenga reembolsos y descuentos instantáneos en electrodomésticos certificados por ENERGY STAR®. Obtenga más información en energysmartnola.info/residential-appliances.

Tipo de electrodoméstico	Monto del reembolso
Unidades de aire acondicionado de ventana	\$50
Refrigeradores	\$75
Conservadores	\$75
Deshumidificadores	\$25
Refrigeradores de agua	\$100
Bombas para piscinas enterradas	Hasta \$100
Termostatos inteligentes	Hasta \$100
Purificadores de aire	\$50
Calefactores de agua con bomba de calor	Hasta \$1000
Lavadoras de ropa	\$45
Secadoras de ropa (electrónicas)	\$45
Secadores de ropa (bomba de calor)	Hasta \$200

Para obtener más información sobre Energy Smart y las ofertas de eficiencia energética disponibles para usted, llame al **504-229-6868**, visite energysmartnola.com o envíe un correo electrónico a info@energysmartnola.com.

Residential overview- Vietnamese

Các đánh giá về năng lượng tại gia

Thay vì tập trung vào một vấn đề riêng lẻ (như hệ thống sưởi hoặc làm mát cũ, không đủ cách nhiệt hoặc cửa sổ bị rò rỉ) thì **Bài đánh giá về Năng suất tại gia của ENERGY STAR®** là phương pháp tiếp cận toàn bộ căn nhà để cải thiện hiệu suất năng lượng. Cùng bắt đầu với bài đánh giá về năng lượng tại gia miễn phí nhé.

HOME PERFORMANCE WITH ENERGY STAR

Cách thức

- Một tư vấn viên về năng lượng thuộc Energy Smart sẽ đến thăm nhà bạn và tham quan trong vòng một giờ để xác định những khu vực mà bạn có thể tiết kiệm năng lượng.
- Trong buổi đánh giá, hãy nhận các sản phẩm sử dụng năng lượng hiệu quả **miễn phí** để giúp bạn bắt đầu tiết kiệm ngay lập tức, ví dụ như:
 - Ổ cắm điện đa năng cao cấp.
 - Máy điều nhiệt thông minh Sensi™.
 - Vỏ ống cách nhiệt.
 - Máy súc khí vôi.*
 - Vỏ sen tiết kiệm nước.*

* Chỉ áp dụng cho những căn nhà dùng hệ thống sưởi bằng điện.
- Vào cuối buổi đánh giá, bạn sẽ nhận được một báo cáo cá nhân hóa về năng lượng tại gia và các khuyến nghị để sau đó cải thiện ngôi nhà giúp bạn **tiết kiệm trong tương lai**, ví dụ như:
 - Làm kín không khí.
 - Trám kín ống gió.
 - Cách nhiệt gác mái.
 - Điều chỉnh điều hòa không khí.
- Sau buổi đánh giá, chúng tôi sẽ kết nối bạn với nhà thầu đồng minh thương mại được phê duyệt để cung cấp khoản ước tính và lịch hẹn cho bất kỳ dịch vụ tiếp nối nào mà bạn chọn. Bạn cũng có thể được **giảm giá ngay lập tức** để giảm hoặc trang trải chi phí.

Các khách hàng đủ điều kiện về thu nhập

Dựa trên thu nhập, bạn cũng có thể đủ điều kiện nhận thêm các giảm giá. Vui lòng xem bảng bên dưới:

Số lượng cá nhân trong một hộ gia đình	Thu nhập tối đa hộ gia đình hàng năm 2023
1	\$55,500
2	\$72,500
3	\$84,700
4	\$97,050
5	\$116,610
6	\$133,350
7	\$150,100
8	\$164,850

Hãy đăng ký ngay hôm nay

Gọi số **504-229-6868** hoặc truy cập energysmartnola.com/residents.

Tiết kiệm bằng nhiều cách hơn

Tìm hiểu thêm về các ưu đãi mà Energy New Orleans dành riêng cho bạn.

Thị trường trực tuyến

Nhận các giảm giá ngay lập tức khi bạn mua các sản phẩm sử dụng năng lượng hiệu quả như tiết kiệm nước, ổ cắm điện đa năng, máy điều hòa không khí, máy hút ẩm, bộ điều nhiệt thông minh và nhiều hơn thế nữa. Hãy mua và tiết kiệm ngay bây giờ trên trang shop.energysmartnola.com.

Các giải pháp cho điều hòa không khí

Tối ưu hóa hệ thống sưởi và làm mát tại nhà của bạn và tiết kiệm cho cả năm. Nhận các giảm giá cho máy điều hòa không khí trung tâm, điều chỉnh máy bơm nhiệt hoặc giảm giá khi bạn nâng cấp lên một hệ thống hiệu quả cao.

Tìm hiểu thêm tại energysmartnola.info/a-c-solutions.

Các giảm giá cho việc thay thế hệ thống HVAC

Loại hệ thống	Số tiền giảm
Máy điều hòa không khí trung tâm	Giảm lên tới 200 đô la cho mỗi hệ thống
Bơm nhiệt nguồn không khí (ống dẫn)	Giảm lên tới 250 đô la cho mỗi hệ thống
Bơm nhiệt dạng tách rời (không ống dẫn)	Giảm lên tới 500 đô la cho mỗi hệ thống

Điều chỉnh điều hòa không khí

Tiết kiệm lên tới 200 đô la mỗi căn nhà cho Điều chỉnh điều hòa không khí của Energy Smart.

- Cải thiện độ hiệu quả của máy điều hòa không khí lên tới 30%.
- Cải thiện luồng không khí và kiểm soát độ ẩm tốt hơn.
- Kéo dài tuổi thọ và chắc chắn hơn cho điều hòa không khí.

Giảm giá các thiết bị gia dụng

Nhận giảm giá và khuyến mãi ngay lập tức cho các thiết bị đủ điều kiện có chứng nhận của ENERGY STAR®. Tìm hiểu thêm tại energysmartnola.info/residential-appliances.

Loại thiết bị	Số tiền giảm
Các loại điều hòa không khí một khối	50 đô la
Tủ lạnh	15 đô la
Tủ đông	15 đô la
Máy rửa chén	30 đô la
Cây cung cấp nước nóng lạnh	100 đô la
Máy bơm hồ bơi tiên tiến nhất	Lên đến 500 đô la
Bộ điều chỉnh nhiệt thông minh	Lên đến 100 đô la
Máy lọc không khí	30 đô la
Máy bơm nhiệt nước nóng	Lên đến 1.000 đô la
Máy giặt quần áo	40 đô la
Máy sấy quần áo (cán)	40 đô la
Máy sấy quần áo (bơm nhiệt)	Lên đến 300 đô la

Để biết thêm thông tin về Energy Smart và các ưu đãi hiệu quả năng lượng có sẵn dành cho bạn, hãy gọi số **504-229-6868**, truy cập energysmartnola.com hoặc gửi email đến info@energysmartnola.com.

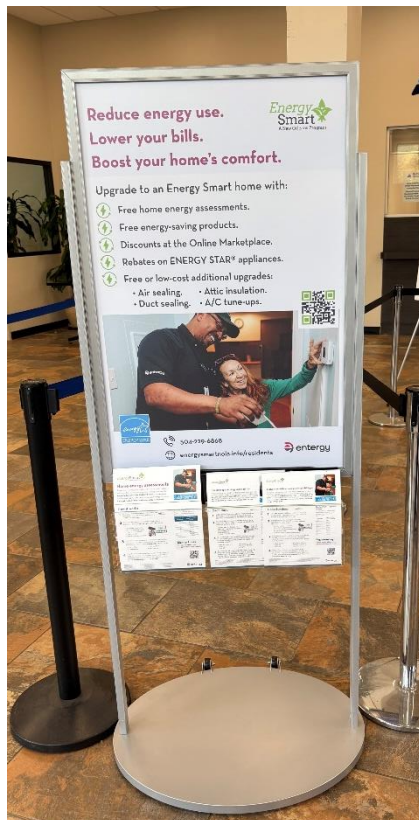
Outreach QR Code

Scan here

Sign up and start saving today



Customer care center display stand and outdoor banner



Outreach Door Hanger



EnergySmart
A New Orleans Program

Savings start here

Open the door to rebates, upgrades and more. Energy Smart can help you save energy and lower your utility bill. **Schedule a free home energy assessment to get started.**

- 60- to 90-minute in-home energy assessment
- Energy-saving products, installed at no cost to you



(valued up to \$300)

- Rebates to lower or cover the cost of recommended home improvements such as:



A/C tune-up

Attic insulation

Duct sealing

Air sealing

Schedule your free energy assessment today

Call **504-229-6868** or visit us online at **energysmartnola.com/residents**.



Rebates and energy-saving products installed are dependent upon Entergy account type, eligibility and assessment results.



Saving is now easier than ever

More ways to save with Energy Smart

- Discounts on energy-saving products. Visit the online marketplace at **shop.energysmartnola.com**.
- Up to \$200 rebate on an A/C tune-up.
- Up to \$1,000 in rebates on ENERGY STAR® certified home appliances.
- Up to \$500 in rebates when upgrading to a new high-efficiency HVAC system.
- \$50 earned plus annual incentives when you enroll your smart thermostat in EasyCool.

Start saving today

Scan the **QR code** or visit us at **energysmartnola.com/residents**.



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Yard Sign- Home Energy Assessments



**Your neighbors are saving energy,
and you can too**



Schedule your free
home energy assessment.



energysmartnola.com | 504-229-6868



Vehicle Magnet



Authorized contractor of Energy Smart



Multifamily Overview



Multifamily Solutions

For property owners and building managers.

Keep costs low and satisfaction high

Improving the energy efficiency of your property can help you reduce energy usage and save on utility bills for you and your tenants.

Schedule a no-cost assessment for your property to start saving today

Eligible properties (five or more units per building) may receive energy-saving products installed in each unit—at no cost. **Products may include:**



Smart thermostats



Advanced power strips



Faucet aerators



Water-saving showerheads



Pipe insulation

What happens after the assessment and product installations?

You will receive recommendations for low- or no-cost upgrades for your property. A trade ally contractor will work with you to provide an estimate for the energy-efficient upgrades and help you identify specific rebates you may qualify for. **Recommended low- or no-cost upgrades may include:**

Air sealing | Duct sealing | Attic insulation | A/C tune-up

How do you sign up?

Scan the **QR code** to complete the "Request an assessment" form, email info@energysmartnola.com or call **504-229-6868** to get started.

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

Visit energysmartnola.com for more energy-saving tips and info.



*Actual products installed may differ from the images shown. Products are determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing baselines.

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Multifamily Tenant Notification Form



Multifamily Solutions

Resident notice

Energy advisors will be in the building on

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

					
Smart thermostats	LED light bulbs	Advanced power strips	Faucet aerators	Water-saving showerheads	Pipe insulation

Save the date to save energy

We look forward to helping you save energy and money. Contact your property manager if you have questions.

energysmartnola.com | info@energysmartnola.com | 504-229-6868

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

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Multifamily Landlord Permission Form



Multifamily landlord permission form

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

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

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

Permission to enter premises

I, _____, as landlord/authorized agent for building(s) located

at _____, have read and understand the above, have reviewed the program information and hereby grant permission for representatives of Entergy, including APTIM and Franklin Energy, to enter these premises for the purposes of conducting energy audits and collecting eligibility documentation from the residents, including applications, and to perform the weatherization work. I am aware that program information exists at energysmartnola.com and that I can call 504-229-6868 for additional information.

Landlord/agency signature

Title

Date

Number of apartments _____

_____ percent of residents that pay rent at market rate.

_____ percent of residents that have subsidized rent rate.

Please list document(s) used to identify subsidized rent.

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04/10/09 07:00

Multifamily Direct Install Service Agreement



Multifamily Solutions direct install service agreement

Property information

Property owner: _____
Building name: _____
Installation address: _____ Property phone: _____
City: _____ State: _____ ZIP: _____

Agreement

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

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

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

Customer signature

Customer signature: _____
Customer name (print): _____ Date: _____
Property owner or authorized manager's signature: _____

Questions? Email info@energysmartnola.com or call 504-239-4868.

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04/01/2020 (10)

Multifamily Direct Install Summary



Multifamily Solutions direct install summary

Contact information

Management company: _____
Mailing address: _____
City: _____ State: _____ ZIP: _____
Contact name: _____
Contact email: _____ Contact phone: _____
On-site contact name: _____ On-site phone: _____

Property information

Property name: _____ Property address: _____
City: _____ State: _____ ZIP: _____
Property type: ☐ Condo ☐ Apartment **Water heat:** ☐ Gas ☐ Electric ☐ Heat pump **Space heat:** ☐ Gas ☐ Electric ☐ Heat pump
Total number of buildings: _____ Total number of units: _____ Number of units completed: _____

Total number of measures installed at property

Measure	Quantity installed	Measure	Quantity installed
Programmable/smart thermostats	_____ thermostats	Bathroom faucet aerator, 1/2 gpm	_____ aerators
Handheld showerhead, 1.5 gpm	_____ showerheads	Domestic hot water pipe insulation	_____ feet
Showerhead, 1.5 gpm	_____ showerheads	Advanced power strip tier 2 (entertainment)	_____ smart strips
TSV and showerhead (Evolve®), 1.5 gpm	_____ showerhead/ device combos	Advanced power strip tier 2 (home office)	_____ smart strips
Kitchen faucet aerator, 1.5 gpm	_____ aerators	Totals shown reflect substitutes from all tally sheets.	

Project completed by energy advisor

Print name: _____ Signature: _____ Date: _____

Questions? Email info@energysmartnola.com or call 504-239-4868.

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04/01/2020 (10)

Service Rebate Forms

A/C Solutions Rebate Form

A/C Solutions

HVAC system replacement rebate form

Available for Entergy New Orleans customers through December 31, 2025, or while funds last.

Please fill out completely. All information is required.

Purchaser information

Purchaser's name _____

Daytime phone _____

Email _____

Installation address _____

City _____

State _____ ZIP _____

Purchaser's address (if different from install address) _____

City _____

State _____ ZIP _____

Equipment information

New purchased system information

New system:

☐ Central air conditioner ☐ Heat split (ductless) heat pump

☐ Air source heat pump

Does the new system have a factory-installed, electronically controlled motor?

☐ Yes ☐ No

Choose one:

☐ Replaced failed unit ☐ Replaced working but inefficient unit

New system capacity (ton) _____

Cooling efficiency (SEER2) _____

Heating efficiency (HSPF2) (if heat pump) _____

Condenser brand _____ Condenser model _____

Coil model _____ Air handler model _____

Type of residence

☐ Single family

☐ Multi-family (2 or more units)

☐ Other _____

Replaced HVAC system information

Approximate age of replaced system: _____

Replaced system capacity (ton) _____

Cooling efficiency (SEER2) _____

Heating system before the replacement (choose one)

☐ Heat pump ☐ Electric resistance

☐ Gas ☐ Other _____

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 800-227-6666.

A/C Solutions

HVAC system replacement rebate form

Available for Entergy New Orleans customers through December 31, 2025, or while funds last.

Required document checklist:

- ☐ AIRC certificate (provided by equipment installer)
- ☐ Copy of customer's invoice (provided by equipment installer)
- ☐ Signed and completed Energy Smart rebate form

Installation date: _____

HVAC rebate amount: _____

Customer completion:

I acknowledge the above is true and correct. By signing below, I agree to allow Energy Smart to perform on-site verification of installed equipment. I also understand that failure to allow an inspection within 60 days may result in forfeiture of the rebate amount.

Customer signature: _____

Date: _____

Qualified equipment and rebate amounts*

Equipment type	SEER2 ≥ 14.1 with ECH	SEER2 ≥ 14 with ECH	SEER2 ≥ 17 with ECH
Central air conditioner			
Rebate amount	\$150 per system	\$150 per system	\$300 per system
Air source heat pump			
SEER2 ≥ 14.1 with HSPF2 ≥ 14	SEER2 ≥ 14.1 with HSPF2 ≥ 13	SEER2 ≥ 14.1 with HSPF2 ≥ 14	
Rebate amount	\$200 per system	\$225 per system	\$250 per system
Heat-split (ductless) heat pump			
SEER2 ≥ 14.1 with HSPF2 ≥ 13	SEER2 ≥ 14.1 with HSPF2 ≥ 13	SEER2 ≥ 14.1 with HSPF2 ≥ 13	
Rebate amount	\$150 per system	\$150 per system	\$150 per system

*Starting January 1, 2025, HVAC systems must be rated SEER2, EER2 and HSPF2 to be eligible for a rebate.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 800-227-6666.

A/C Solutions

HVAC system replacement rebate form

Available for Entergy New Orleans customers through December 31, 2025, or while funds last.

How did you hear about Energy Smart?

☐ Bill insert ☐ Door-to-door canvassing ☐ Email ☐ Event ☐ Friend/family ☐ Mailer

☐ Search engine ☐ Social media ☐ Calling campaign ☐ Utility website ☐ Other _____

Terms and conditions

Rebate offer:
Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2025, and December 31, 2025. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to ensure that all requirements for the rebate are met.

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

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

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

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

Please send this application along with required documents to:

Energy Smart
2021 Charity Field Ave., Ste. B
New Orleans, LA 70119

Phone: 800-227-6666
Email: rebates@energysmartnola.com

Rebate forms must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 6-8 weeks for processing. This offer is available through December 31, 2025, or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 800-227-6666.

Home Performance with ENERGY STAR® Rebate Form

[illegible]

Income-Qualified Weatherization Rebate Form

[illegible]

Home Appliance Rebate Forms

Consolidated Home Appliance Rebate Form



Home appliance rebate application

Take advantage of our rebates on a variety of ENERGY STAR® certified appliances.



All information is required. Before submitting this form, make sure it is fully completed and signed and that a copy of your dated sales receipt(s) is included. Questions? Contact us at 504-229-6868 or residentialapps@energysmartnola.com. For more information about this and other Energy Smart offerings, visit energysmartnola.info.

Customer information

Entergy New Orleans electric account #: _____ Name on account: _____

Installation address: _____

Installation city: _____ Installation state: _____ Installation ZIP: _____

Mailing address (if different from installation address): _____

Mailing city: _____ Mailing state: _____ Mailing ZIP: _____

Contact name (appears on rebate check): _____

Contact email*: _____ Contact phone: _____

*Only used to notify you of your rebate status.

Residence information

How is the residence currently heated?

☐ Gas ☐ Electric ☐ Heat pump

How is the residence currently cooled?

☐ Central A/C ☐ Room A/C ☐ None

Water heater location:

☐ Conditioned space ☐ Unconditioned space

Existing water heater type:

☐ Electric ☐ Gas ☐ Heat pump

Existing clothes washer type:

☐ Top-loading ☐ Front-loading

Existing clothes dryer type:

☐ Gas ☐ Electric ☐ Heat pump

Continued on next page



Product information

All fields required. Products must be ENERGY STAR® certified to qualify for rebates.

Product	Requirements	Manufacturer	Model #	Quantity	Rebate amount	Rebate total
Clothes washer	Must have existing electric water heater. Limit 2 per customer per year.				\$40	
Electric clothes dryer	Must be 4.4 cubic feet or larger. Limit 2 per customer per year.				\$40	
Heat pump clothes dryer	Must be 4.4 cubic feet or larger. Limit 2 per customer per year.				\$500	
Air purifier	Limit 4 per customer per year.				\$30	
Dehumidifier	Limit 4 per customer per year.				\$30	
Refrigerator	Must be 275 cubic feet or larger. Limit 4 per customer per year.				\$5	
Freezer	Must be 275 cubic feet or larger. Limit 4 per customer per year.				\$5	
Water cooler	Limit 4 per customer per year.				\$100	
Window air conditioner	Limit 4 per customer per year.				\$50	
Smart thermostat	Limit 2 per residential customer account. Serial number(s): _____				\$100	
In-ground pool pump	Limit 4 per customer per year.				\$500	
Heat pump water heater	Limit 4 per customer per year.				\$1,000	

Total requested rebate amount: _____

Customer signature

By signing, you acknowledge and agree that 1) you have read and understand the terms and conditions, 2) you meet all eligibility requirements and 3) the information you provided is accurate and truthful.

Signature: _____

Date: _____

How to submit

Please submit this application, along with a copy of your dated sales receipt(s), one of three ways:

Mail:

Energy Smart
4295 Elysian Fields Ave., Ste. B
New Orleans, LA 70122

Email:

residentialapps@energysmartnola.com

Online:

Rebate forms can also be completed and submitted on our website at energysmartnola.info/residential-appliances.

Entergy Smart rebates are available only for existing residential Entergy New Orleans customers. One rebate per product purchased. Only purchases of eligible products listed in the rebate offer made during the specified promotional period qualify for the rebate. The eligible products and promotion dates are specified in the rebate offer details. Qualifying products must be installed at the residence address specified on the rebate application. Rebate will only be issued for new qualified appliances, reconditioned or resale equipment is not eligible for rebates. Entergy New Orleans does not warrant the performance of installed equipment, expressly or impliedly.

The rebate offer cannot be combined with another offer from Entergy New Orleans. Rebate cannot exceed purchase price of the product. Program provisions, requirements and rebate amounts are subject to change or termination without notice and are subject to available program funds.

Rebates are available for ENERGY STAR® certified appliances purchased in-store or online from January 1, 2018, to December 31, 2020. Rebate applications must be submitted within 30 days of purchase and must be postmarked or submitted online on or before February 14, 2022. Late submissions will not be accepted.

Offer expires December 31, 2020. Please allow 4 weeks from the date of receipt of your rebate application to receive rebate. Rebates will be issued in the form of a check and mailed to the contact name and address provided on the application. Rebates are non-transferable and will only be issued to the original purchaser.

Entergy New Orleans is not responsible for lost, late, damaged, misdirected or incomplete submissions. Please retain a copy of submitted documents for your records. Incomplete, illegible or inaccurate submissions may result in denial of your rebate claim. Fraudulent submissions, including altered or counterfeited documentation, will be reported and may be subject to legal action. Entergy New Orleans reserves the right to modify, suspend or terminate this program at any time without prior notice.

By participating in this program, you agree that Entergy New Orleans may collect and use your personal information for the purposes of processing your rebate application and fulfilling the rebate and that you may be contacted about matters relating to your rebate.

For questions or assistance with your rebate application or the Energy Smart rebate program, please call 504-229-6868 or email residentialapps@energysmartnola.com. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.

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01/20/2020/01/20/2020

Trade ally feedback survey card



**We'd love your
feedback**

TA Name



TA Name

Multifamily Satisfaction Survey

EnergySmart A New Orleans Program **Thank you for participating in the Multifamily Solutions offering**

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid card and drop it in the mail at your convenience. Be sure to tell your friends and family about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10.
 1 = Highly unsatisfied/strongly disagree. 10 = Highly satisfied/strongly agree.

Question	1	2	3	4	5	6	7	8	9	10	N/A
Overall, how satisfied are you with the Multifamily Solutions offering?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
How satisfied were you with the professionalism of the energy advisor?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
How satisfied were you with how neat and clean the energy advisor left the site?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
How satisfied are you with the energy-efficient products installed?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
How likely is it that you would recommend the offering to a friend or colleague?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

What motivated you to participate in the offering?
☐ Free items and audit.
☐ Reduced utility bill.
☐ Desire to help the environment.
☐ Referral from a friend or family member.
☐ Other: _____

Name of your energy advisor: _____
 Property name: _____
 Property address: _____
 Contact name: _____
 Signature: _____

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entergy

Questions? Call 504-229-6868, email info@energysmartnola.com or visit energysmartnola.com.

BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 27801 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE
ENERGY SMART
 4298 ELYSIAN FIELDS, SUITE B
 NEW ORLEANS, LA 70122

Leave Behinds

Sensi Smart Thermostat Leave Behind



Quick tips for your new Sensi™ smart thermostat

With proper installation complete, your new smart thermostat is ready to work with your heating and cooling system.



Ready. Set. Start saving.

Programming for optimal savings

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

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

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

You can also use the table below to easily find the recommended temperature setting based on your preferences.

Winter degrees		Summer degrees	
Home	Night/away	Home	Night/away
68	63	78	83
70	65	76	81
72	67	74	79
74	69	72	77

Setting up your schedule for your thermostat

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



Troubleshooting



Your solution starts here.

Adjusting the temperature

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

No heat

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

No cool

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

Restart the thermostat

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

"Call for service" appears on the screen

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

If additional assistance is needed, email support@sensicomfort.com or call 888-605-7131.
 For Energy Smart information, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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Canvassing Door Hangers



Cut your energy costs

We're in your neighborhood, offering free energy-saving products to help lower energy costs. To get yours, schedule a **free home energy assessment** today.

You may be eligible for these free products.



Sensi™ smart thermostat



Advanced power strip



Showerheads



Pipe insulation



Faucet aerators

Find out if you qualify for free or low-cost weatherization.



A/C tune-ups



Air sealing



Duct sealing



Attic insulation



Schedule your **FREE** home energy assessment today.

Call us at **504-229-6868** or visit **energysmartnola.com/residents**.

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063-3399-10-042026



Reduzca sus costos de energía

Estamos en su vecindario, ofreciendo productos gratuitos de ahorro de energía para ayudar a reducir los costos energéticos. Para obtenerlos, programe una **evaluación de consumo de energía en el hogar gratis** hoy mismo.

Usted puede ser elegible para recibir estos productos gratuitos.



Termostato inteligente Sensi™



Enchufe múltiple avanzado



Cabezales de ducha



Aislamiento de tuberías



Aireadores de grifos

Descubra si califica para climatización gratuita o de bajo costo.



Puesta a punto del aire acondicionado



Sellado de aire



Sellado de conductos



Aislamiento del ático



Programe su evaluación energética **GRATUITA** en el hogar hoy.

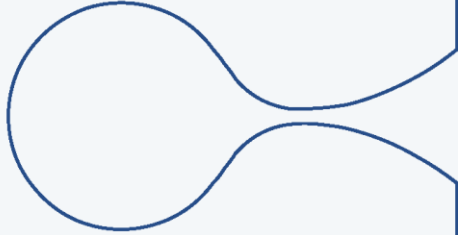
Llámanos al **504-229-6868** o visite **energysmartnola.com/residents**.

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063-3399-10-042026

Sorry We Missed You Door Hangers – Energy advisor



Sorry we missed you

Energy Smart energy advisors were here, but it's not too late to receive your products.

Contact us to reschedule your appointment.

Energy advisor: _____

Phone: _____

Savings just showed up at your door



Faucet aerators



Pipe insulation



Water-saving showerheads



Advanced power strips



Smart thermostats



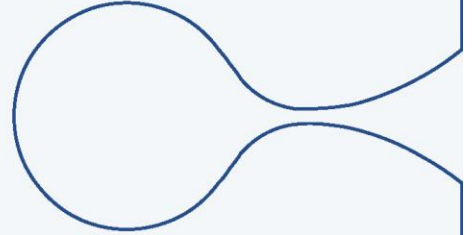
For more ways to save with Energy Smart, call **504-229-6868** or visit **energysmartnola.com/residents**.

Energy-saving products installed are dependent upon Entergy account type and eligibility. Actual products installed may differ from the images shown.

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063-3402-10-042026



Lamentamos no haberle encontrado

Los asesores de energía de Energy Smart estuvieron aquí, pero no es demasiado tarde para recibir sus productos.

Contáctenos para reprogramar su cita.

Asesor de energía: _____

Teléfono: _____

Los ahorros acaban de llegar a su puerta



Aireadores de grifos



Aislamiento de tuberías



Cabeza de ducha ahorradore de agua



Enchufes múltiples avanzados



Termostatos inteligentes



Para obtener más formas de ahorrar con Energy Smart, llame al **504-229-6868** o visite **energysmartnola.com/residents**.

Los productos ahorradores de energía instalados dependen del tipo de cuenta y elegibilidad de Entergy. Los productos reales instalados pueden diferir de las imágenes mostradas.

ENERGY STAR y la marca ENERGY STAR son marcas comerciales registradas propiedad de la Agencia de Protección Ambiental de EE. UU. Energy Smart es un programa integral de eficiencia energética desarrollado por el Concejo Municipal de Nueva Orleans y administrado por Entergy New Orleans, LLC. ©2026 Entergy Services, LLC. Todos los derechos reservados.



063-3402-10-042026

Sorry We Missed You Door Hangers – Trade ally

From: info@energysmartnola.com
Subject: 📧 You're invited: Learn how to lower your energy costs (free event May 14)
Preview: Join us for door prizes and learn easy ways to save energy.

[View in browser](#)



Energy savings event May 14

Join your neighbors at our upcoming event and learn easy, free ways to lower your energy bill.



Energy Smart neighborhood event

Thursday, May 14, 2026
5–7 p.m.

KIPP Central City Academy
2514 Third St.
New Orleans, LA 70113

[Add event to your calendar](#)

[Apple](#) | [Outlook](#) | [Google](#) | [Yahoo](#)

FREE and open to the public. You must be an Entergy New Orleans residential electric customer to be eligible for door prizes, energy-saving products and a home assessment.

Take charge of your power usage and keep more cash in your wallet every month.

Please bring a copy of a recent Entergy bill or your account number.

What you can look forward to at the event:

- Connect with **Crawford's A/C and Heat, LED Pro and Duct Pro Solutions**, on-site.
- Hear from an Entergy representative
- Chat with an energy advisor.
- Discover easy ways to save electricity and money.
- Enter a drawing to win a **\$50 Visa® gift card.***
- Enjoy food and drinks.



Can't make it? Contact us.

Call **504-229-6868** or visit energysmartnola.info/residents/home-energy-assessments to schedule your free home energy assessment.



*This event is open to the public. You must be an Entergy New Orleans residential electric customer to be eligible for a no-cost home energy assessment, receive energy-saving products or win door prizes from Energy Smart. Electricity-saving products could include smart thermostats, pipe insulation, water-saving showerheads, advanced power strips and more.

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Energy Smart, 4298 Elysian Fields Ave., Suite B, New Orleans, Louisiana 70122

[Unsubscribe](#) | [Manage preferences](#)

still
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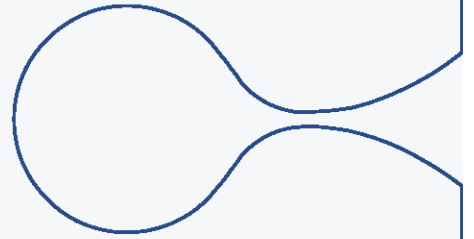
and

g:

ergy

ads,

uncoil and



Lamentamos no haberle encontrado

Fecha: _____



Llámenos para reprogramar su cita

Nombre del contacto: _____

Compañía: _____

Teléfono: _____

Tipo de cita:

- ☐ Puesta a punto del aire acondicionado ☐ Aislamiento del ático
☐ Sellado de aire ☐ Sellado de conductos

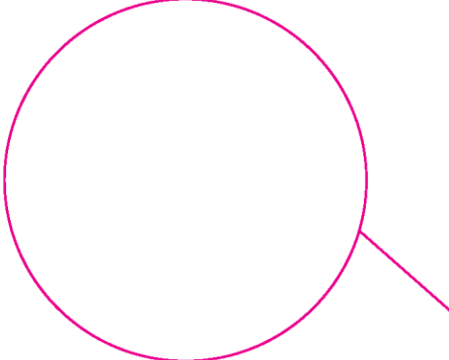
¿Preguntas? Llámenos al **504-229-6868** o visite energysmartnola.com.

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063-340110-042026



Trade ally co-branded door hanger- 2 sided
English and Spanish



Did you know you could save up to 20% on your energy bill?

We're here to help you save energy, lower your energy bills and improve your home comfort all year round. Plus, you may qualify for **FREE** or **low-cost** upgrades like:

- **Air sealing** to reduce drafts.
- **Duct sealing** to improve airflow.
- **Attic insulation** to regulate temperature.
- **A/C tune-ups** to boost efficiency.



Schedule your free home energy assessment to get started.

Call us at **504-229-6868**,
or visit **energysmartnola.info/residents**.



<trade ally logo>

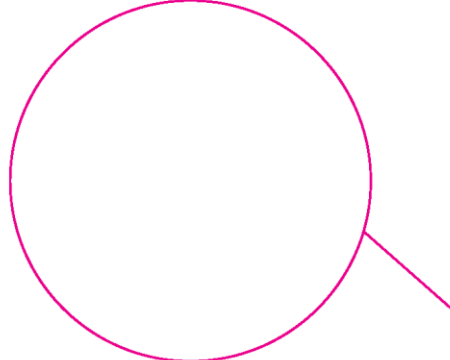
Don't forget to mention <trade ally name> as your referral.

<trade ally website>
<trade ally phone number>

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0451969-10100025



¿Sabía que puede ahorrar hasta un 20% en su factura de energía?

Estamos aquí para ayudarle a ahorrar energía, reducir sus facturas de energía y mejorar la comodidad de su hogar durante todo el año. Además, usted podría calificar para mejoras **GRATIS** o a **bajo costo** como:

- **Sellado de aire** para reducir las corrientes de aire.
- **Sellado de conductos** para mejorar el flujo de aire.
- **Aislamiento del ático** para regular la temperatura.
- **Puesta a punto del aire acondicionado** para aumentar la eficiencia.



Programe su evaluación de energía en el hogar gratis para comenzar.

Llámanos al **504-229-6868**,
o visite **energysmartnola.info/residents**.



<trade ally logo>

No olvide mencionar a <trade ally name> como su referencia.

<trade ally website>
<trade ally phone number>

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0451969-10100025

A/C solutions post-service sticker



This unit has been serviced
by an approved trade ally.

Company: _____

Date: _____



POP Rebate Overview



**Buy ENERGY STAR®
certified products, and
get Energy Smart rebates**

It's easy. Take this sheet home
(and make sure to keep your receipt).



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Savings start here

To get an Energy Smart rebate for your qualifying ENERGY STAR® certified product, apply within 45 days of purchase. Rebates arrive within four to six weeks of the approved application.

Instructions

1. Visit energysmartnola.info/residential-appliances or scan the QR code on the front to apply online or download the rebate application.
2. Submit your rebate application (along with your sales receipt) one of three ways:
 - Use the online form on the website.
 - Download, complete and email to residentialapps@energysmartnola.com.
 - Download, complete, print and mail to **Energy Smart, 4298 Elysian Fields Ave., Ste. B, New Orleans, LA 70122.**

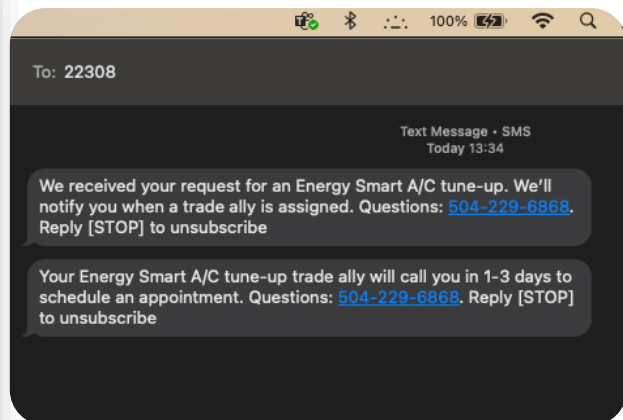
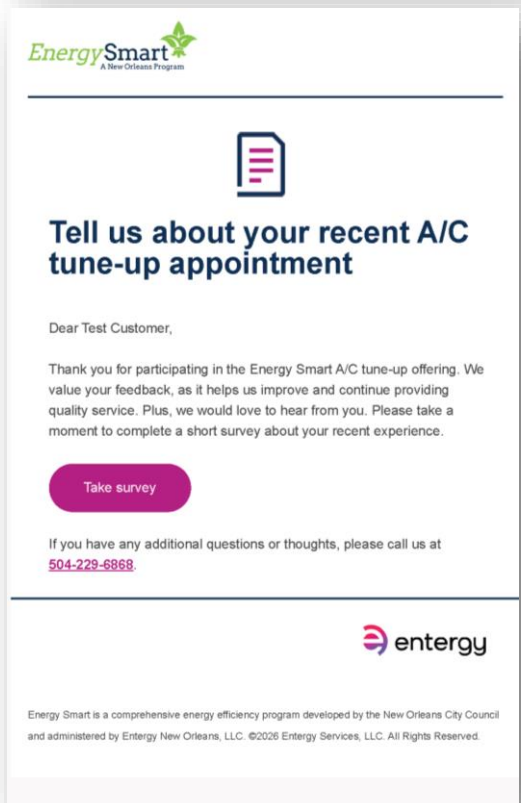
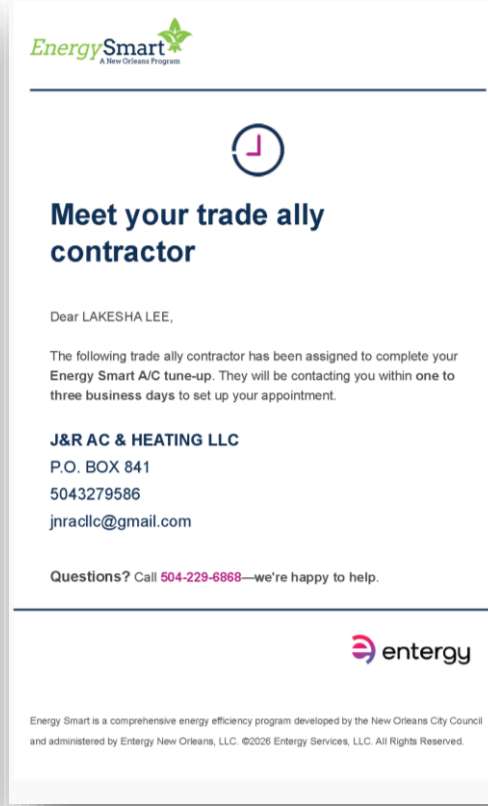
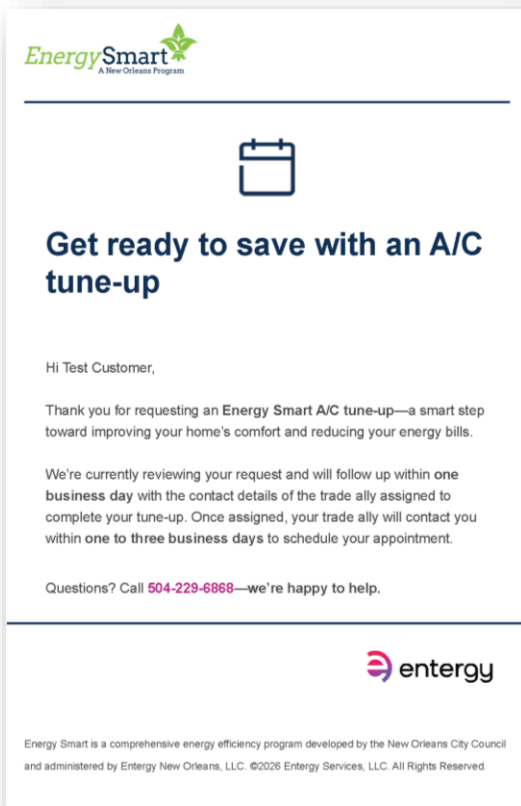


Questions? Call us at **504-229-6868** or email info@energysmartnola.com.

065-2225-11-122025

Automated journey notifications

A/C tune-up



Home energy assessment



You're all set

Dear NEAL KIRBY,

Thank you for scheduling your free Home Performance with ENERGY STAR® assessment. This audit is the first step toward improving your home's comfort, reducing energy costs and receiving energy-saving products at no cost to you.

We have your appointment scheduled for:

Date 08/07/2025
Arriving between 1:00 PM - 5:00 PM

What to expect

During your 60- to 90-minute free assessment, an Energy Smart energy advisor will:

- Walk through your home, looking for ways you may be able to reduce your energy usage and costs.
- Install **FREE** energy-efficient products¹ to help you start saving immediately.
- Recommend and determine your eligibility for free or discounted energy-saving improvements, such as:
 - Sealing air leaks and ductwork.
 - Increasing attic insulation levels.
 - Tuning up your air conditioning system.
- Review and answer questions about your personalized home energy report to help you determine the next steps in making your home more efficient and comfortable.

How to prepare

- 1 Clear walkways of potential tripping hazards, especially around your heating and cooling system, water heater and attic.
- 2 Please make sure an adult 18 years or older is present during the appointment.
- 3 For the safety of everyone, please make sure any pets are safely secured.

Need to reschedule?

We'll be happy to find a time that works better for you. Call us at **504-229-6868**.

Thank you again for scheduling your home energy assessment. We can't wait to help you save.





We'll see you soon

Dear NEAL KIRBY,

Your free Home Performance with ENERGY STAR® assessment is just one week away. This audit is the first step toward improving your home's comfort and reducing energy costs.

We have your appointment scheduled for:

Date 08/07/2025
Arriving between 1:00 PM - 5:00 PM

You're one week away from a home energy upgrade that offers:

- Savings of up to 20% on your annual utility bill.¹
- A more comfortable and healthier home.
- Improved indoor air quality and temperature control.
- Reduced environmental impact.
- Rebates and federal tax incentives.



Thanks for having us

Dear KIM H GREEN,

Thank you for recently inviting us into your home for an Home Performance with ENERGY STAR® assessment. We value feedback from our customers to continually improve our services, and we want to hear from you. Please take this 5-minute survey to let us know how we're doing.

[Take the survey](#)

If you have any more questions or thoughts, please call us at [504-229-6868](tel:504-229-6868).



2:49

45998

Text Message • SMS
Today 2:46 PM

Reminder: Your free Energy Smart assessment is 08/01/2025. We will arrive between 1:00 PM - 5:00 PM. Questions: [504-229-6868](tel:504-229-6868). Reply [STOP] to unsubscribe.

Your free Energy Smart assessment is scheduled for 08/01/2025. We will arrive between 1:00 PM - 5:00 PM. Questions: [504-229-6868](tel:504-229-6868). Reply [STOP] to unsubscribe

The sender is not in your contact list.

[Report Junk](#)

Point of Purchase- In Store Signage

In-store signage examples



Instant discounts on advanced power strips

Limit two packages per customer.

Up to
\$16
instant savings
at checkout

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entergy

043-1853-11-092025



Instant discounts on ENERGY STAR® certified air purifiers

Limit two per customer.

Up to
\$75
instant savings
at checkout

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entergy

043-1853-11-092025



Purchase an ENERGY STAR® certified heat pump water heater

Get a
\$1,000
rebate

Scan the QR code to apply or visit
energysmartnola.info/residential-appliances

Limit four rebates per customer per year.
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entergy

043-1853-11-092025

EnergySmart
A New Orleans Program

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Instant discount
on advanced power strips

Save at checkout.
Limit two per customer.

043-1853-11-092025

EnergySmart
A New Orleans Program

entergy

\$100 rebate
on ENERGY STAR® certified water coolers

Apply at:

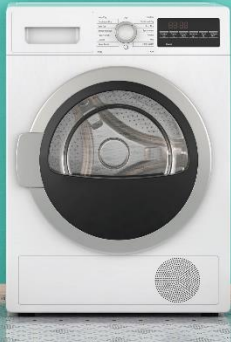
043-1853-11-092025

ENERGY STAR



Purchase an ENERGY STAR® certified electric clothes dryer

Get a
\$40
rebate



Scan the QR code to apply or visit
energysmartnola.info/residential-appliances



Limit: two rebates per customer per year. Electric dryer must be at least cubic feet or larger in capacity. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency. EnergySmart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved.



003-7054-11-092020



Purchase an ENERGY STAR® certified heat pump clothes dryer

Get a
\$300
rebate



Scan the QR code to apply or visit
energysmartnola.info/residential-appliances



Limit: two rebates per customer per year. Includes all in one heat pump dryer combo units and laundry centers with heat pump dryers. Heat pump dryer must be at least cubic feet or larger in capacity. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency. EnergySmart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved.



003-7054-11-092020



Purchase an ENERGY STAR® certified clothes washer

Get a
\$40
rebate



Scan the QR code to apply or visit
energysmartnola.info/residential-appliances



Limit: two rebates per customer per year. Must have an existing electric water heater to qualify. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency. EnergySmart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved.



003-7054-11-092020



Purchase an ENERGY STAR® certified smart thermostat

Get up to a
\$100
rebate



Scan the QR code to apply or visit
energysmartnola.info/residential-appliances



Limit: four rebates per customer per year. EnergySmart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.



003-7054-11-092020



Purchase an ENERGY STAR® certified dehumidifier

Get a
\$30
rebate



Scan the QR code to apply or visit
energysmartnola.info/residential-appliances



Limit: four rebates per customer per year. EnergySmart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.



003-7054-11-092020



Purchase an ENERGY STAR® certified window A/C unit

Get a
\$50
rebate



Scan the QR code to apply or visit
energysmartnola.info/residential-appliances



Limit: four rebates per customer per year. EnergySmart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved. ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.



003-7054-11-092020

Residential Multi-Offering Campaigns

Home energy assessment postcard

Lower your energy costs throughout the year

Learn how you can make your home more energy efficient in the new year by signing up for a **free energy assessment**.

During your appointment, you may receive FREE energy-saving products such as:

- Advanced power strip.
- Sensi™ smart thermostat.
- Pipe insulation and more.

You may also qualify for energy-saving weatherization services such as attic insulation, air sealing, duct sealing and A/C tune-ups at little or no cost.



Schedule your free assessment today.
Scan the QR code, call 504-229-6868
or visit energysmartnola.info/residents.

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4298 Elysian Fields, Suite B
New Orleans, LA 70122



Welcome 2026 with comfort and savings

Sign up for a FREE home energy assessment



Axios New Orleans Digital Sponsorship

A MESSAGE FROM ENERGY SMART

Reduce energy waste and lower your bills at home



Energy Smart helps New Orleanians save more energy and pay less — and a one-hour appointment is all you need to start.

What's in it for you:

- Lower monthly bills.
- A more comfortable home.

[Find out if you qualify for free or discounted weatherization.](#)

A MESSAGE FROM ENERGY SMART

Cooling costs make up more than 55% of your energy bill



Rising temperatures and humidity mean higher cooling costs.

The positive news: Energy Smart offers A/C tune-ups to help improve performance before peak heat.

- Routine maintenance helps your system cool more effectively, use less energy and avoid mid-summer issues.

[Prepare your A/C.](#)

WVUE Fox 8 Flight



ENERGYSMART30.mp

4

Neighborhood events

Flyer



EnergySmart
A New Orleans Program

Neighborhood energy savings event
Join us to learn easy, free ways to lower your energy use and save on your bill.

When: Thursday, March 12, 2026 | 5-7 p.m.
Where: Desire/Florida Multi-Service Center
3250 Industry St.,
New Orleans, LA 70117

Event co-host: Marguerite Doyle, Desire/Florida Community Association
Phone: 504-616-5732 | Email: desire.floridacommunity@gmail.com

Chat with an energy advisor. Enter to win a \$50 VISA® gift card.* Sign up for a FREE home energy assessment.* Enjoy complimentary food and drinks.

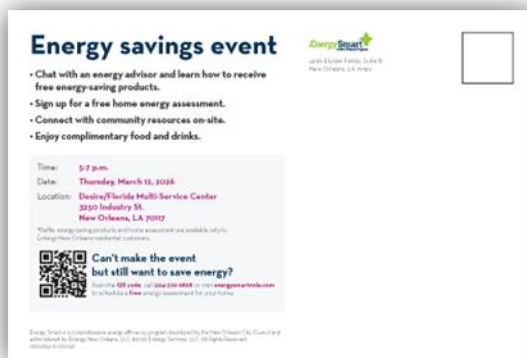
Connect with: **JOB! WORKS** **LEGAL SERVICES**

Can't make the event but still want to save energy?
Call 504-229-6868 or visit energysmartnola.com/residents to schedule your free home energy assessment.

*Buffs and home assessment are available only to Entergy New Orleans residential customers. Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2024 Entergy Services, LLC. All Rights Reserved.

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Postcard



Energy savings event

- Chat with an energy advisor and learn how to receive free energy-saving products.
- Sign up for a free home energy assessment.
- Connect with community resources on-site.
- Enjoy complimentary food and drinks.

Time: 5-7 p.m.
Date: Thursday, March 12, 2026
Location: Desire/Florida Multi-Service Center
3250 Industry St.
New Orleans, LA 70117

*Buffs, energy savings products and home assessment are available only to Entergy New Orleans residential customers.

Can't make the event but still want to save energy?
Call the QR code or visit energysmartnola.com to schedule a free energy assessment for your home.

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EnergySmart
A New Orleans Program

Mark your calendar
Join your neighbors on Thursday, March 12, and learn easy, free ways to lower your energy use.

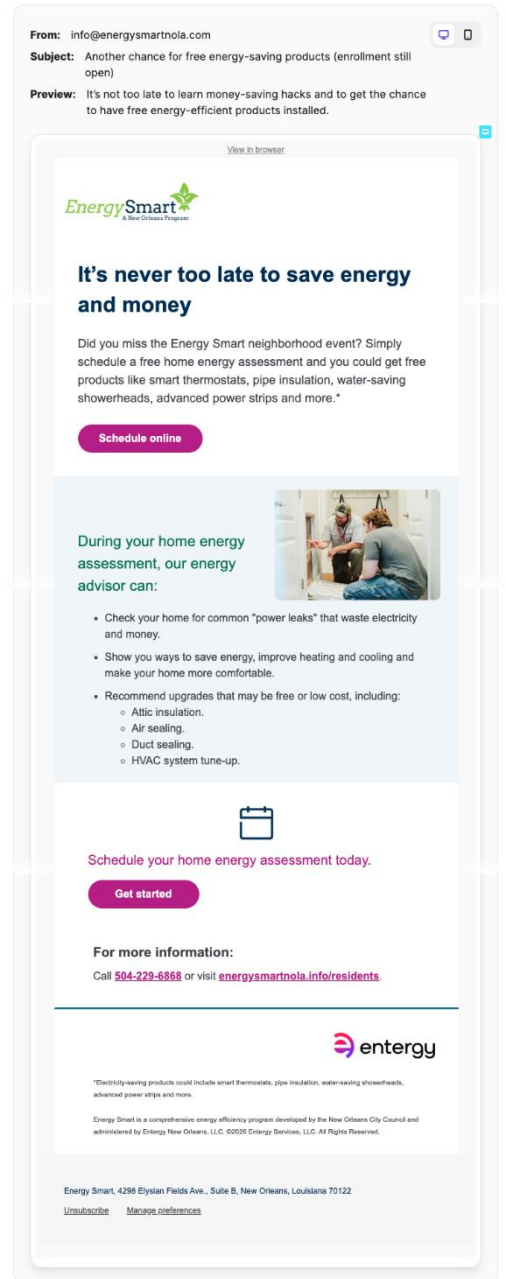
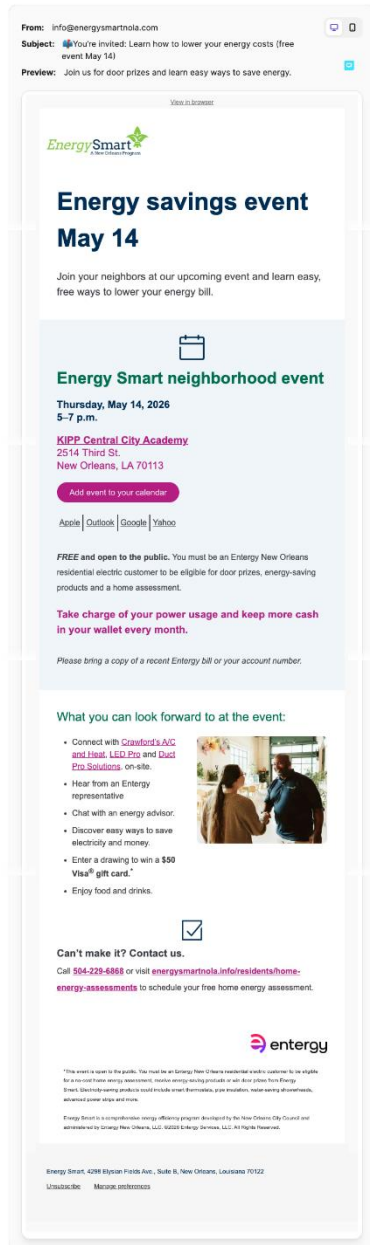
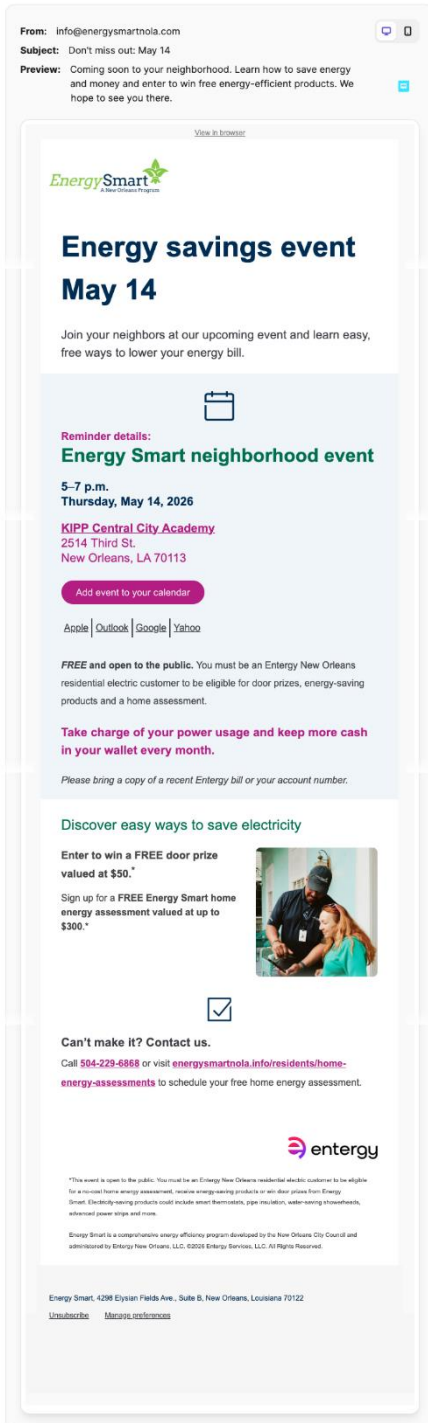
entergy

Desire Neighborhood



Central city Neighborhood

Emails



Flyer

Postcard



Neighborhood energy savings event

Join us to learn easy, free ways to lower your energy use and save on your bill.

When: Thursday, May 14, 2026 | 5-7 p.m.

Where: KIPP Central City Academy
2514 Third St.
New Orleans, LA 70113

Chat with an energy advisor.

Enter to win a \$50 VISA® gift card.*

Sign up for a FREE home energy assessment.*

Enjoy complimentary food and drinks.

Hear from an Entergy representative.

Connect with:





Can't make the event but still want to save energy?
Call 504-229-6668 or visit [EnergySmartNOLA.com/Residents](https://www.energysmartnola.com/Residents) to schedule your free home energy assessment.

*Raffle and home assessment are available only to Entergy New Orleans residential customers. Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2024 Entergy Services, LLC. All rights reserved.



Q2 email newsletter

Trade ally newsletter

Growing our network

We are excited to report that our Trade ally network is growing. As we continue to expand this program each year with additional trades, we're excited looking to strengthen the network. If you have contacts who need to be added to our list, please email us at atrade@thetradeenergy.com.

Meet our new Trade ally:

- **Protek Construction Inc.**
- **Summa Electric**
- **Asi Light Construction**
- **Amproco**

Fun Fact
We're looking for the completion of 100% of the 100% trade.

Goal progress to date

Offering	% progress to goal
Home Performance with ENERGY STAR®	100%
LEED Certified	100%
LEED Certified Green Building	100%
Energy Efficient Windows	100%
Neighborhood Green Building	100%
Public Works	100%
Public Works Energy Efficient	100%

Program updates

Government funding

Funding received from the upcoming Housing & Community Development (HCD) program will be used to fund the program and provide training for trades. The funding will be provided to trades and then to participating Trade ally. Stay tuned for more updates.

Neighborhood Green Building program

Our new Neighborhood program focuses on existing low-income customers to encourage participation in Neighborhood programs. Please consider participating to share information about the program with customers and help them learn more about the program. Stay tuned for more updates.

Trade ally training

This year, we're focusing our efforts on the following neighborhoods, and we're looking for your help to get it done. If you have contacts in a neighborhood, please reach out to atrade@thetradeenergy.com.

Government funding

- **Home Energy** - Green Building - District 4
- **Green Building** - Green Building - District 4
- **Public Development** - Green Building - Green Building - District 4

Neighborhood program

Our new Neighborhood program is a pilot program that is currently being tested in select neighborhoods. The Neighborhood program will be rolled out once these pilots are completed. We're looking for your help to get it done. If you have contacts in a neighborhood, please reach out to atrade@thetradeenergy.com.

LEED Certified program

Our new LEED Certified program is a pilot program that is currently being tested in select neighborhoods. The LEED Certified program will be rolled out once these pilots are completed. We're looking for your help to get it done. If you have contacts in a neighborhood, please reach out to atrade@thetradeenergy.com.

Quality assurance message board

We recently received the following communication:

"We just quality assurance specialist. I would like to bring up an issue that has been discussed recently. Customers are contacting the program and stating that the trade ally that performed work on their home is giving them information outside of their scope of work." — K.R.

I have been given access to your message board and have been providing customers with information outside your scope of work to help maintain program integrity. Thank you.

Safety message

Always ensure you are following best practices, which include conducting regular site inspections and risk assessments, complying with all safety requirements, and keeping records, communications and insurance current.

Additionally, here are 10 safety rules every trade ally should follow:

- Wear PPE.
- Follow safety protocols at all times.
- Use tools correctly.
- Keep work areas clear.
- Avoid working alone in hazardous areas.
- Follow proper lifting techniques.
- Ensure structural equipment is grounded.
- Be aware of your surroundings.
- Use the right equipment.
- Have an emergency response plan.

Coming soon: success stories

We're excited to share that we're developing a customer story that you can use to your advantage. We're looking for a customer who has been able to provide valuable feedback, helping us all improve and grow. The story will also be shared with the 100% trade ally network. Stay tuned for more updates.

Helpful resources

Government funding

The HCD (Housing & Community Development) program will provide funding to trades. The funding will be used to fund the program and provide training for trades. The funding will be provided to trades and then to participating Trade ally. Stay tuned for more updates.

Online tools

Visit the www.thetradeenergy.com website for the latest updates and helpful resources. Here are a few pointers for you to use:

- **Home Performance with ENERGY STAR®**
- **LEED Certified**
- **LEED Certified Green Building**
- **Energy Efficient Windows**
- **Neighborhood Green Building**
- **Public Works**
- **Public Works Energy Efficient**

Trade ally guide

Market Energy has a new guide to help trades understand the program and how to use it. The guide is available in the www.thetradeenergy.com website. Stay tuned for more updates.

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Monthly Circuit Newsletter and Entergy Newsroom content

January

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CustomersCommunitiesInvestorsOperationsNewsroomAbout usOutagesmyEntergy

A year of good energy: Celebrating 2025, powering up for 2026

Explore how Energy Smart helped New Orleans households cut costs and conserve energy.

Posted January 5, 2026 | Posted: Sue Henry | Category: Blog post | Tags: Communities, Energy bill, Energy efficiency, NOLA community, New Orleans

As we look forward to the new year, let's reflect and celebrate the incredible impact New Orleans residents made last year. From single family homes to apartment communities, thousands of residents across the city took steps toward energy efficiency. That means lower monthly bills, a smaller carbon footprint and a more comfortable home year round.

Energy savings that matter

In 2025, Energy Smart continued to empower residents to reduce energy use, save money and support our community. Here's a snapshot of the impact from residential customers.

- **Participation:** Reached over 3,000 households through free home energy assessments, weatherization services, rebates and discounts on efficient home appliances.
- **Energy savings:** Saved over 23 million kilowatt-hours of electricity, lowering utility bills and easing strain on the grid.
- **Environmental impact:** Avoided emissions equivalent to removing 3,000 gasoline-powered cars from the road for one year or recycling 1.1 million train tags instead of sending them to landfill—contributing to a healthier environment for all New Orleanians.
- **Community support:** Participated in 122 community events—including info sessions and our first neighborhood events—in five neighborhoods across the city to help residents learn more about Energy Smart.

The new year is all about fresh beginnings. Get started with a free home energy assessment to help you pinpoint where your home is losing energy and where you can save. By getting started now, you can enjoy lower energy costs and better energy usage all year long.

Join your neighbors and make 2026 another year of good energy for New Orleans. Visit email info@energysmartnola.com or call 504-229-6868.



Get your home carnival ready: Easy energy tips for Mardi Gras season

Take these steps this carnival season, so your home is comfortable and energy efficient all year long

Posted: February 3, 2026 | Posted: Sue Henry | Category: Blog post | Tags: Customers, Energy bill, Energy efficiency, Holidays, New Orleans



Carnival season is in full swing here in New Orleans. Between parades, king cake and celebrations, it's also the perfect time to give your home a quick energy checkup. Cooler temps, lighter humidity and the occasional cold snap make it an ideal month to prepare your home for whatever weather comes next.

Here are simple steps to keep your home comfortable and efficient all season long:

Seal air gaps before humid or freezing weather hits.

Small gaps around doors, windows and attic hatches can let in unwanted air—whether that's muggy heat or a burst of cold. Sealing these areas helps your HVAC system work less and your home stay more comfortable. A few small fixes now can prevent drafts and energy loss later.

- Add weatherstripping around exterior doors.
- Apply caulk to seal gaps around windows, trim and siding.
- Ensure your attic hatch closes tightly and is properly insulated.

By sealing those areas now, your home will stay more comfortable, use less energy and be better prepared for whether the forecast calls for rising humidity or a winter cold snap.

How Energy Smart can help:

Energy Smart offers free assessments from trained energy advisors who help you identify where your home is losing energy and which improvements can make the biggest impact.

If needed, Energy Smart connects you with qualified trade ally contractors who use advanced diagnostic tools, like blower doors and infrared cameras, to uncover hidden leaks and inefficiencies you can't see.

Learn more about Energy Smart's home energy assessments and other money-saving opportunities. Visit energysmartnola.com or call 504-229-6868.

February



Get your home carnival ready: Easy energy tips for Mardi Gras season

February 3, 2026

Carnival season is in full swing here in New Orleans. Cooler temps, lighter humidity and the occasional cold snap make it an ideal month to prepare your home for whatever weather comes next.

[Read more >](#)

March



Breathe easier and save energy this allergy season

Mar 2, 2026

Spring allergens put extra strain on your HVAC system. Swap your filter every 30 to 60 days during peak allergy season. A clean air filter helps trap pollen, dust and dander—keeping your indoor air fresher while helping your system run more efficiently.

[Read more >](#)

April



Our power, our planet

Apr 6, 2026

This Earth Day, under the theme "Our power, our planet," we're celebrating how residents across the city are taking simple, meaningful steps to save energy, lower bills and strengthen our shared future.



Our power, our planet

Make a difference this Earth Day with Energy Smart

Posted: Apr 6, 2026 | Posted: Sue Henry | Category: Blog post | Tags: Communities, Customers, Energy bill, Energy efficiency, NOLA energy efficiency, New Orleans



New Orleans is a city powered by community. This Earth Day, under the theme "Our power, our planet," we're celebrating how residents across the city are taking simple, meaningful steps to save energy, lower bills and strengthen our shared future.

So far in 2026, residents helped reduce combined neighborhood energy use by 3,618,782 kWh, contributing to a cleaner, more efficient New Orleans.

For many, the first step is scheduling a [free home energy assessment](#), which includes:

- Personalized recommendations to reduce energy waste.
- Free energy-saving products like advanced power strips and smart thermostats.
- Cost savings on recommended improvements to make upgrades more affordable.

When a single household in New Orleans takes steps to save energy—sealing air leaks, maintaining HVAC systems, using smart thermostats—it creates real impact:

- Lower energy bills by an average of 20%.
- Cooler, more comfortable homes during long, humid summers.
- Less stress on ageing appliances and HVAC systems, helping them last longer and run more efficiently.

When many participate, the community benefits:

- Lower combined energy demand and reduced grid strain on the hottest days.
- Shared efficiency efforts help prevent rolling outages and stabilize power delivery.
- Millions in incentives delivered for homes and businesses, more than \$72.5 million since Energy Smart launched in 2010.

This Earth Day, we celebrate the thousands of New Orleanians who have already taken part since 2010 and invite you to join them. Learn more or schedule your free home energy assessment at [EnergySmartNOLA.info](#).



Three smart upgrades to help lower your summer energy bills

Posted: May 4, 2026 | Posted: Sue Henry | Category: Blog post | Tags: Customers, Energy bill, Energy efficiency, New Orleans



Energy Smart is offering rebates that make three common upgrades more affordable: in-ground pool pumps, window A/C units and water coolers.

As temperatures rise, so can our energy bills. With Energy Smart, you can sign up for a free home energy assessment and take advantage of exclusive discounts and rebates on energy-saving upgrades and products so you can stay cool and save more.

Many retailers offer promotional discounts on home appliances throughout the summer. If you purchase a qualifying [ENERGY STAR certified](#) product from any retailer, submit an [Energy Smart rebate form](#) to get even more money back.

1. \$500 rebate: ENERGY STAR® variable-speed in-ground pool pumps

If you have an in-ground pool, your pump may be one of your home's biggest energy users. Many older pumps run at full speed even when they turn on, using more electricity than needed.

A variable-speed pump:

- Adjusts power to match demand.
- Uses significantly less electricity than single-speed models.
- Runs quieter and more efficiently.

2. \$100 rebate: ENERGY STAR® water coolers

Water coolers often run around the clock in kitchens, home offices and shared spaces—quietly adding to energy use.

Efficient models:

- Use less electricity.
- Keep water cool, without waste.
- Cost less to operate over time.

3. \$50 rebate: ENERGY STAR® window A/C units

Window A/Cs are a smart way to cool bedrooms or living spaces, but older units can waste energy during extreme heat.

ENERGY STAR® window A/C units:

- Cool rooms faster using less power.
- Let you cool only the spaces you're using.
- Reduce strain on your central A/C.

To get instant savings on [window A/Cs](#), [smart thermostats](#), [air purifiers](#) or [dehumidifiers](#), visit the Online Marketplace for exclusive offers and instant discounts.

Stay cool and save this summer

These upgrades don't just improve efficiency, they help you save when you need it most. Remember, you can submit your rebate within 45 days of purchase. Find out more at [EnergySmartNOLA.com/Residential-Appliances](#).



Three smart upgrades to help lower your summer energy bills

May 4, 2026

Energy Smart is offering rebates that make three common upgrades more affordable: in-ground pool pumps, window A/C units and water coolers.

[Read more >](#)

June

CustomersCommunitiesInvestorsOperationsNewsAbout usOutagesmyEntergy

A cooler home could be 30 seconds away

Find what is driving up your energy use and how to fix it

Posted: Jun 2, 2026 | Posted: Sue Henry | Category: Blog post | Tags: Customers, Energy bill, Energy efficiency, New Orleans



Summer in New Orleans brings longer days and rising temperatures. As the heat and humidity increase, your air conditioner works harder to keep your home cool, and that can quickly add up. If you are noticing higher bills or rooms that never seem comfortable, a free home energy assessment can help you find the cause.

Getting started is a [click](#) or call away, and Energy Smart helps guide you through the rest.

If you've been thinking about scheduling a free home energy assessment but aren't sure what it involves, here's a closer look.

What you get with a home energy assessment

A free home energy assessment connects you with an Energy Smart energy advisor who will:

- Walk through your home to identify where energy is being used (and lost).
- Install free energy-saving products during the visit (like Sensi® smart thermostats or water-saving devices).
- Recommend additional improvements to help lower your monthly bills, such as sealing air leaks and ductwork, adding attic insulation or tuning up your air conditioner. These upgrades are available at reduced or no cost, depending on eligibility, saving you hundreds of dollars.
- After your assessment, a trusted trade ally contractor will schedule and complete the recommended improvements for you.

Stay cool and save

Simple improvements can help your home stay cooler and more comfortable during the hottest months of the year, without overworking your A/C system.

That means:

- Lower monthly bills.
- More consistent temperatures inside your home.
- Less strain on your cooling system.

Take the first step today

If you've got 30 seconds, call 504-229-6868 or go [online](#) to schedule your free home energy assessment.

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\$49.99 off Sensi™ Lite

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April promotion

Email

EnergySmart



Small upgrades with a bigger purpose

For a limited time, save on products that make a difference at home — and for the planet.

Shop now



Google Nest smart thermostats

As low as \$20.01*

Shop now



Sensi™ smart thermostats

As low as \$20.01*

Shop now



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As low as \$20.01*

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Nagara Conservation® and Evolve™ showerheads

35% off*

Homepage banners

Grow your savings with a smart thermostat this Earth Day

*Offer ends April 28, 2026. Discount, taxes and shipping applied at checkout. While supplies last.

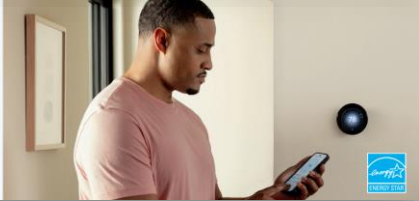
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Make a difference with a Google Nest thermostat as low as \$20.01*

*Offer ends April 28, 2026. Google Nest Thermostat \$129.99 MSRP, Nest Learning Thermostat (4th gen) \$279.99 MSRP. Terms apply; see website.

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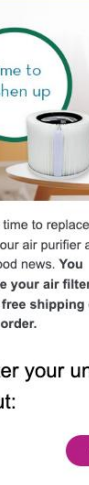


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Time to
freshen up

It's probably time to replace the filter in your air purifier and we've got good news. **You can upgrade your air filter on us, plus free shipping on your entire order.**



Just enter your unique promo code at checkout:

[Add to cart](#)

Simply Conserved® has introduced the new Advanced Cartridge Replacement Filter, featuring a washable pre-filter that helps catch dust, lint, hair and pet fur to keep air fresher and filters lasting longer. That means fewer replacements and more savings over time.

Get a free Simply Conserved® Advanced Air Filter Cartridge plus Filter (\$34.99 value) with free shipping when you purchase any smart thermostat or showerhead.

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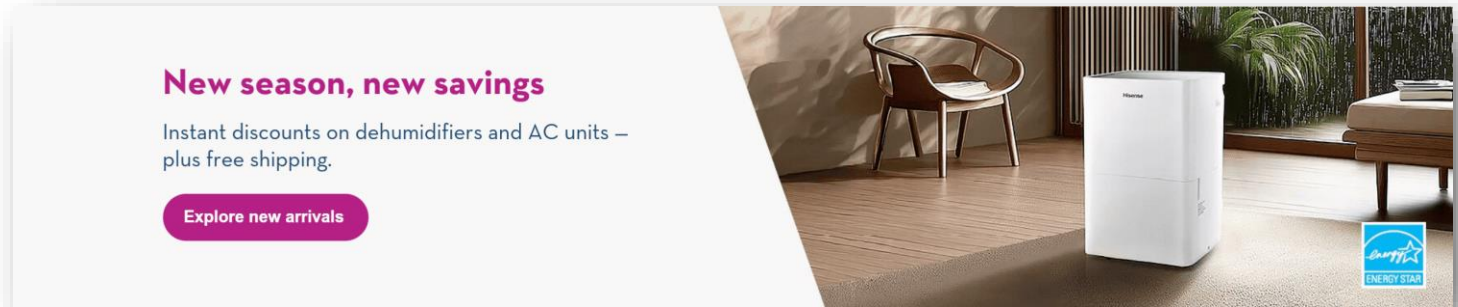


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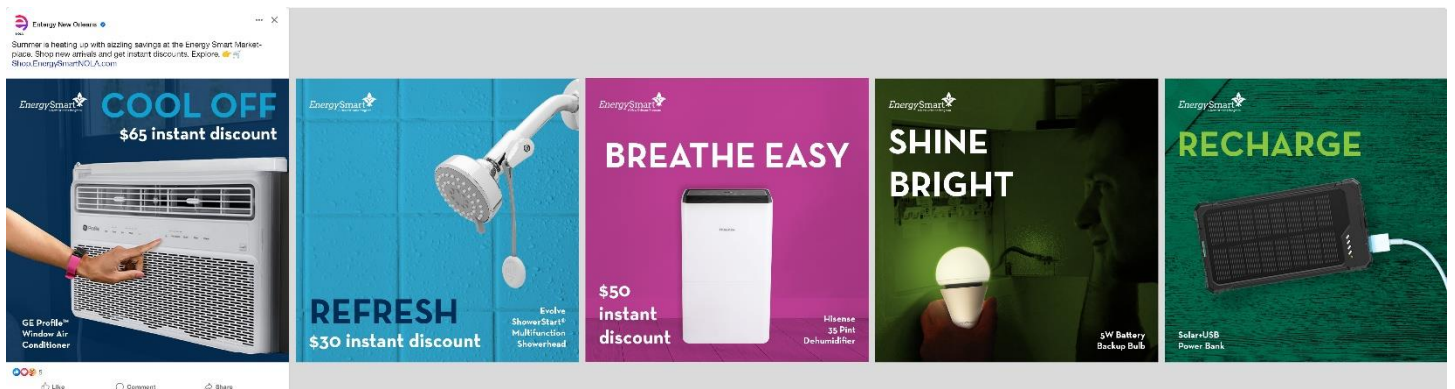
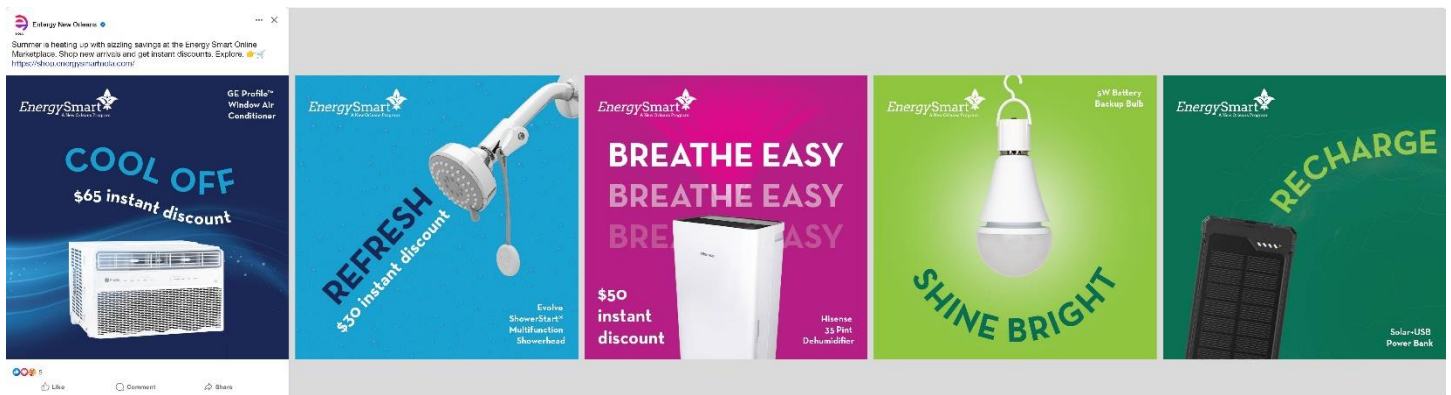


Summer new product awareness

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Organic social



Commercial & Industrial Emails

January 2026: Energy Smart Fund



**Get your slice of the
Energy Smart fund**
Let us help supply your business
with energy-saving upgrades.



Upgrade your business with energy-efficient solutions and earn cash incentives

New Orleans business customers are taking advantage of a variety of savings opportunities through Energy Smart, Entergy New Orleans' energy efficiency program.

Energy Smart helps businesses like yours receive cash incentives to complete energy efficiency upgrades. Whether your business is large or small, we have a solution for you.

How Energy Smart can help your business

Not sure how to fund your next energy-saving upgrade? Let Energy Smart help pay for it through the Energy Smart fund.

The Energy Smart fund for 2026 has \$6.9 million available to businesses in New Orleans.

Click the button below and tell us the types of upgrades you want. Our energy advisors will get the maximum cash incentives available.

[Request funds](#)

Visit [Businesses | Energy Smart NOLA](#) for other business offerings.

Ready to get Energy Smart?
Visit [energysmartnola.com](#) Call toll-free 504.229-6868 Email [info@energysmartnola.com](#)





Energy Smart business solutions

Not sure how to fund your next energy-saving upgrade? Let Energy Smart, Entergy New Orleans' energy efficiency program, help pay for it through the Energy Smart Fund.

The Energy Smart Fund for 2026 has \$6.9 million available to businesses in New Orleans. Don't miss out on getting your share.

Click the button below and tell us the types of upgrades you want. Our energy advisors will get the maximum cash incentives available.

[Claim your share of the Energy Smart Fund](#)

Visit [Businesses | Energy Smart NOLA](#) for other business offerings.

Ready to get Energy Smart?

Visit energysmartnola.com. Call toll-free 504-229-6868. Email info@energysmartnola.com.





Quick, easy and free upgrades

We're offering **free energy-efficient upgrades** to small businesses to cut costs and boost comfort, compliments of Energy Smart, Entergy New Orleans' energy efficiency program.

Here is what you can expect:

- Free one-hour walk-through to evaluate opportunities for energy savings.
- Installation of free energy-efficient products.
- Recommendation of additional upgrades to further reduce energy use and lower your electric bill.

Energy Smart energy advisors make energy-efficient upgrades quick and stress free so you can focus on what matters most, your customers and business.

Request your free assessment

Visit [Businesses | Energy Smart NOLA](#) for other business offerings.

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Upgrade your business with energy-efficient solutions and earn cash incentives

Not sure how to fund your next energy-saving upgrade? Let Energy Smart, Entergy New Orleans' energy efficiency program, help pay for it through the Energy Smart Fund.

The Energy Smart Fund for 2026 has \$6.9 million available to businesses in New Orleans. Don't miss out on getting your share.

Click the button below and tell us the types of upgrades you want. Our energy advisors will get the maximum cash incentives available.

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Power your business with strategic energy-efficient upgrades

Energy Smart offers cash incentives to help New Orleans businesses reduce energy costs through equipment upgrades and efficiency improvements.

Strategic upgrades. Stronger operations. Powerful results.

Eligible upgrades include:

- LED lighting and lighting controls.
- HVAC equipment upgrades and tune-ups.
- Heat pumps, chillers and advanced system controls.
- Commercial kitchen equipment.
- Building automation systems.
- Compressed air system improvements.
- Premium efficiency motors and variable frequency drives.
- Custom efficiency projects designed specifically for your facility.

If you're not sure what these upgrades are or what your business may qualify for, we're here to help.

The power is in your hands

Click below to schedule a free consultation. Our team can assess your facility, identify opportunities and guide you through the incentive process from start to finish.

Schedule a free consultation

Visit [Businesses | Energy Smart NOLA](#) for other business offerings.

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EnergySmart
A New Orleans Program



Get ahead of rising energy costs in New Orleans this summer

Summer energy costs are about to rise, but your business doesn't have to absorb the impact. Spring is the right time to plan energy efficiency upgrades, such as refrigeration equipment, HVAC replacements, LEDs and lighting controls, to reduce energy costs before peak demand.

Planning now can help you:

- Reduce energy costs during peak cooling months.
- Improve facility performance and efficiency.
- Access available incentives and expert energy guidance.

Find the right energy upgrades for your business

Energy Smart offers cash incentives to help New Orleans businesses reduce energy costs through equipment upgrades and efficiency improvements.

We're here to help. An energy advisor helps you identify the right upgrades, connect with trusted contractors and access available incentives so you can reduce costs without the guesswork.

Let our team take care of the details so you can focus on what matters most — your customers and business.

[See what qualifies](#)

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Ready to get Energy Smart?
Visit [EnergySmartNOLA.com](#). Call toll-free 504.225.4466. Email [nola@energysmartnola.com](#)



Take the guesswork out of preparing your business for summer

Summer energy demand is just around the corner.

Many businesses wait until peak season to address energy use, but planning energy efficiency improvements now can help reduce costs and improve performance.

That's why the Energy Smart team makes it quick and stress-free to find out what energy-efficient upgrades your business qualifies for, such as refrigeration equipment, HVAC replacements, LEDs and lighting controls.

Start with expert guidance tailored to your business

We're here to help. An energy advisor makes the process simple. You'll get clear guidance on the right upgrades for your business, along with help finding contractors and accessing available incentives.

You don't have to figure it out alone.

Get expert support

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entergy



Last chance to get ahead of summer energy costs

Peak summer energy demand is almost here.

If your business hasn't reviewed its energy use, there is still time to implement energy efficiency upgrades before higher cooling costs set in.

That's why the Energy Smart team makes it quick and stress-free to find out what upgrades your business qualifies for — so you can move forward with confidence before peak demand arrives.

Eligible upgrades include:

- LED lighting and lighting controls.
- HVAC equipment upgrades and tune-ups.
- Heat pumps, chillers and advanced system controls.
- Commercial kitchen equipment.
- Building automation systems.
- Compressed air system improvements.
- Premium efficiency motors and variable frequency drives.
- Custom efficiency projects designed specifically for your facility.

Start with a clear path to energy savings

We're here to help. An energy advisor helps you quickly identify eligible upgrades, connect with contractors and access available incentives, so you can take action before peak demand arrives.

Let us handle the details to help you stay focused on running your business.

[Get started today](#)

Visit [Businesses | Energy Smart NOLA](#) for other business offerings.

Ready to get Energy Smart?
Visit [EnergySmartNOLA.com](#) | Call toll-free 804-229-4868 | Email info@energysmartnola.com





Lower cooling costs before peak season

As temperatures rise in New Orleans, cooling systems work harder, and energy costs climb fast. The good news: small upgrades now can make a big difference before peak demand arrives. With the right improvements, your business can:

- Lower peak demand charge.
- Improve HVAC performance.
- Reduce unnecessary energy use.

Energy Smart makes it easy. An energy advisor will help you identify the most effective upgrades for your building—at no cost.

[Talk with an energy advisor](#)

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EnergySmart
A New Orleans Program



Cut cooling costs now

Cooling systems often run longer during peak summer months, increasing energy use and operating costs.

Here are a few high-impact ways businesses are lowering costs right now:

- Upgrade HVAC controls for smarter operation.
- Schedule system tune-ups to improve efficiency.
- Optimize equipment to reduce energy waste.

Energy Smart makes it simple to identify the right upgrades for your New Orleans business and take action with confidence.

[Schedule my consultation](#)

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Reduce energy costs with expert help

Many New Orleans businesses are already taking steps to control cooling costs—and seeing immediate benefits.

With the right upgrades, you can:

- Reduce demand during peak hours.
- Improve building comfort and reliability.
- Take advantage of cash incentives.

We're here to help. Energy advisors work with you to identify upgrades with the strongest return.

[Get started today](#)

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Ready to get Energy Smart?
Visit [EnergySmartNOLA.com](#) Call toll-free 1-844-229-6863. Email [info@energysmartnola.com](#)





Peak demand is here—act now

Summer energy demand is approaching, and cooling costs can rise quickly without system optimization.

There is still time to implement upgrades that improve efficiency, reduce waste and lower operating costs.

An energy advisor can help you:

- Identify upgrades you can implement quickly.
- Connect with qualified contractors.
- Access incentives before peak season hits.

Let us handle the details to help you stay focused on running your business.

[Get started today](#)

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Trade ally communications

March 2026: Motors, controls and variable frequency drives



Training: motors, controls and VFDs

Join us March 26, 2026, for an in-depth Energy Smart training session on motors, controls and variable frequency drives at LSU Health Sciences Center. This practical, technical session will explore how to make motor systems work smarter — improving energy efficiency, reducing maintenance costs and enhancing occupant comfort.

Date
Thursday, March 26

Time
9 a.m.-1 p.m.

Location
LSU Health Sciences Center
Human Development Center, Room 231
411 South Prieur St.
New Orleans, LA 70112

Parking information
Visitors may park in the South Roman Street Garage, located at 425 S. Roman St., New Orleans, LA 70112. When entering the garage, drivers should pull a ticket at the gate.
An automated pay station is located on the first level near the elevators and accepts both cash and credit cards. Parking rates are \$1 per hour, with a daily maximum of \$10.

Building directions
Once you arrive, enter the Human Development Center through the South Prieur Street entrance. An Energy Smart representative will be available to greet you and direct you to Room 231.

[Register](#)

Overview

Modern motor systems offer significant opportunities for performance and energy improvements when properly controlled and optimized. This session will cover:

- Motor controls: understanding the “brain” behind the motor.
- Variable frequency drives (VFDs): how to calculate real energy savings.
- Unintended consequences: hidden side effects and how solving one issue can create others.
- Small changes, big results: matching speed to demand, reducing wear and tear, and extending equipment life.



About Adil Khan

Adil Khan is an electrical engineer with an MBA and more than 35 years of experience in energy and power systems. He is CEO of Accentz Inc. and a senior member of the Association of Energy Engineers and the Institute of Electrical and Electronics Engineers. He specializes in energy efficiency, motor systems, HVAC and MEP optimization, and power management technologies.

Throughout his career, he has led innovation initiatives and delivered large-scale technical training programs worldwide for organizations including Bell Labs, Avaya University, Cisco and Accenture.

We look forward to your participation in this informative and engaging training session. For questions, contact Kevin Fitzwilliam at kevin.fitzwilliam@adim.com.

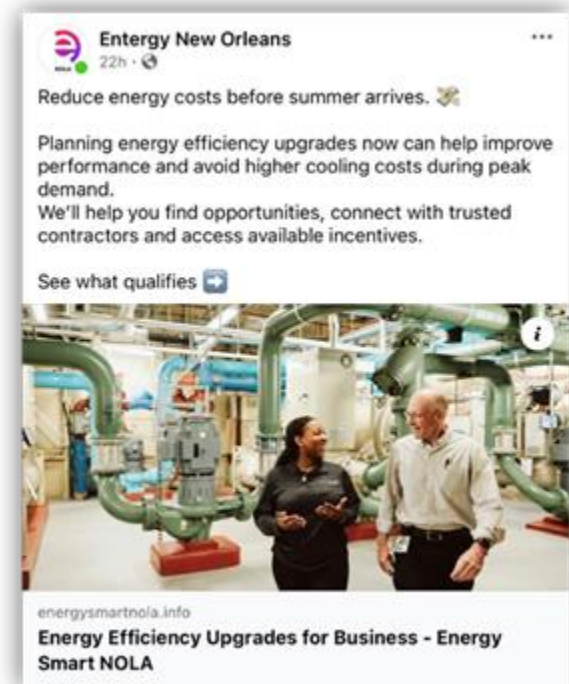
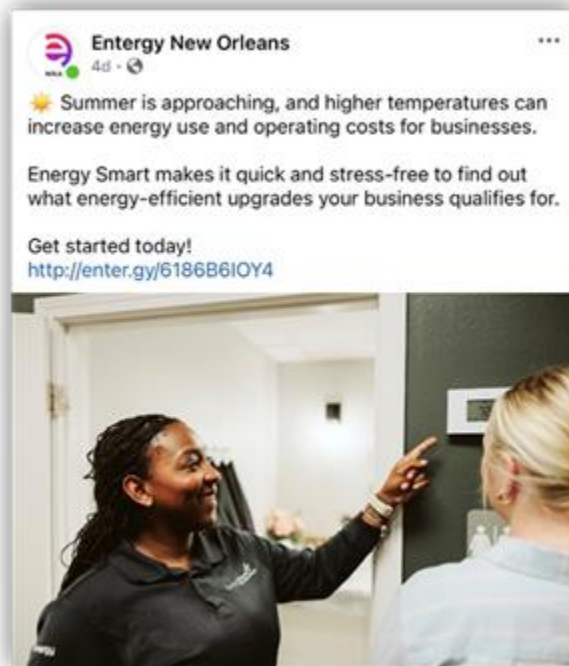
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Prepare your business for summer energy demand

Posted: Apr 6, 2026 / Posted: Tom Henry / Category: Blog post / Tags: Communities, Customers, Energy 101, Energy efficiency, NOLA energy efficiency, New Orleans



As summer approaches in New Orleans, higher temperatures can drive up energy use and operating costs for businesses. Now is the time to plan. Spring is the ideal time to evaluate your facility's energy use, identify opportunities for improvement and take steps to reduce costs before peak demand arrives.

Why planning now matters

Cooling systems often account for a large share of summer energy use. Planning energy efficiency upgrades now can help your business:

- Reduce energy costs during peak months
- Improve system performance and reliability
- Avoid unexpected expenses

Taking action early gives you time to make informed decisions before demand increases.

Support to help you get started

That's why the Energy Smart team makes it quick and stress-free to find out what energy-efficient upgrades your business qualifies for. Get started with support from an energy advisor. Energy advisors are here to help. They can identify energy-saving opportunities, connect you with trusted contractors and help you access available cash incentives.

Real results: Lower New Orleans Hotel

Local businesses are already seeing the benefits. At the [Lower New Orleans Hotel](#), energy efficiency improvements helped reduce energy use and improve system performance while maintaining guest comfort. Planning ahead allowed the facility to better manage energy costs during peak demand.

Take the next step

Preparing your business for summer energy demand doesn't have to be complicated. With the right support, you can identify opportunities to save energy and reduce costs before the season begins.

[Get expert support now](#)


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Smart cooling upgrades to lower summer energy costs for commercial and industrial businesses in New Orleans

Posted May 14, 2018 | [Related: Case Studies](#) | [Category: Equipment](#) | [Tags: Customers, Energy Efficiency, Smart Buildings](#)

New Orleans' long cooling season drives high energy use – and high costs. Whether you manage a small business or a large facility, [smart energy upgrades](#) can reduce waste, lower peak demand and improve comfort below summer costs spikes.

Energy upgrades that make an immediate impact:

1. HVAC controls and optimization

- Improve heat-cooling systems response to schedules, occupancy and conditions
- Reduce unnecessary runtime and energy waste
- Increase comfort and system reliability

2. Building Automation Systems (BAS)

- Coordinate monitoring and control of HVAC and other systems
- Real-time visibility into performance and energy use
- Automated optimization of key assets and equipment

Good option for larger or more complex facilities.

3. CoolSense A/C Tune-ups

- We will follow-up with an on-site discount
- Lower cooling costs
- Extended equipment life

Smart commercial

- Ideal for office, retail, restaurants and small facilities
- Remote diagnosis and manageable advice calls
- Simple upgrades with little savings
- Lower summer cooling bills without replacing equipment
- Strong savings during peak cooling months
- Tune-up HVAC, refrigeration and APU's
- Technicians to help select upgrade route

Large commercial and industrial facilities

- Ideal for large offices, hospitals, education and manufacturing
- Designed for high-load, high-impact savings
- Higher return on investment
- Lower energy demand strategies
- Reduced peak demand and energy waste across large system
- Distributed control and demand-capacity
- Optimized systems without replacing controls
- 24/7 advanced HVAC controls and IoT's self-compensating controls

An energy advice call:

- Identify the most effective upgrades for your building
- Prioritize projects with strong paybacks
- Help you take advantage of available rebates

[Schedule a consultation today!](#)



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Lower summer energy costs before peak demand hits

New Orleans' long cooling season can drive energy costs up quickly. An energy advisor can help your business optimize cooling systems, reduce energy waste and prepare for peak summer demand.

[Contact an energy advisor](#)

Summer cooling demand drives higher costs

As cooling systems run longer, inefficiencies surface fast, especially during peak summer months. Aging HVAC equipment and limited controls can lead to unnecessary energy use and higher demand charges.

Optimizing now can help your business:



Lower summer operating costs



Improve comfort and system reliability



Avoid peak demand surprises

Expert guidance without the sales pitch

Energy advisors work with you to understand your facility and identify upgrades that deliver real value. They can help you:

- 1 Identify cooling and energy upgrades that fit your building.
- 2 Focus on projects with strong payback and summer impact.
- 3 Understand incentives that may help reduce upgrade costs.

C&I Overview

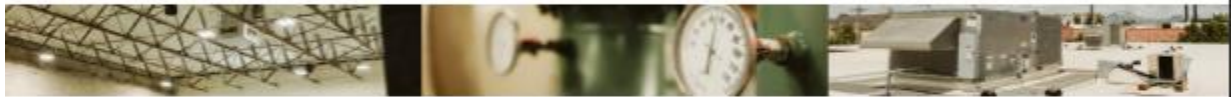


Commercial and Industrial offerings

Energy Smart is Entergy New Orleans' energy efficiency program that incentivizes customers to perform energy-saving upgrades in their facilities. The program works with business owners, facility managers and trade ally contractors to identify opportunities and pay cash incentives for completing eligible equipment upgrades with proven energy-savings.

Energy Smart is available to all Entergy New Orleans electric customers including:

Commercial and industrial facilities | Small businesses | Non-profit organizations | Schools and universities



Incentives are available for equipment upgrades, such as:

- Lighting and lighting controls.
- HVAC unit replacement and controls.
- Variable frequency drives.
- Commercial chiller tune-ups.
- Building automation systems.
- Commercial kitchen and refrigeration equipment.
- Compressed air systems.

Energy-efficient upgrades can help your business:

- Lower operations and maintenance costs.
- Increase comfort for customers and employees.
- Increase occupancy rates.
- Increase asset value.

Per-project incentive cap

\$200,000

Annual per customer incentive cap

\$600,000

Across all projects and accounts.

Follow these few steps to start saving today.

1

Contact an energy advisor to confirm your project's eligibility.

2

Prepare customer application package and submit to Energy Smart.

3

Receive program pre-approval and begin work.

4

Receive incentive check.

Customer application package includes:

- ☐ Completed Energy Smart Workbook (lighting and/or non-lighting).
- ☐ Entergy New Orleans electric bill for primary account at job site location.
- ☐ Cut sheets or manufacturer's specification sheets for all proposed equipment.
- ☐ Detailed project proposal/estimate.
 - ☐ Photos of existing equipment.
 - ☐ W9 for incentive payee.

Once complete, submit customer application package to commercialapps@energysmartnola.com.



 **entergy**

energysmartnola.com | info@energysmartnola.com | 504-229-6868



Offering information

Energy Smart is available to all Entergy New Orleans electric customers including:

Small businesses | Non-profit organizations | Large commercial and industrial facilities | Publicly funded institutions

Equipment incentives

Prescriptive incentives are paid a pre-defined amount per unit for certain measures in the following categories:

- Lighting and lighting controls.
- HVAC and HVAC controls.
- Refrigeration equipment.
- Commercial kitchen equipment.

Custom incentives

Custom incentives are paid based on the estimated energy savings, customer size and project type as follows:

- 12.5 cents per kWh saved for **custom lighting** projects in facilities with peak demand >100 kW (large commercial).
- 15 cents per kWh saved for **custom lighting** projects in facilities with peak demand <100 kW (small commercial).
- 15 cents per kWh saved for all **custom non-lighting** projects.

☐	Check if the equipment you plan to install is on the equipment incentive list at energysmartnola.com . If not, the project will be custom.	Pre-approval is required for all custom projects. Submit your Application Package including custom energy savings calculations to commercialapps@energysmartnola.com .
☐	Scope out the project and complete the Lighting or Non-lighting Workbook to determine the estimated incentive value. You may download the Workbooks at energysmartnola.com .	Pre-installation site visit will be performed by the Energy Smart team.
☐	If estimated incentive value is greater than \$5,000, pre-approval will be required. Submit your Application Package to commercialapps@energysmartnola.com . You must receive pre-approval prior to purchasing equipment.	Once approved, project installation may begin.
☐	If estimated incentive is less than \$5,000, pre-approval is not required. You may submit your application package including final invoice to commercialapps@energysmartnola.com .	Once complete, submit customer-signed Project Completion Notice and final invoice(s) to commercialapps@energysmartnola.com .



Program performs post-review and site inspection. Once complete, the incentive payment is approved.

Customer application package includes:

- ☐ Completed Energy Smart Workbook (lighting and/or non-lighting).
- ☐ Entergy New Orleans electric bill for primary account at job site location.
- ☐ Cut sheets or manufacturer's specification sheets for all proposed equipment.
- ☐ Detailed project proposal/estimate.
 - ☐ Photos of existing equipment.
 - ☐ W9 for incentive payee.

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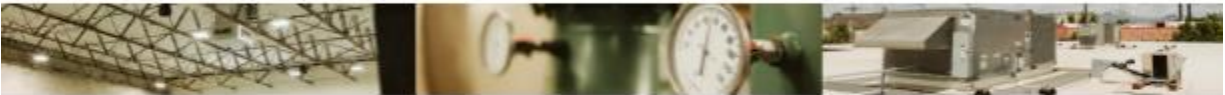


Ofertas comerciales e industriales

Energy Smart es el programa de eficiencia energética de Entergy New Orleans que incentiva a los clientes a realizar mejoras de ahorro de energía en sus instalaciones. El programa trabaja en conjunto con propietarios de negocios, jefes de obra y contratistas aliados para identificar oportunidades de eficiencia y ofrecer incentivos en efectivo por la implementación de mejoras elegibles en equipos, con ahorros de energía comprobados.

Energy Smart está disponible para todos los clientes eléctricos de Entergy New Orleans, incluidos:

Instalaciones comerciales e industriales | Pequeñas empresas | Organizaciones sin fines de lucro | Escuelas y universidades



Hay incentivos disponibles para mejoras de equipos, tales como:

- Iluminación y controles de iluminación.
- Reemplazo de unidades HVAC y controles.
- Variadores de frecuencia.
- Ajustes y mantenimiento de enfriadores comerciales.
- Sistemas de automatización de edificios.
- Equipos comerciales de cocina y refrigeración.
- Sistemas de aire comprimido.

Las mejoras de eficiencia energética pueden ayudar a su empresa a:

- Reducir los costos de operación y mantenimiento.
- Aumentar la comodidad para clientes y empleados.
- Aumentar las tasas de ocupación.
- Aumentar el valor de los activos.

Límite de incentivo por proyecto

\$200,000

Límite anual de incentivo por cliente

\$600,000

En todos los proyectos y cuentas.

Siga estos pasos para comenzar a ahorrar hoy.

1

Contacte a un asesor energético para confirmar la elegibilidad de su proyecto.

2

Prepare el paquete de solicitud del cliente y envíelo a Energy Smart.

3

Reciba la aprobación previa del programa y comience el proyecto.

4

Reciba el cheque de incentivo.

El paquete de solicitud del cliente incluye:

- ☐ Cuaderno de trabajo de Energy Smart completado (iluminación y/o no iluminación).
- ☐ Factura de electricidad de Entergy New Orleans de la cuenta principal en la ubicación del sitio de trabajo.
- ☐ Hojas técnicas o especificaciones del fabricante para todo el equipo propuesto.
- ☐ Propuesta o estimación detallada del proyecto.
 - ☐ Fotos del equipo existente.
 - ☐ Formulario W-9 del beneficiario del incentivo.

Una vez completado, envíe el paquete de solicitud del cliente para su revisión a [commercialapps@](mailto:commercialapps@energysmartnola.com)



energysmartnola.com | info@energysmartnola.com | 504-229-6868



Grocery sector savings

Grocery stores consume four times as much energy per square foot as a typical commercial building—averaging over \$5.50 per square foot annually. Electricity for refrigeration averages \$3 per square foot annually resulting in more than 50% energy use in the United States. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

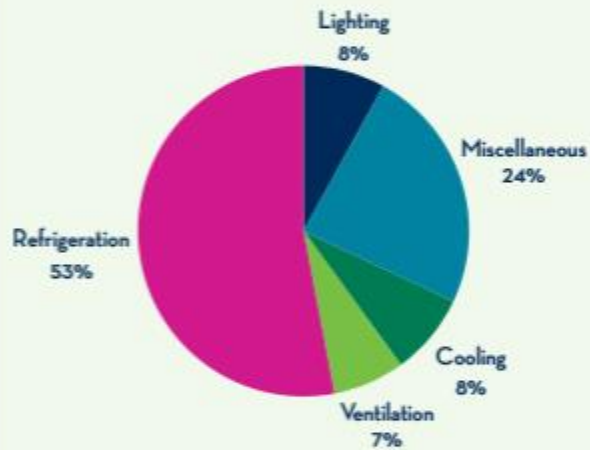
Did you know?



20-30%

of grocery store electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical grocery store electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your grocery savings.

For more information about how you can save, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.

Qualifying incentives are listed on the back of this page.



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Grocery incentives

Implementing the measures listed below can help grocery stores save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building’s environmental footprint, too.

Measure	Incentive	Description
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.
Anti-sweat heater controls	\$35 per linear ft. of case	Install controls to reduce anti-sweat door heater run time.
LED refrigerated case lighting	\$44-\$57 per door	Replace fluorescent case lighting with LED lighting.
Door gaskets	\$2 per cooler per linear ft. \$14 per freezer per linear ft.	Replace worn-out reach-in cooler and freezer door gaskets.
Strip curtains	\$4 for coolers per sq. ft. covered \$8 for freezers per sq. ft. covered	Install strip curtains to help seal refrigerated or freezer cases.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
Custom	\$0.125-0.15	Any project that saves energy within a store can be incentivized through Energy Smarts’ custom project measure. Contact Energy Smart for more details.

Scan the QR code to find a full listing of program measures and incentives.



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Office sector savings

On average, electricity costs for offices average \$1.50 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

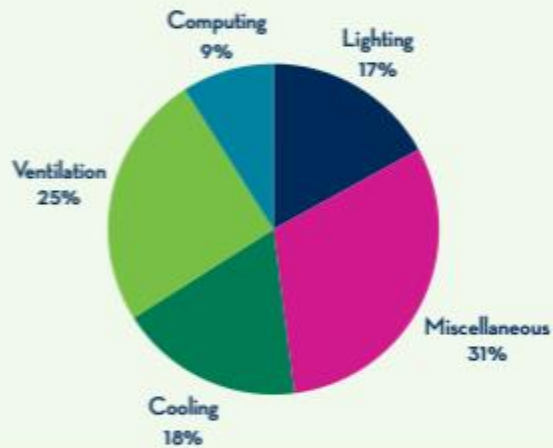
Did you know?



10-20%

of office electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical office space electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your office space savings.

For more information about how you can save, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.

Qualifying incentives are listed on the back of this page.



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Office incentives

Implementing the measures listed below can help office spaces save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
Interior lighting	\$4-\$385 per lamp	Replace indoor lighting with LED lighting.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
Lighting controls	\$32-\$165 per unit	Incentives available for lighting controls including occupancy sensors and daylighting controls.
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.

Scan the QR code to find a full listing of program measures and incentives.



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Restaurant sector savings

Restaurants consume four times as much energy per square foot as a typical commercial building—averaging over \$5 per square foot annually. Electricity for refrigeration averages nearly \$1.50 per square foot annually with refrigeration accounting for the highest percent of energy consumption. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

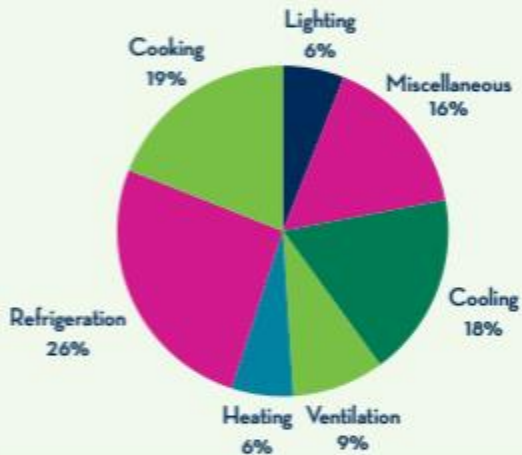
Did you know?



20-30%

of restaurant electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical restaurant electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your restaurant savings.

For more information about how you can save, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.

Qualifying incentives are listed on the back of this page.



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Restaurant incentives

Implementing the measures listed below can help restaurants save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
Door gaskets	\$2 per cooler per linear ft. \$14 per freezer per linear ft.	Incentives available for refrigerator and freezer gaskets.
ENERGY STAR® kitchen equipment	\$45-\$1,865	Incentives available for ENERGY STAR® refrigerators, freezers, commercial dishwasher, electric fryer, steam cooker, electric griddle.
Custom	\$0.125-0.15	Any project that saves energy within a store can be incentivized through Energy Smarts' custom project measure. Contact Energy Smart for more details.
Smart thermostats	\$150 per thermostat	Smart thermostat must be ENERGY STAR® qualified. Controlled equipment must be electrically heated or cooled.

Scan the QR code to find a full listing of program measures and incentives.



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Retail sector savings

On average, electricity costs for retail average nearly \$2 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

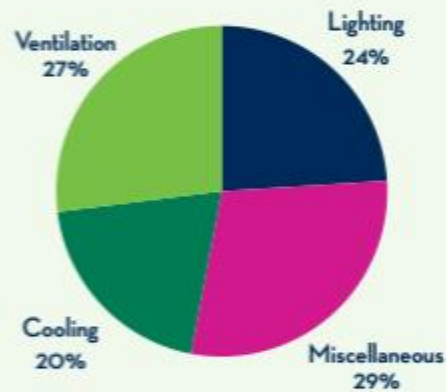
Did you know?



10-20%

of retail electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical retail space electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your retail space savings.

For more information about how you can save, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.

Qualifying incentives are listed on the back of this page.



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Retail incentives

Implementing the measures listed below can help retail stores save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
Lighting controls	\$32-\$165 per unit	Incentives available for lighting controls including occupancy sensors and daylighting controls.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.
Smart thermostats	\$150 per thermostat	Smart thermostat must be ENERGY STAR® qualified. Controlled equipment must be electrically heated or cooled.

Scan the QR code to find a full listing of program measures and incentives.





Warehouse sector savings

The Energy Smart program helps Entergy New Orleans customers by reducing the up-front cost of energy-saving upgrades through valuable cash incentives. Electricity costs for warehouses average \$0.70 per square foot annually. If your warehouse is higher than \$0.70 per square foot, you likely have good potential for energy savings through the Energy Smart program.

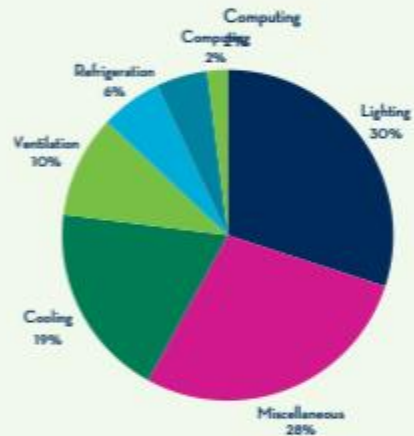
Did you know?



20-30%

of warehouse electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical warehouse electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

**Pre-approval may be required.*

Scan the QR code to get started on your warehouse savings.

For more information about how you can save in your warehouse, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.

Qualifying incentives are listed on the back of this page.



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Warehouse incentives

Implementing the measures listed below can help warehouses save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
High-bay lighting retrofit	\$45-\$240 per light replaced	Replace existing high-bay lighting with efficient LED equivalents.
Exterior lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
Lighting controls	\$26-\$165	Install occupancy or daylight sensors on new LED fixtures.
HVAC tune-up	\$225-\$2,500 per unit	Tune up rooftop units, split units or central units to improve their performance.
Custom projects	\$0.10-\$0.12 per kWh saved	Any project that saves energy within a store can be incentivized through Energy Smart's custom projects measure. Contact Energy Smart for more details.

Scan the QR code to find a full listing of program measures and incentives.





Small Business Energy Assessment

Uncover opportunities to reduce your energy use, save on your electric bill and improve workplace comfort with a free small business energy assessment.

During your assessment, an Energy Smart energy advisor will install free energy-efficient equipment including LED lights, smart thermostats, advanced power strips, faucet aerators and pipe-wrap.*



LED lights

- Must replace halogen or fluorescent lamp.
- Will not be replaced if in a location that may be a safety hazard.



Smart thermostat

- Requires compatible HVAC equipment and Wi-Fi.



Hot water pipe insulation

- Electric water-heated facilities only.



Faucet aerators

- Electric water-heated facilities only.
- Cannot replace specialty faucet types.



Pre-rinse spray valve

- Electric water-heated facilities only.
- Cannot replace specialty faucet types.

*Actual products installed may differ from the images shown. Eligible measures are determined based on heating fuel type, efficiency of existing equipment and product availability.

**Commercial customers who receive electrical service from Entergy New Orleans, LLC with peak demand <100 kW.

About the assessment

Energy Smart energy advisors will perform a walk-through energy assessment at your small business** to evaluate opportunities for energy savings.

After the one-hour assessment is complete, the Energy Smart advisor will install select energy-efficient measures and recommend additional projects that can be completed by an Energy Smart trade ally.

Assessment benefits



Lower your energy use.



Enhance the comfort and appearance of your business.



Demonstrate your commitment to being environmentally conscious.

For more information, visit energysmartnola.com, email info@energysmartnola.com, call 504-229-6868 or scan the QR code to schedule your energy assessment.



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Equipment Incentive List



Energy Smart equipment incentive rates

Rates effective January 1, 2026 (may change at program's discretion).

Measure	Small Commercial Solutions	Large Commercial & Industrial	Unit	Requirements
Interior lighting				
LED downlight lamp/kit	\$10	\$8	per fixture	ENERGY STAR® certified.
LED exit sign	\$22	\$18	per lamp	<5 watts; must meet state fire marshal codes and be UL rated.
T8/T12 upgrade to LED linear-4 ft.	\$9.50	\$8	per lamp	DLC 5+ listed. For retrofitting and replacing existing fixtures. Quantity (# of units) is based on number of existing lamps being replaced.
T8/T12 High Output (HO) upgrade to LED linear-4 ft.	\$10	\$10	per lamp	
T5 upgrade to LED linear-4 ft.	\$7.50	\$6	per lamp	
T5 High Output (HO) upgrade to LED linear-4 ft.	\$10	\$11	per lamp	
T8/T12 upgrade to LED linear-8 ft.	\$17	\$14	per lamp	
T8/T12 High Output (HO) upgrade to LED linear-8 ft.	\$20	\$20	per lamp	
T8/T12 upgrade to LED linear-2 ft.	\$4	\$3.50	per lamp	
T5 upgrade to LED linear-2 ft.	\$3.50	\$2.50	per lamp	
T5 High Output (HO) upgrade to LED linear-2 ft.	\$4.50	\$3.50	per lamp	
T8/T12 upgrade to LED linear-U-tube	\$10	\$8.50	per lamp	
LED replacing <175W HID (lamp wattage)	\$52	\$44	per fixture	DLC 5+ listed.
LED replacing 175W to 250W HID (lamp wattage)	\$52	\$44	per fixture	
LED replacing 250W to 400W HID (lamp wattage)	\$100	\$110	per fixture	
LED replacing 400W to 1000W HID (lamp wattage)	\$325	\$275	per fixture	
LED replacing >1000W HID (lamp wattage)	\$385	\$325	per fixture	DLC 5+ listed. Retrofits must completely remove the existing fluorescent fixture and connectors and ballasts to qualify; wiring may be reused.
LED refrigerated case lighting (without controls)	\$44	\$44	per door	
LED refrigerated case lighting (with controls)	\$57	\$57	per door	
Exterior lighting				
LED downlight lamp/kit	\$10	\$8	per fixture	ENERGY STAR® certified.
T8/T12 upgrade to LED linear-4 ft.	\$8	\$6.50	per lamp	DLC 5+ listed. For retrofitting and replacing existing fixtures. Quantity (# of units) is based on number of existing lamps being replaced.
T8/T12 High Output (HO) upgrade to LED linear-4 ft.	\$16	\$14	per lamp	
T5 upgrade to LED linear-4 ft.	\$7.50	\$6	per lamp	
T5 High Output (HO) upgrade to LED linear-4 ft.	\$10	\$11	per lamp	
T8/T12 upgrade to LED linear-8 ft.	\$17	\$14	per lamp	
T8/T12 High Output (HO) upgrade to LED linear-8 ft.	\$21	\$27	per lamp	
T8/T12 upgrade to LED linear-2 ft.	\$4	\$3.50	per lamp	
T5 upgrade to LED linear-2 ft.	\$3.50	\$2	per lamp	
T5 High Output (HO) upgrade to LED linear-2 ft.	\$4.50	\$3.50	per lamp	
T8/T12 upgrade to LED linear-U-tube	\$8	\$6	per lamp	

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Measure	Small Commercial	Large Commercial	Unit	Requirements
LED replacing 175W HID (lamp wattage)	\$52	\$44	per fixture	DLC 5.1 listed.
LED replacing 175W to 250W HID (lamp wattage)	\$76	\$68	per fixture	
LED replacing 250W to 400W HID (lamp wattage)	\$145	\$100	per fixture	
LED replacing 400W to 1000W HID (lamp wattage)	\$356	\$250	per fixture	
LED replacing 1000W HID (lamp wattage)	\$475	\$350	per fixture	
LED replacing 175W Park/Athletic Field HID (lamp wattage)	\$8.50	\$8.50	per fixture	
LED replacing 175W to 250W Park/Athletic Field HID (lamp wattage)	\$9	\$9	per fixture	
LED replacing 250W to 400W Park/Athletic Field HID (lamp wattage)	\$15	\$15	per fixture	
LED replacing 400W to 1000W Park/Athletic Field HID (lamp wattage)	\$38	\$38	per fixture	
LED replacing 1000W Park/Athletic Field HID (lamp wattage)	\$56	\$56	per fixture	
Lighting controls				
Daylighting controller (controlling <500W)	\$30	\$26	per unit	Quantity (# of units) is based on number of installed units. Integrated sensors built in to proposed fixtures do not qualify.
Daylighting controller (controlling >500W)	\$95	\$79	per unit	
Occupancy sensor (controlling <500W)	\$48	\$40	per unit	
Occupancy sensor (controlling >500W)	\$145	\$100	per unit	
Occupancy sensor - daylighting control (controlling <500W)	\$58	\$48	per unit	
Occupancy sensor - daylighting control (controlling >500W)	\$160	\$140	per unit	At low power, lights must consume less than 70% of full load power. Quantity (# of units) is based on number of installed units. Fixture integrated sensors do qualify for this incentive.
Bi-level parking garage lighting controls (controlling < 50W)	\$21	\$18	per unit	
Bi-level parking garage lighting controls (controlling 50W to 100W)	\$45	\$35	per unit	
Bi-level parking garage lighting controls (controlling 100W to 150W)	\$105	\$88	per unit	
Bi-level parking garage lighting controls (controlling 150W to 300W)	\$250	\$205	per unit	
HVAC				
High efficiency A/C unit	\$80	\$80	per ton	- A/C unit (15.4 tons) min 12.5 EER, 14.5 SEER2. - A/C unit (15.4 to 11.2 tons) min 12.2 EER, 14.8 SEER. - A/C unit (11.3 to 20 tons) min 12.2 EER, 14.8 SEER. - A/C unit (20.1 to 45.5 tons) min 10.8 EER, 13.5 SEER. - A/C unit (45.5 tons) min 11.4 EER, 13.0 SEER. - Must be AHRI certified.
High efficiency heat pump unit	\$80	\$80	per ton	- HP unit (15.4 tons) min 12.5 EER, 14.5 SEER2, 8.0 HSPF2. - HP unit (15.4 to 11.2 tons) min 11.3 EER, 14.5 SEER, 12.0 HSPF. - HP unit (11.3 to 20 tons) min 10.8 EER, 14.0 SEER, 12.0 HSPF. - HP unit (20.1 tons) min 10.3 EER, 13.0 SEER, 12.0 HSPF. - Must be AHRI certified.
High efficiency packaged terminal A/C (PTAC) unit	\$35	\$35	per ton	- Standard PTAC (10.6 tons) min 12 EER. - Standard PTAC (10.6 to 125 tons) min 12 EER. - Standard PTAC (14.25 tons) min 11 EER. - Non-standard PTAC (10.6 tons) min 9 EER. - Non-standard PTAC (10.6 to 125 tons) min 9 EER. - Non-standard PTAC (14.25 tons) min 9 EER. - Must be AHRI certified. - Standard refers to PTAC dimensions of 14 1/2" wide, 16" high and 13 5/8" deep; all other dimensions are non-standard.



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Measure	Small Commercial	Large Commercial	Unit	Requirements
High efficiency packaged terminal HP (PTHP) unit	\$35	\$35	per ton	- Standard PTHP (<0.6 tons) 13 EER, 3.3 COR - Standard PTHP (0.6 to 1.25 tons) 13 EER, 3.4 COR - Standard PTHP (1.25 to 1.5 tons) 11 EER, 3.3 COR - Non-standard PTHP (<0.6 tons) 10 EER, 3.3 COR - Non-standard PTHP (0.6 to 1.25 tons) 9 EER, 3.3 COR - Non-standard PTHP (1.25 to 1.5 tons) 8 EER, 3 COR - Must be AHRI certified. - Standard refers to BTAC dimensions of 14" wide, 16" high and 15 3/4" deep; all other dimensions are non-standard.
Guestroom energy management controls	\$45	\$45	per unit/room	- Must utilize occupancy sensor to control guestroom HVAC - Must set back thermostat setting by a minimum of 3°F
Smart thermostats for small business	\$150	N/A	per unit	- Smart thermostat must be ENERGY STAR® qualified. - Controlled equipment must be electrically heated or cooled.
Commercial chiller tune-up	\$0-\$5	\$0-\$5	per ton	Incentives tiered based on the type of chiller equipment (air-cooled vs. water-cooled) Tune-up requirements: - Clean condenser coil/fins. - Check cooling tower for scale or buildup (only for water-cooled chillers). - Check condenser condition. - Check evaporator condition. - Check low pressure controls. - Check high-pressure controls. - Check filter, replace as needed. - Check belt, replace as needed. - Check crankcase heater operation. - Check economizer operation. Measurement requirements: - Record system pressure psig. - Record compressor amp draw. - Record liquid line temperature in °F. - Record subcooling and superheat temperatures in °F. - Record suction pressure psig and temperature in °F. - Record condenser fan amp draw. - Record supply motor amp draw.
Commercial duct sealing	\$70	\$70	per CFM leakage reduction	- Eligible only for system with central air conditioning with less than 50% of ducts in the conditioned space. - Total leakage is the only accepted method of duct testing. - Minimum 25% leakage rate reduction required. Incentives capped at 55% leakage rate reduction. - Ducts sealed with long-lasting materials such as UL 181B or UL 181B approved foil tape. Fabric-based duct tape is not allowed.
High efficiency air-cooled chiller	\$30	\$30	per ton	- Air-cooled chiller (<150 tons): min 6.7 full-load EER, 15.8 IPLV EER - Air-cooled chiller (>150 tons): min 6.7 full-load EER, 16.1 IPLV EER
High efficiency positive displacement water-cooled chiller	\$17	\$17	per ton	- Water-cooled PD chiller (<75 tons): min full-load kW/ton 0.78, IPLV kW/ton 0.5 - Water-cooled PD chiller (75 to 150 tons): min full-load kW/ton 0.75, IPLV kW/ton 0.49 - Water-cooled PD chiller (150 to 300 tons): min full-load kW/ton 0.68, IPLV kW/ton 0.44 - Water-cooled PD chiller (>300 tons): min full-load kW/ton 0.65, IPLV kW/ton 0.41
High efficiency centrifugal water-cooled chiller	\$30	\$30	per ton	- Water-cooled cent. chiller (<300 tons): min full-load kW/ton 0.695, IPLV kW/ton 0.44 - Water-cooled cent. chiller (300 to 600 tons): min full-load kW/ton 0.595, IPLV kW/ton 0.39 - Water-cooled cent. chiller (>600 tons): min full-load kW/ton 0.585, IPLV kW/ton 0.38



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Measure	Small Commercial	Large Commercial	Unit	Requirements
Refrigeration				
ECM motor for freezer or cooler	\$100	\$100	per unit	Applicable only to refrigerated cooler and freezer fans.
Evaporator fan controller for freezer or cooler	\$95	\$95	per motor controlled	Controller must turn on fan only when the system's thermostat is calling for the compressor to operate.
Anti-sweat heater controls for freezer or cooler	\$35	\$35	per linear ft. of case	• Controller must sense dew point temperature of case exterior environment and vary power supplied to heaters accordingly. • Applicable for retrofit only, not applicable for new equipment with integrated controls.
Refrigerated case night covers	\$20	\$20	per linear ft. of case	Applicable for retrofit only, not applicable for new cases with integrated night covers.
ENERGY STAR® solid door refrigerator	\$95	\$95	per unit	Must be ENERGY STAR® certified.
ENERGY STAR® solid door freezer	\$95	\$95	per unit	Must be ENERGY STAR® certified.
Strip curtains for walk-in coolers	\$4	\$4	per sq. ft. covered	Applicable to coolers with damaged strip curtains or without pre-existing strip curtains.
Strip curtains for walk-in freezers	\$8	\$8	per sq. ft. covered	Applicable to freezers with damaged strip curtains or without pre-existing strip curtains.
Strip curtains for refrigerated warehouse doors	\$8	\$8	per sq. ft. covered	Applicable to doors with damaged strip curtains or without pre-existing strip curtains.
Door gaskets - coolers (refrigeration)	\$1	\$1	per linear ft.	Baseline standard is walk-in or reach-in cooler or freezer with worn-out, defective gaskets.
Door gaskets - freezers (refrigeration)	\$14	\$14	per linear ft.	Efficiency standard for this measure is a new, better-fitting gasket.
Auto door closers - coolers (refrigeration)	\$13	\$13	per unit	Auto, hydraulic-type door closer on main walk-in cooler or freezer insulated opaque door(s).
Auto door closers - freezers (refrigeration)	\$157	\$157	per unit	Must firmly close the door when it is within 1 inch of full closure.

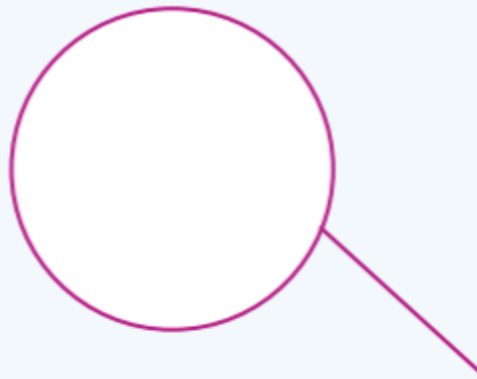


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Measure	Small Commercial	Large Commercial	Unit	Requirements
Commercial kitchen				
ENERGY STAR® commercial electric fryer	\$250	\$250	per unit	Electrically heated and ENERGY STAR® certified.
ENERGY STAR® commercial electric steam cooker	\$1,865	\$1,865	per unit	
ENERGY STAR® electric convection oven	\$230	\$230	per unit	
ENERGY STAR® electric griddle	\$45	\$45	per linear ft. of width	
ENERGY STAR® commercial dishwasher	\$600	\$600	per unit	
Food service kitchen exhaust controls	\$600	\$600	per exhaust fan HD	Controls must automatically adjust flow of exhaust ventilation system using variable speed fan motor.
Pre-rinse spray valves	\$35	\$35	per unit	Maximum flow rate for new equipment of 1.07 GPM. Applicable only to equipment supplied with electrically heated water.
Miscellaneous				
Computer power management	\$22	\$22	per unit	Software must put the computer equipment into a reduced power state (sleep mode) when the computer is inactive.
Window film	\$1.50-\$1.50	\$1.50-\$1.50	per sq. ft. of window area	• Applicable to clear single or double-pane glazing with a solar heat gain factor (SHGC) < 0.66. • Applicable to east-, west-, and south-facing windows only. The SHGC of the proposed film must be less than 0.50. • Not applicable to low E windows, windows with existing solar films or solar screens. • Film must meet the following standards: ASTM E408, ASTM E308, ASTM E905, ASTM G90, ASTM G36, ASTM E84. • Incentives tiered based on orientation and HVAC system type.
Efficient windows	\$0.50	\$0.50	per sq. ft. of window area	• Installation of efficient and/or premium windows which provide a lower U-value and SHGC vs. existing windows or prevailing codes and standards. • Applicable to clear single- or double-pane glazing with a solar heat gain factor (SHGC) greater than 0.70. • Must be independently tested and certified according to the standards of the National Fenestration Rating Council (NFRC). • Must meet or exceed the following performance ratings: Efficient Windows - SHGC < 0.25 and U factor < 0.40; Premium Windows - SHGC < 0.25 and U factor < 0.36.
Advanced power strips	\$8	\$8	per unit	Multi-plug power strip that automatically disconnects loads depending on the power draw of a specified "master" load.
Low-flow faucet aerators	\$6	\$6	per aerator	• Maximum flow rate for new equipment of 1.5 GPM. • Applicable only to faucets supplied with electrically heated water.
Low-flow showerheads	\$7	\$7	per unit	• Maximum flow rate for new equipment of 2.0 GPM. • Applicable only to showers supplied with electrically heated water.





Sorry we missed you

Energy Smart energy advisors were here,
but it's not too late to receive your products.

Contact us to reschedule your appointment.

Energy advisor: _____

Phone: _____



**Energy savings for your business—
right at your door.**



Faucet aerators | Pipe insulation | Bathroom aerators | Smart power strip | Smart thermostats | Smart thermostats

Call **Energy Smart** at **504-229-6868**
today, visit **energysmartnola.com** or
scan the **QR code** to learn more.

Case Studies

New Orleans Ernest N. Morial Convention Center



New Orleans Ernest N. Morial Convention Center

Challenge

As one of the largest buildings in the region, with 3 million square feet under one roof, the New Orleans Ernest N. Morial Convention Center faced the daunting task of minimizing its overall environmental impact while maintaining operational efficiency and comfort.

Project summary

The NOEMCC team is committed to reducing environmental impacts and helping their customers meet their sustainability goals. Since 2018, they have actively engaged with the Energy Smart program, implementing various energy-saving initiatives. To date, Energy Smart incentives have funded 21 projects. These projects include lighting upgrades, HVAC optimization, chiller replacements as well as the 40-acre cool roof installation and additional lighting upgrades that are currently in progress. These upgrades have not only reduced operating costs significantly but have also contributed to environmental conservation.



In lockstep with our mission and values, NOENMCC and Energy Smart forged an alliance and illuminated a pathway toward sustainable excellence and shared value. We are grateful for the partnership and proud to be a leader in the community so that others can follow and take benefit from the program.

Adam J. Straight
Chief Operating Officer
New Orleans Ernest N. Morial Convention Center



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Project facts:

\$987,913

in incentives.

\$1,569,745.81

estimated annual savings.

14,028,112

kWh saved.

21

total projects.

425,668*

Bags of recycled trash.

*Calculated using the EPA Greenhouse Gas Equivalency Calculator.

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Refrigeration systems.
- Lighting systems.
- Compressed air systems.
- Motors and pumps.
- Building automation systems.

About Energy Smart

Since 2010, Energy Smart has helped Entergy New Orleans customers save energy and money by providing cash incentives for completing energy efficiency upgrades.



Loews New Orleans Hotel



Loews New Orleans Hotel

Challenge

On average, hotels spend \$2,196 per room each year on energy. Lighting and HVAC are responsible for up to 45 percent of hotel energy use. Making upgrades to these systems can save energy and money and have a positive impact on your bottom line.

Project summary

Loews Hotel replaced all guest room and meeting room thermostats with programmable energy-efficient thermostats that connect directly with the property management system. The thermostat is placed in vacant mode when a guest checks out, allowing for substantial energy savings. Loews Hotel also upgraded its HVAC system to include chilled water pump variable speed controls, a chilled water flow meter and variable frequency drives for air handler supply fans. Lighting was upgraded to LEDs, replacing metal halide baseline lights with non-linear LEDs. Lastly, door gaskets for refrigerators and freezers were replaced. These upgrades saved Loews Hotel energy and reduced operating expenses while demonstrating its commitment to climate stewardship.

"The Energy Smart team assisted our operations and business staff through every step of the process, starting with the application submission to issuing our incentive payment. The positive impact these facility upgrades have on our bottom line and overall guest experience will be key to the hotel's sustained growth and success."

Vince McCartney
Director of Engineering
Loews New Orleans Hotel

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Project facts:

\$286,459

in incentives.

1,229,002

kWh saved.

8

total projects.

Energy savings equal to over

430

hotel rooms booked.

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Refrigeration systems.
- Lighting systems.
- Compressed air systems.
- Motors and pumps.
- Building automation systems.

About Energy Smart

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A+ in energy savings

On average, a school's electricity costs are about \$1.10 per square foot annually. Lighting and HVAC are responsible for up to 56% of a school's energy use. By making energy-efficient upgrades to these systems, schools can achieve 10-20% in energy savings. When these savings are reinvested into school programs, it can have a positive impact on students' lives and their educational experiences. Lycée Français de la Nouvelle-Orléans (LFNO), the only PreK-12 French public school in New Orleans, understood the positive impact that energy efficiency upgrades, implemented with incentives from Energy Smart, would have on their bottom line and on the success of their students.

Project summary

Lycée Français de la Nouvelle-Orléans has been utilizing Energy Smart incentives for equipment upgrades since 2019, when they replaced a water-cooled chiller and cooling tower with an efficient air-cooled chiller. Outside air ductwork was also installed to mitigate condensation, humidity and temperature issues. Later projects consisted of LED lighting and fixture upgrades as well as upgrading their existing HVAC equipment with control solutions and web-based building automation for better control over heating and cooling costs. The cost savings for these upgrades can save thousands of dollars on utilities annually.



As a school network, we're witnessing significant cost reductions. These project initiatives have the potential to annually save our school at least \$50,000 across energy, maintenance and HVAC expenses. These savings represent a substantial investment that LFNO can utilize to broaden our capabilities for serving our students and providing a high-quality education environment.

Danielle Dufauchard
Deputy Superintendent, Lycée Français de la Nouvelle-Orléans

Empowering schools to embrace and implement energy-saving upgrades isn't just about saving resources – it's about investing in the future of education and sustainability for generations to come. Our program offerings and cash incentives are designed to do exactly that.

Derek Mills
Demand Side Management Manager, Entergy New Orleans



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Lycée Français de la Nouvelle-Orléans

\$349,329

in incentives.

679,851 kWh

saved.

10

total projects.

87,332*

school lunches.

*Equates to number purchased with incentives based on LFNO lunch cost at \$4.

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Refrigeration systems.
- Lighting systems.
- Compressed air systems.
- Motors and pumps.
- Building automation systems.

About Energy Smart

Since 2010, Energy Smart has helped Entergy New Orleans customers save energy and money by providing cash incentives for completing energy efficiency upgrades.





McDonalds

Challenge

Fast food restaurants can be some of the most energy-intensive buildings. On average, high-volume fast food restaurants may use up to 10 times more energy per square foot than other commercial buildings. The biggest drivers of energy costs are refrigeration, lighting and cooling, contributing to about 55% of the total energy use – making these systems the best targets for energy savings.

Project summary

McDonald's performed an LED lighting upgrade. They changed out their metal halide baseline lights to non-linear LED, and T8 baseline lights to linear LED. Converting from metal halides to LEDs is more energy efficient and can produce more lumens with less energy, which means brighter lighting and lower utility bills. LEDs have low maintenance requirements, allowing your employees to reallocate their time changing bulbs to doing other tasks. Commercial kitchen upgrades such as strip curtains and door gaskets were installed and lastly, the HVAC system was upgraded with new units and an A/C tune-up.

We have seen a tremendous decrease in our bills since working with Energy Smart, and those savings have been instrumental in our success throughout the COVID-19 crisis.

Teddy Scott
President & CEO
Scott Management Team
McDonalds

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Project facts:

\$16,986
in incentives.

163,922
kWh saved.

4
energy-saving projects completed.

Equal to over
2,887
Happy Meals.

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Refrigeration systems.
- Lighting systems.
- Compressed air systems.
- Motors and pumps.
- Building automation systems.

About Energy Smart

Since 2010, Energy Smart has helped Entergy New Orleans customers save energy and money by providing cash incentives for completing energy efficiency upgrades.





Southern University at New Orleans

Challenge

Like many college campuses, the buildings at Southern University at New Orleans were not as energy efficient as they could have been due to outdated and obsolete equipment. Implementing energy efficiency measures would not only contribute to reducing SUNO's annual utility costs, but distinguish them as environmental leaders to staff, students and alumni.

Project summary

In 2022, SUNO began implementing energy-saving measures through the Energy Smart program. The costs to upgrade their existing equipment were partially funded with the cash incentives from Energy Smart. SUNO utilized these incentives to implement LED lighting upgrades in the gym, replace the existing HVAC building control systems with building automation upgrades in four academic buildings and replace a chiller in their central plant. These incentives covered nearly 50% of the total project costs, and the equipment upgrades contributed significantly to lowering their operating costs.

As an institution of higher learning, SUNO should be leading the quest for a sustainable future for the betterment of not just our SUNO community, but for our planet as a whole.

Dr. James H. Ammons, Jr.
Chancellor, Southern University at New Orleans

Ready to get Energy Smart?



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Project facts:

\$311,720.35

in incentives.

2,028,661.40

kWh saved.

\$237,232.14

estimated annual savings.

6

total projects.

61,558*

Bags of recycled trash.

*Calculated using the EPA Greenhouse Gas Equivalency Calculator.

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Refrigeration systems.
- Lighting systems.
- Compressed air systems.
- Motors and pumps.
- Building automation systems.

About Energy Smart

Since 2010, Energy Smart has helped Entergy New Orleans customers save energy and money by providing cash incentives for completing energy efficiency upgrades.





Compressed Air offering

The Energy Smart Compressed Air offering provides cash incentives for qualifying customers to identify and repair leaks, generating substantial energy and cost savings for Entergy New Orleans customers.

Did you know?

20-30%

of a compressor's output can be wasted due to compressed air leaks.

Leak size	Annual energy cost of leak*
1/64 inch	\$17
1/32 inch	\$60
1/16 inch	\$241

* Assumes 80 psig, two-shift operation, \$0.10/kWh.

Incentives

Compressed air system operating schedule	Incentive**
24/7 operation (24 hours/day, 7 days/week)	\$90 per leak repaired
Three-shift (24 hours/day, 5-6 days/week)	\$85 per leak repaired
Two-shift (16 hours/day, 5-7 days/week)	\$60 per leak repaired
Single-shift (8 hours/day, 5-7 days/week)	\$30 per leak repaired

** Incentive caps apply; see page 2.

Requirements

- A leak survey of all compressed air distribution and compressed air consuming equipment must be completed with an ultrasonic leak detector capable of measuring dB.
- All leaks identified during a leak survey must be tagged and included in incentive application, regardless of whether they are repaired.
- Customers must leave leak tags in place for 12 months.
- Compressed air systems capable of air or data logging must submit logging data (two weeks prior to repairs and two weeks post repairs).
- All leaks larger than 1 CFM must be fixed.
- Repaired leaks are not eligible for incentive for five years after the initial leak repair incentive; new leaks are eligible annually for incentives.

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Compressed Air offering application process

Under \$5,000 estimated incentive	Over \$5,000 estimated incentive
No pre-approval required - Engage Energy Smart trade ally to complete leak survey. Trade ally will tag and catalog all leaks found. - Trade ally repairs leaks by replacing or repairing faulty equipment. - Trade ally submits application package to the Energy Smart program including: ☐ Compressed Air Leaks Application workbook, all tabs complete. ☐ One Entergy New Orleans bill for project site. ☐ Project itemized invoice. ☐ W-9 for incentive payee. ☐ Photos of compressor name plate. ☐ Pre- and post-logging data (if available). - Energy Smart performs site inspection and issues incentive check payment.	Pre-approval required - Engage Energy Smart trade ally to complete leak survey. Trade ally will tag and catalog all leaks found. - Trade ally submits pre-approval application package to the Energy Smart program including: ☐ Compressed Air Leaks Application workbook, survey tabs complete. ☐ One Entergy New Orleans bill for project site. ☐ Project itemized proposal. ☐ W-9 for incentive payee. ☐ Photos of compressor name plates. ☐ Pre-logging data (if available). - Energy Smart program performs site visit and issues pre-approval notice. - Trade ally repairs leaks by replacing or repairing faulty equipment. - Trade ally submits completion package to the Energy Smart program including: ☐ Compressed Air Leaks Application workbook, all tabs complete. ☐ Project itemized invoice. ☐ Post-logging data (if available). - Energy Smart performs site inspection and issues incentive check payment.

For self-install projects, not engaging a trade ally, please contact an Energy Smart Program representative to get started.

Incentive caps

Compressed air system operating schedule	Incentive cap
24/7 operation (24 hours/day, 7 days/week)	\$40 per compressor HP or total project cost
Three-shift (24 hours/day, 5-6 days/week)	\$37 per compressor HP or total project cost
Two-shift (16 hours/day, 5-7 days/week)	\$27 per compressor HP or total project cost
Single-shift (8 hours/day, 5-7 days/week)	\$14 per compressor HP or total project cost

Scan the QR code to download the application.



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

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Community Outreach Event Pictures

February 2, 2026: Super Tax Day at Holy Cross University



February 9: Customer Appreciation Day at Canal St. CCC





March 6: Go Red for Women Luncheon



March 16: Delachaise Neighborhood Association Meeting



March 28: Dillard University Health Resources Fair



March 27-29: Home & Garden Show



April 10: Wellness Collective Movie and Easter Egg Hunt



March 11: Mid-City Neighborhood Association Meeting



April 28: District D Walkdown



May 27: District E Neighborhood Walkdown

