



Entergy New Orleans, LLC
1600 Perdido Street, Bldg #505
New Orleans, LA 70112
Tel 504 670 3680
Fax 504 670 3615

Brian L. Guillot
Vice President,
Regulatory Affairs
bguill1@entergy.com

April 30, 2019

VIA HAND DELIVERY

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

RE: Filing of Entergy New Orleans, LLC's Energy Smart Quarterly Report for the Period of January 1, 2019 to March 31, 2019 (Resolutions R-11-52, R-17-31, R-17-176, R-17-177, R-17-623; UD-08-02)

Dear Ms. Johnson:

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. A series of Council Resolutions, R-17-31, R-17-176, R-17-177, and R-17-623, approved the continuance of the Energy Smart for Program Years 7-9 with APTIM, Environmental and Infrastructure ("APTIM") as the Third Party Administrator.

On behalf of APTIM, Entergy New Orleans, LLC submits the enclosed original and three copies of the Energy Smart Quarterly Report for the period of January 1, 2019 to March 31, 2019. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

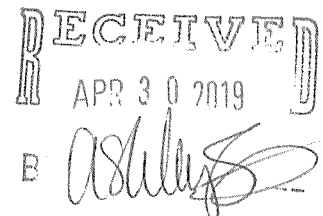
Thank you for your assistance with this matter.

Sincerely,

Brian L. Guillot

Enclosure

cc: Official Service List UD-08-02 (via electronic mail)





Quarterly Report

Energy Smart Program
Program Year 9 - Quarter 1
April 30, 2019

Table of Contents

I.	Executive Summary	3
II.	Program Performance & Activity	6
III.	Residential Offerings Summary.....	10
IV.	Home Performance with ENERGY STAR®	11
V.	Residential Lighting & Appliances	12
VI.	Low Income Audit & Weatherization	14
VII.	High Efficiency A/C Tune-Up.....	15
VIII.	Multi-Family	16
IX.	Direct Load Control (EasyCool).....	17
X.	Green Light New Orleans	18
XI.	School Kits & Education.....	19
XII.	Behavioral (Scorecard).....	20
XIII.	Commercial and Industrial Programs	22
XIV.	Commercial & Industrial Offerings Summary	23
XV.	Small Commercial Solutions.....	24
XVI.	Large Commercial & Industrial Solutions.....	26
XVII.	Publicly Funded Institutions	27
XVIII.	Marketing, Outreach & Engagement	28
XIX.	Marketing and Outreach	29
	Residential Marketing and Outreach Highlights	
	Community Outreach	
	Commercial Marketing and Outreach Highlights	
XX.	Trade Allies	36
XXI.	Program Training	39
XXII.	Initiatives.....	41
XXIII.	Incentive Budget Highlights.....	44
XXIV.	Appendices	45
	Appendix A: School Kits & Education Summary	

Appendix B: Community Outreach Summary

Appendix C: Training and Education

Appendix D: Marketing Collateral

Appendix E: Program Photos

Executive Summary

The Energy Smart Program (the “Program”) was developed by the New Orleans City Council (“Council”), is administered by Entergy New Orleans, LLC (“ENO”) and is currently implemented by APTIM (formerly CB&I), the Third-Party Administrator (“TPA”). This report contains data on the Program, including pre-evaluated kWh savings results and other information regarding the New Orleans and Algiers portions of the Program, specific to both the Residential and Commercial offerings. More detailed and complete information, including post-evaluation results, will be provided in the Program Year 9 (“PY9”) Annual Report.

The current Energy Smart portfolio of offerings runs from April 1, 2017 through December 31, 2019. To ensure success in current and future offerings, the Program, led by APTIM, has engaged a number of subcontractors that have extensive experience in energy efficiency offerings in the New Orleans market to implement the Program, including:

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

This report contains data on the Energy Smart Commercial & Industrial and Residential offerings, which span the east bank of New Orleans and Algiers territory. The data includes the following:

- Summary of activity by offering
- kWh savings and incentive spend by offering
- Marketing, outreach and engagement highlights

Program Year 9 is divided into four quarters:

- Quarter 1 (“Q1”): January – March
- Quarter 2 (“Q2”): April – June
- Quarter 3 (“Q3”): July – September
- Quarter 4 (“Q4”): October – December

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

Staff List

Name	Title	Company	Location
Tom Quasius	TPA Director	APTIM	Chicago, IL
Kristin McKee	Program Director	APTIM	New Orleans, LA
Mike Dessilla	Program Operations Lead	APTIM	New Orleans, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Spencer Kurtz	Energy Engineer	APTIM	Charlotte, NC
Mobuayo Pedro-Egbe	Energy Engineer	APTIM	New Orleans, LA
Justin Pink	Data and Systems Lead	APTIM	New Orleans, LA
Philip Russo	Trade Ally Liaison	APTIM	New Orleans, LA
Tamzen Jenkins	Marketing & Communications Specialist	APTIM	New Orleans, LA
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Jessica Wagner	Director of Marketing	APTIM	Madison, WI
Nate Warren	Program Support	APTIM	Madison, WI
George Leonard	Commercial QA/QC	ILSI Engineering	New Orleans, LA
Keeley Evans	Commercial Project Coordinator	TSG Services	New Orleans, LA
Jackie Dadakis	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
Joe Ryan	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
Jared Sessum	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
Linda Baynham	Commercial Outreach	Baynham Environmental	New Orleans, LA
Josh Kruebbe	Residential QA/QC	Baynham Environmental	New Orleans, LA
Jacob Pohlman	Residential QA/QC	Baynham Environmental	New Orleans, LA
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Alan Mitchell	Operations Manager	Franklin Energy Services	New Orleans, LA
Karen O'Brien	Program Manager, Special Projects	Franklin Energy Services	New Orleans, LA
Liz McKinley	Residential Marketing Manager	Franklin Energy Services	Indianapolis, IN
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Raven Carr	Operations Analyst	Franklin Energy Services	New Orleans, LA
Bernadelle Tilus	Project Coordinator	Franklin Energy Services	New Orleans, LA
Daniel Franklin	Energy Advisor	Franklin Energy Services	New Orleans, LA
James Herman	Energy Advisor	Franklin Energy Services	New Orleans, LA
James Phillips	Energy Advisor	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Jamie Wine	School Kits & Education Director	Energy Wise Alliance	New Orleans, LA
Emily Snyder	School Kits, Education Manger	Energy Wise Alliance	New Orleans, LA
Kevin Kellup	School Kits, Education Coordinator	Energy Wise Alliance	New Orleans, LA
Brandon Muetzel	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA
Andreas Hoffman	Green Light Direct Install	Green Light New Orleans	New Orleans, LA
Zach Carlsen	Scorecard Project Manager	Accelerated Innovations	St. Paul, MN

Offerings Overview

Residential

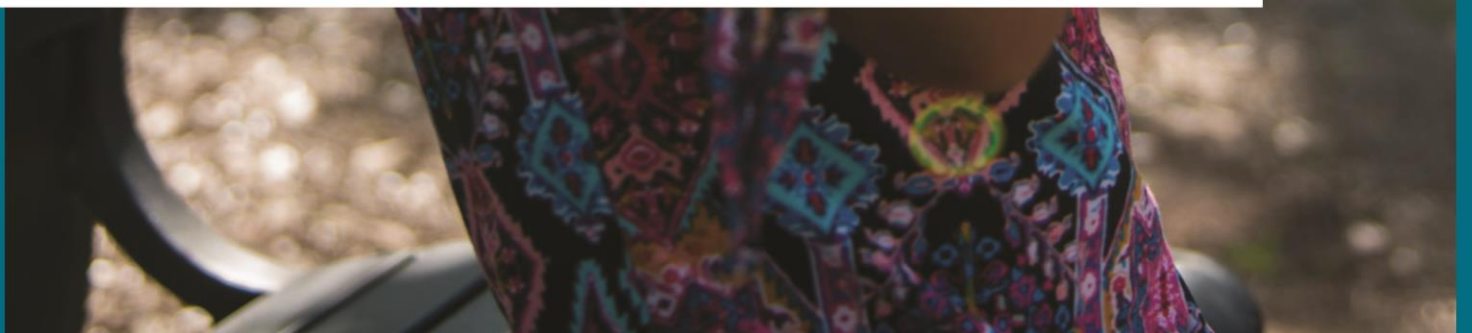
- Home Performance with ENERGY STAR®
- Residential Lighting & Appliances
- Low Income Audit & Weatherization
- High Efficiency Tune Up
- Multi-Family
- Direct Load Control (EasyCool)
- School Kits & Education
- Green Light Direct Install
- Behavioral (Scorecard)

Commercial & Industrial

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



PROGRAM PERFORMANCE & ACTIVITY



Program Performance and Activity

Table 1.1

	kWh SAVINGS	kWh GOAL*	% TO kWh GOAL	KW SAVINGS	KW TARGET*	% TO KW TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Commercial	134,359	1,583,738	8.48%	26.70	263.49	10.13%	\$2,520	\$257,449	0.98%
Algiers - Residential	313,437	888,672	35.27%	80.98	269.72	30.02%	\$194,280	\$194,280	30.00%
Algiers - Behavioral	-	1,155,879	0.00%	-	982.50	0.00%	\$0	\$0	0.00%
N.O. - Commercial	2,070,522	32,893,541	6.29%	156.61	5,443.00	2.88%	\$221,530	\$5,028,914	4.41%
N.O. - Residential	2,737,585	10,528,443	26.00%	592.28	2,428.24	17.28%	\$325,825	\$2,353,484	13.84%
N.O. – Behavioral	-	6,844,121	0.00%	-	5,817.50	0.00%	\$0	\$0	0.00%
TOTAL	5,255,904	53,893,394	9.75%	856.56	16,204.46	5.29%	\$608,169	\$7,912,734	7.69%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings and incentive spend from January 1st through March 31st, 2019.

Residential Summary

The Energy Smart Residential portfolio began strong in PY9 following the end of year push in Q4 of PY8. In the last quarter of PY8, Energy Smart implemented several tactics to increase energy savings achievement and also ran a marketing blitz in December to create general program awareness. These initiatives played a significant role in the strong beginning to the Residential offerings in PY9. The Home Performance with ENERGY STAR® offering introduced energy efficiency kits in Q4 of PY8 which generated requests into PY9. Increased presence in the community through the form of mass marketing increased project leads at the end of PY8 that were converted into projects in Q1 of PY9. The Home Performance with ENERGY STAR, High Efficiency AC Tune-Up and Residential Lighting and Appliance offerings all started the Program Year strong. Towards the end of PY8, the New Orleans Baptist Theological Seminary was identified as an opportunity to implement a larger scale complex project under the Multi-Family offering. The Energy Smart team engaged the complex in Q1 and will complete assessments and direct install measures in Q2. Additional measures identified via the assessments will be completed through Trade Allies. The Low Income Audit and Weatherization offering completed assessments and will see additional savings from those projects through follow-up measures from Trade Allies. As part of the December 2018 marketing blitz, the EasyCool offering was promoted through a

business reply card mailer and will continue to engage the community in a multitude of marketing tactics throughout Q2. The program team has opened positions for the EasyCool program in Q1 and will be utilizing DBE contractors to help support the offering.

Within the School Kits and Education offering, the Energy Smart team distributed 1,725 school kits that put the offering at 50% of the annual goal. Throughout PY9, the team will continue to work on engaging schools in Algiers to generate more savings within that territory.

The Behavioral (Scorecard) offering continues to distribute home energy reports to customers. With the roll-out of advanced metering infrastructure, customers will be removed from the Scorecard offering following installation of their smart meter.

Commercial & Industrial Summary

The Commercial & Industrial (C&I) Portfolio began PY9 strong with momentum and rollover from PY8. The pipeline of projects is significantly more subscribed than this same time in the last two program years. Beginning this year, the incentive cap for non-lighting projects was increased from \$50,000 to \$100,000. Customers are still only eligible for up to \$100,000 total for combined lighting and non-lighting upgrades per site per year, however, customers now have more opportunity to earn incentive dollars for non-lighting measures. This change was implemented in an effort to promote deeper non-lighting energy efficiency projects.

Marketing and outreach plans for PY9 will focus on customer segmentation by the major sectors, large energy users, Algiers and local small businesses. The Energy Smart team is also offering a robust trade ally training calendar that will further help develop the knowledge and skill set of participating contractors. Marketing tactics will include print ads, e-blasts, radio, earned media and cross-promotion through local partners and associations. At the conclusion of Q1, the C&I Portfolio has reached 6.40% of goal and 4.24% of the incentive budget. With the addition of the active pipeline of projects, the Portfolio has a current forecast of 46% to goal and 33% to budget. The Energy Smart team will be working actively in Q2 and Q3 to build the pipeline in support of PY9 goal attainment.



RESIDENTIAL OFFERINGS



Residential Offerings Summary

Table 3.1

RESIDENTIAL OFFERINGS	KWH SAVINGS	KWH GOAL*	% TO SAVINGS GOAL	KW SAVINGS	KW TARGET*	% TO KW TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Home Performance	167,894	214,789	78.17%	44.21	42.70	103.52%	\$36,763	\$56,489	65.08%
Algiers – Retail Lighting & Appliance	49,763	250,986	19.83%	10.09	53.40	18.90%	\$3,523	\$27,596	12.76%
Algiers – Multi-Family	2,064	53,717	3.84%	0.35	10.30	3.44%	\$825	\$15,664	5.27%
Algiers – Low Income	4,105	98,072	4.19%	1.35	21.10	6.38%	\$2,586	\$33,794	7.65%
Algiers – High Efficiency Tune Ups	61,578	134,413	45.81%	21.81	40.40	53.98%	\$10,919	\$24,897	43.86%
Algiers – DLC	-	-	N/A	-	83.27	0.00%	\$ -	\$12,040	0.00%
Algiers – School Kits	26,366	136,695	19.29%	3.13	18.55	16.88%	\$3,517	\$23,800	14.78%
Algiers – Scorecard	-	1,155,879	0.00%	-	982.50	0.00%	\$ -	\$ -	0.00%
Algiers & N.O. – Green Light	12,901	N/A	N/A	2.35	N/A	N/A	\$1,237	\$78,607	1.57%
N.O. – Home Performance	578,266	2,863,506	20.19%	127.72	571.84	22.33%	\$120,196	\$754,811	15.92%
N.O. – Retail Lighting & Appliance	1,548,718	3,357,145	46.13%	322.73	711.45	45.36%	\$78,532	\$366,435	21.43%
N.O. – Multi-Family	29,669	717,509	4.13%	8.35	138.03	6.05%	\$8,537	\$197,737	4.32%
N.O. – Low Income	100,507	1,316,362	7.64%	52.56	285.11	18.44%	\$51,459	\$452,430	11.37%
N.O. – High Efficiency Tune Ups	115,663	1,727,139	6.70%	36.60	541.09	6.76%	\$18,865	\$326,911	5.77%
N.O. – DLC	-	-	0.00%	-	1,106.23	0.00%	\$ -	\$159,960	0.00%
N.O. – School Kits	353,530	546,782	64.66%	41.99	74.49	56.38%	\$47,160	\$95,200	49.54%
N.O. – Scorecard**	-	6,844,121	0.00%	-	5,817.50	0.00%	\$ -	\$ -	-
TOTAL	3,051,023	19,417,115	15.71%	673.25	10,497.96	6.41%	\$ 384,118	\$2,626,371	14.63%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings and incentive spend from January 1st through March 31st, 2019.

**Behavioral offering savings are calculated at the end of the Program Year

Home Performance with ENERGY STAR®

Offering Highlights

The Home Performance with ENERGY STAR offering had 3,941 participants in Q1. As part of the end of year savings boost in PY8, this offering added energy saving kits to the program. The kits were promoted in the final quarter of PY8 using business reply cards that were sent to 84,000 households. Transitioning into 2019, business reply cards continued to be returned, resulting in 3,297 kits shipped in Q1. The kits have had a dramatic impact in Algiers which is at 79% of its savings goal for the year. In December of PY8, Energy Smart conducted a “marketing blitz” that resulted in increased awareness of the program to the community through mass market promotion. These efforts had sustained benefits rolling into PY9 Q1 by increasing awareness. Referrals from trade allies and community outreach activities continue to play a pivotal role in generating participation. Additional marketing tactics will be utilized as the program transitions into Q2.

Through outreach for the Multi-Family offering, the Energy Smart team has been working with the New Orleans Baptist Theological Seminary. As a result, there are Home Performance with ENERGY STAR opportunities as well. The Energy Smart team will look to complete approximately 36 single family units in addition to the 255 Multi-Family units on the property. This complex project will begin in PY9 Q2.

New Orleans:

- A total of 270 measures were installed during the first quarter of PY9.
- The offering reached 20% of the kWh goal, achieving 578,266 kWh.
- The offering reached 22% of the kW target, achieving 127.72 kW.

Algiers:

- A total of 15 measures were installed during the first quarter of PY9.
- The offering reached 78% of the kWh goal, achieving 167,894 kWh.
- The offering reached 104% of the kW target, achieving 44.21 kW.

Residential Lighting & Appliances

Offering Highlights

The Residential Lighting & Appliance offering has performed well in the New Orleans territory having reached 46% of goal and much stronger in the Algiers territory 20% of goal compared to Q1 of PY8. Walmart, one of the participating retailers, had a very strong start to the year in sales of LED lighting. In addition, new stores including Family Dollar and Dollar General were brought into the offering to increase sales opportunities. In March of 2019, the offering worked with Walgreens to offer a limited time incentive to purchase discounted light bulbs at locations throughout the New Orleans territory. Outside of in-store lighting rebates this offering promotes ENERGY STAR approved window A/C units, heat pump water heaters, pool pumps, and refrigerators. The offering will be promoting these rebates to customers to encourage further engagement and adoption of non-lighting measures.

New Orleans:

- A total of 658 measures were installed during the first quarter of PY9.
- The offering reached 46% of the kWh goal, achieving 1,548,718 kWh.
- The offering reached 45% of the kW target, achieving 322.73 kW.

Algiers:

- A total of 26 measures were installed during the first quarter of PY9.
- The offering reached 20% of the kWh goal, achieving 49,763 kWh.
- The offering reached 19% of the kW target, achieving 10.09 kW.

Table 5.1: Participating Retailers

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Barto Appliance		X	1400 Airline Dr
Costco Wholesale	X	X	3900 Dublin St
Dollar Tree (Algiers)	X		3771 General DeGaulle Dr
Dollar Tree (Donna Villa Shopping Center)	X		9671 Chef Menteur Hwy
Dollar Tree (Gentilly Retail Center)	X		4242 Chef Menteur Hwy
Dollar Tree (Morrison)	X		11701 Morrison Rd
Dollar Tree (Navarre)	X		5201 Canal Blvd
Dollar Tree (Tulane/Carrollton)	X		4115 S Carrollton Ave
Home Depot (Bullard)	X	X	12300 I-10 Service Rd
Home Depot (Central)	X	X	1100 S Claiborne Ave

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Lowes (Central)		X	2501 Elysian Fields Ave
Lowes (Read)		X	5770 Read Blvd
The Green Project	X		2831 Marais St
Walmart (Behrman)	X	X	4001 Behrman Pl
Walmart (Bullard)	X	X	6000 Bullard Ave
Walmart (Chef Menteur)	X	X	4301 Chef Menteur Hwy
Walmart (Tchoupitoulas)	X	X	1901 Tchoupitoulas St
Rouses Market (Mid City)	X		400 N Carrollton Ave
Rouses Market (Algiers)	X		4001 General De Gaulle Dr
Rouses Market (Uptown)	X		4500 Tchoupitoulas St
Rouses Market (Gentilly)	X		6600 Franklin Ave
Rouses Market (CBD)	X		701 Baronne St
Rouses Market (French Quarter)	X		701 Royal St

The Energy Smart team provided “train the trainer” style training on the program and Retail offering, including available rebates for sales with retail managers, cashiers, other applicable employees and interested customers who are present. This also includes providing marketing materials and signage to employees.

Table 5.2: Q1 PY9 Retail Training Calendar

DATE	LOCATION	AUDIENCE	NUMBER OF PARTICIPANTS
2/4/2019	Home Depot 352 - 12300 I-10 Service Rd	Retail Employees / Customers	4
2/4/2019	Home Depot 385 - 1100 S Claiborne Ave	Retail Employees	1
3/8/2019	Dollar Tree 6333 - 9671 Chef Menteur Hwy	Retail Employees / Customers	2
3/8/2019	Dollar Tree 6277 - 4242 Chef Menteur Hwy	Retail Employees / Customers	4
3/8/2019	Green Project - 2831 Marais St	Retail Employees / Customers	3
3/8/2019	Dollar Tree 5347- 11701 Morrison Ave	Retail Employees	1
3/8/2019	Dollar Tree 4569 - 5201 Canal Blvd	Retail Employees	1
3/8/2019	Dollar Tree 5751 - 4115 S. Carrollton Ave	Retail Employees / Customers	2
3/11/2019	Costco - 3900 Dublin St	Retail Employees / Customers	3
Totals	9 Trainings		21 Participants

Low Income Audit & Weatherization

Offering Highlights

The Low Income Audit & Weatherization offering had 108 participants in Q1. The New Orleans territory finished the quarter at 8% to goal while Algiers reached 4% of goal. The Energy Smart team will look to expand opportunities in Q2 to increase savings in this offering, such as deploying additional marketing tactics. Customers are qualified when they are scheduled for their appointment to determine if they fall under the HPwES, Multi-Family or Low Income Audit & Weatherization offering. Increasing awareness in one offering often generates leads in all three offerings depending on income level and housing stock. Community outreach will continue to be a large source of leads by getting in front of Entergy customers and explaining the benefits of the offering. Trade Ally referrals will also continue to bring a large quantity of Low Income Audit & Weatherization leads similar to PY8. During Q1, the weather has played a factor in the savings as A/C-Tune Ups are stalled when temperatures fall below 70° F. A/C Tune Ups and duct sealing will be impactful in achieving the savings targets and will drive greater savings in Q2 and Q3.

New Orleans:

- A total of 270 measures were installed during the first quarter of PY9.
- The offering reached 8% of the kWh goal, achieving 100,507 kWh.
- The offering reached 18% of the kW target, achieving 52.56 kW.

Algiers:

- A total of 15 measures were installed during the first quarter of PY9.
- The offering reached 4% of the kWh goal, achieving 4,105 kWh.
- The offering reached 6% of the kW target, achieving 1.35 kW.

High Efficiency A/C Tune-Up

Offering Highlights

High Efficiency A/C Tune-Ups are at 7% to goal in New Orleans and 46% to goal in Algiers. The offering saw rollover of work from PY8 as the Energy Smart team pushed to generate additional savings at the end of 2018. For accurate A/C Tune-Ups to occur, the temperature needs to be above 70° to complete the work. The A/C system needs to be turned on and operating to properly assess the unit and complete the tune-up. Energy Smart expects to see an increase in generated savings and participation in Q2 and Q3 as environmental conditions are conducive to complete tune-ups.

New Orleans:

- A total of 76 measures were installed during the first quarter of PY9.
- The offering reached 7% of the kWh goal, achieving 115,663 kWh.
- The offering reached 7% of the kW target, achieving 36.60 kW.

Algiers:

- A total of 45 measures were installed during the first quarter of PY9.
- The offering reached 46% of the kWh goal, achieving 61,578 kWh.
- The offering reached 54% of the kW target, achieving 21.81 kW.

Table 7.1: A/C Tune-up Q1 2019 Email Campaigns

AD NAME	SENT TO	OPEN RATE	CTR
Energy Smart A/C Tune-up Satisfaction Survey	406	30.6%	22.6%
TA February Newsletter: Checklist for Success in 2019	73	50%	34.3%

Multi-Family

Offering Highlights

The Multi-Family offering has only completed duplexes in Q1 which has had 50 total participants. Both New Orleans and Algiers are at 4% of their energy savings goals. The Energy Smart team has performed outreach and a pre-inspection with the New Orleans Baptist Theological Seminary in Gentilly. The project will begin at the start of Q2 and will be the first large complex to participate in the current program cycle. There are 255 multi-family units in the complex which will have direct install measures and energy advisors will identify any follow-up measures that will be implemented by trade allies. Half of the units have electric heat and will have programmable thermostats installed. This campus also has single family housing that will participate in the HPwES offering. Additional opportunities within the common spaces will be identified and processed through the Commercial and Industrial offerings. The Energy Smart team will look to add additional properties as well as service customers in duplexes as the program year continues.

New Orleans:

- A total of 115 measures were installed during the first quarter of PY9.
- The offering reached 4% of the kWh goal, achieving 29,669 kWh.
- The offering reached 6% of the kW target, achieving 8.35 kW.

Algiers:

- A total of 14 measures were installed during the first quarter of PY9.
- The offering reached 4% of the kWh goal, achieving 2,064 kWh.
- The offering reached 3% of the kW target, achieving 0.35 kW.

Direct Load Control (EasyCool)

Offering Highlights

The EasyCool offering has enrolled 103 participants and installed 127 devices on their equipment in Q1. The Energy Smart team has followed up with all concerns raised by participating customers. It is common as the New Orleans region moves from winter to spring for A/C units to be turned on due to warmer temperatures. Customers often reach out to the program through the call center regarding cooling issues to verify if these are caused by the EasyCool device. The Energy Smart team responds promptly to the issues (within 24 hours) works to quickly address any concerns. In these situations, an EasyCool technician is sent to assess the situation, which generally finds there to be no issues directly related to the installed device. If a situation does arise as a result of the installed device, the Energy Smart team works promptly with the customer to resolve the issue.

The Energy Smart team evaluated the need to add staffing to this program in Q1. These positions have proven difficult to fill as specific technical skills are required to perform the installations and troubleshoot issues around the switch. Energy Smart has worked with two local diverse subcontractors to fill open positions. The Energy Smart team will continue to evaluate staffing needs and address those throughout PY9.

New Orleans:

- A total of 115 devices were installed during the first quarter of PY9.
- The offering reached 0% of the kW target, achieving 0 kW.

Algiers:

- A total of 12 devices were installed during the first quarter of PY9.
- The offering reached 0% of the kW target, achieving 0 kW.

Table 9.1: EasyCool Q1 2019 Facebook Campaigns

AD NAME	IMPRESSIONS	CLICKS	CTR	AVG. CPC
EasyCool March	15,305	239	1.56%	\$.93

Table 9.2: EasyCool Q1 2019 Customer Satisfaction Surveys

AD NAME	SENT TO	OPEN RATE	CTR
Energy Smart EasyCool Satisfaction Survey	465	57%	40.9%

Green Light New Orleans

Offering Highlights

Green Light New Orleans continues to serve customers in Orleans Parish as they apply for the program. Green Light expects that the amount of applications for the second quarter will remain constant.

At the start of the new program cycle in 2017, Green Light had \$96,399 in available incentive funding. At the onset of PY9, Green Light’s new balance was \$78,607. In Q1 of PY9, Energy Smart has paid \$1,237 in incentives for the Green Light offering, bringing the current balance to \$77,370.

New Orleans:

- A total of 489 measures were installed during the first quarter of PY9.
- The offering achieved 11,233 kWh and 2.32 kW.

Algiers:

- A total of 73 measures were installed during the first quarter of PY9.
- The offering achieved 1,668 kWh and 0.03 kW.

Green Light installed 562 light bulbs, of which 522 were CFLs and 40 were LEDs.

Table 10.1

Territory	Lamps	CFLs	LEDs
New Orleans	489	460	29
Algiers	73	62	11
Total	562	522	40

School Kits & Education

Offering Highlights

In Q1, The Energy Smart team delivered education programming and 1,725 energy efficiency kits to Orleans Parish students. Of those kits, 120 went to students in Algiers schools. At the end of Q1, the School Kits offering had achieved nearly 50% of the annual target.

After kits are distributed, students return a homework form to report kWh saved based on the measures they installed with their families. In Q1, 874 students from 9 schools submitted their reporting. Energy Smart distributed an average of 108 kits per school, 70% of students returned their homework form and students' average savings were 236 kWh per form returned.

The Energy Smart team conducted outreach to 100% of Orleans Parish Public Schools via phone, email and in-person visits. The School Kits offering reaches students in the New Orleans Public Schools as well as local private schools that offer a scholarship voucher. These methods help to increase the program's reach within the community and achieve the maximum kWh savings possible within Orleans parish.

The School Kit offering continues to be a popular program among teachers who value the curriculum alignment, the unique educational programming for their students and the hands-on energy savings that the families experience. Energy Smart receives rave reviews each quarter via in-class customer surveys.

New Orleans:

- A total of 1605 school kit measures were installed during the first quarter of PY9.
- The offering reached 65% of the kWh goal, achieving 353,530 kWh.
- The offering reached 57% of the kW target, achieving 41.99 kW.

Algiers:

- A total of 120 school kit measures were installed during the first quarter of PY9.
- The offering reached 19% of the kWh goal, achieving 26,366 kWh.
- The offering reached 17% of the kW target, achieving 3.13 kW.

Table 11.1: Form Return kWh Statistics

SCHOOL	DATE	FORM RETURN RATE	KWH SAVED PER KIT
International School of Louisiana	1/28/2019	99%	214
Sophie B. Wright Charter School	2/5/2019	56%	242
McDonough #32 Literacy Charter School	1/18/2019	54%	303
Audubon Charter School	1/15/2019	76%	243
Lusher Charter School	1/15/2019	86%	204
Dr. King Charter School	2/1/2019	55%	281
New Orleans Charter Science & Math High School	1/9/2019	50%	244
Fannie C. Williams	2/15/2019	100%	266
St. Alphonsus	2/5/2019	72%	207
Averages		70%	235.91 kWh

Behavioral (Scorecard)

Offering Highlights

A total of 234,602 Scorecards were delivered in Q1 2019. Average Bounce rates and Unsubscribe rates continue to be below 5% and .05% respectively.

Savings are trending ahead of goals since the transition to op-out. On average, participants saved .66% off of their bills. Extrapolated to a full year, they would have saved about 1.2% (9,402,114 kWh).

Delivery Metrics

Following are the delivery metrics of the distribution of Scorecards each week starting on January 4, 2019, through the last week of the Q1 period, March 22, 2019.

Table 12.1

Date	Action	Total	% Sent
03/22/2019	Send	19228	100%
	Open	3833	19.9%
	Click	54	.28%
	Bounce	817	4.25%
	Unsubscribe	4	.02%
03/15/2019	Send	70675	100%
	Open	12499	17.7%
	Click	190	.3%
	Bounce	4334	6.1%
	Unsubscribe	40	.06%
02/15/2019	Send	5408	100%
	Open	689	12.7%
	Click	9	.17%
	Bounce	283	5.23%
	Unsubscribe	2	.04%
02/01/2019	Send	43723	100%
	Open	6520	14.9%
	Click	92	.2%
	Bounce	2133	4.9%
	Unsubscribe	36	.08%

Issues and Resolutions

In Q1, two technical issues were identified and resolved.

1. **Weather Data:** The process that generates scorecards was unable to complete successfully because of a change in the data format from our weather provider. Unfortunately, this failure occurred at a point in the code that did not generate an error message and the team was unaware that emails were not going out. The team is adding specific logging to create alerts for weather data failure for any zip code so that similar issues can be avoided moving forward.

2. **High Bounces:** All Scorecards are blind copied to an internal email mailbox to reference and for troubleshooting purposes. On 2/6/19, that internal mailbox became full and started generating bounces for every message, which resulted in inaccurate data metrics. New stats are accurate.

The customers who missed their Scorecard one month received their Scorecard the following month as scheduled. The team opted not to send two Scorecards in a row (one from the last month and one from the current month) to avoid confusion and multiple similar emails arriving at the same time. The Scorecard process is now operating as normal and customers will receive future Scorecards as scheduled.



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Offerings Summary

Table 13.1

COMMERCIAL & INDUSTRIAL	KWH SAVINGS	KWH GOAL*	% TO SAVINGS GOAL	KW SAVINGS	KW TARGET*	% TO KW TARGET	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Small C&I	134,359	535,678	25.08%	26.70	107.60	24.83%	\$2,520	\$105,675	2.38%
Algiers - Large C&I	-	797,046	0.00%	-	117.40	0.00%	\$ -	\$113,462	0.00%
Algiers – PFI	-	251,013	0.00%	-	38.50	0.00%	\$ -	\$38,312	0.00%
N.O. – Small C&I	470,930	5,760,033	8.18%	58.91	1,098.10	5.36%	\$54,261	\$1,136,305	4.81%
N.O. - Large C&I	1,599,592	24,205,586	6.61%	97.70	3,914.80	2.50%	\$166,909	\$3,445,727	4.84%
N.O. – PFI	-	2,927,922	0.00%	-	430.20	0.00%	\$ -	\$446,882	0.00%
TOTAL	2,204,881	34,477,278	6.40%	183.31	5,706.50	3.21%	\$224,050	\$5,286,363	4.24%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings and incentive spend from January 1st through March 31st, 2019.

Small Commercial Solutions

Offering Highlights

The Small Commercial offering achieved 605,289 kWh through Q1 (470,930 kWh in New Orleans and 134,359 kWh in Algiers). Through Q1, the Small Commercial Offering has an estimated 2,987,095 kWh in the pipeline for PY9 (2,521,104 kWh in New Orleans and 465,991 kWh in Algiers), resulting in a current forecast of 48% to goal for PY9. The Small Commercial Solutions offerings are in a good spot through the first quarter compared to past years in both paid savings and savings in the pipeline. The Energy Smart team is seeing results from the strategies implemented throughout the past year which include removing prescriptive pre-approval for projects with an estimated incentive under \$5,000, direct outreach to small commercial customers in Algiers to identify cost effective projects and continuing to engage with trade allies and provide them tools to be successful.

The Energy Smart team will launch a Small Business Direct Install offering in Q2 that will be another strategy used to address barriers that small commercial customers face with participating.

New Orleans:

- A total of 9 projects were completed during the first quarter of PY9.
- The offering reached 8% of the kWh goal, achieving 470,930 kWh.
- The offering reached 5% of the kW target, achieving 58.91 kW.

Algiers:

- 1 project was completed during the first quarter of PY9.
- The offering reached 25% of the kWh goal, achieving 134,359 kWh.
- The offering reached 25% of the kW target, achieving 26.70 kW.

Table 15.1

New Orleans

PROJECT TYPE	COUNT OF PROJECTS	TOTAL GROSS SAVINGS (KWH)	TOTAL INCENTIVES
Custom Lighting	6	451,329	\$53,071
Prescriptive	3	19,601	\$1,550
Total	9	470,930	\$54,621

Algiers

PROJECT TYPE	COUNT OF PROJECTS	TOTAL GROSS SAVINGS (KWH)	TOTAL INCENTIVES
Prescriptive	1	134,359	\$2,520
Total	1	134,359	\$2,520

Percentage of total project cost covered by the incentives:

Table 15.2

Project Type	Total Incentives	Total Project Costs	% Covered
Custom Lighting	\$53,071	\$76,511	69.36%
Custom Non-Lighting	\$ -	\$ -	0.00%
Prescriptive	\$4,070	\$4,180	97.37%
Total	\$57,141	\$80,691	70.82%

Large Commercial & Industrial Solutions

Offering Highlights

The Large Commercial offering completed 1,599,592 kWh through Q1, all of which are savings in the New Orleans territory. Through Q1, the Large Commercial offering has an estimated 11,979,858 kWh in the pipeline for PY9 (11,377,863 kWh for New Orleans and 601,995 kWh for Algiers), resulting in a current forecast of 48% to goal for PY9. The Large Commercial & Industrial offerings are in a good spot through the first quarter compared to past years in both paid savings and savings in the pipeline. The Energy Smart team has seen an increase in custom non-lighting projects being submitted which can partly be attributed to the increase in the incentive cap for non-lighting projects from \$50,000 to \$100,000. The team expects to see non-lighting project applications increase following the launch of the Retro-commissioning in fall of 2018.

The Energy Smart team is implementing a targeted outreach campaign that focuses on specific market segments and high energy users to bring additional projects into the pipeline. The focus for Q2 will be to drive as many projects as possible into the pipeline and work with customers and contractors to close out all projects currently in the pipeline.

New Orleans:

- A total of 10 projects were completed during the first quarter of PY9.
- The offering reached 7% of the kWh goal, achieving 1,599,592 kWh.
- The offering reached 3% of the kW target, achieving 97.70 kW.

Algiers:

- No projects were completed during the first quarter of PY9.

Table 16.1

New Orleans			
Project Type	Count of Projects	Total Gross Savings (kWh)	Total Incentives
Custom Lighting	6	1,313,701	\$130,691
Custom Non-Lighting	2	145,555	\$17,466
Prescriptive	2	140,336	\$18,752
Total	10	1,599,592	\$166,909

Percentage of total project cost covered by the incentives:

Project Type	Total Incentives	Total Project Costs	% Covered
Custom Lighting	\$130,691	\$138,534	94.34%
Custom Non-Lighting	\$17,466	\$463,116	3.77%
Prescriptive	\$18,752	\$29,147	64.34%
Total	\$166,909	\$630,797	26.46%

Publicly Funded Institutions

Offering Highlights

The Publicly Funded Institutions (“PFI”) offering has not paid any projects through Q1. Through Q1, the PFI offering has an estimated 758,378 kWh in the pipeline for PY9 (743,785 for New Orleans and 14,593 for Algiers), resulting in a current forecast of 24% to goal for PY9. The Energy Smart team continues to work with existing partners to identify opportunities within the PFI sector and build off the strategies implemented in PY8 that helped the offerings in both territories achieve 100% of the savings goals.



MARKETING, OUTREACH & ENGAGEMENT

Marketing and Outreach

Residential Marketing and Outreach Highlights

In the first quarter of 2019, marketing was focused on evaluation of PY8 and strategies for improvement and for increasing efficiencies for PY9. The Energy Smart for Kids Installation Survey was updated to provide an increase in lead generation for Energy Smart offerings with the addition of cross-program referral language. Additionally, language was updated on the refrigerator rebate form to provide clarity of eligible refrigerator size.

Marketing was developed around suggestions from the 2018 Residential Stakeholder Advisory group meeting to implement more word-of-mouth program referral collateral. A “refer-a-friend” door hanger with a business reply card was created to be left at neighboring homes of completed Energy Smart projects as well as a post card for EasyCool to be left in the enrolled customer’s door hanger. Overall customer satisfaction responses from PY8 were extremely positive. These two new tools will help customers share their engagement with Energy Smart with their friends and family in New Orleans.

In anticipation of EasyCool’s summer implementation, awareness and lead generation tactics were the focus of the first quarter. An updated and shortened video was created for use in the March Facebook Ad. Customer response to the updated ad were above industry benchmark. Paired with the Facebook ad was the EasyCool business reply card mailed to approximately 24,000 customers. The business reply cards were also given at outreach events in order to allow customers to mail back their enrollment rather than enroll at the outreach table. In addition, promotional information for EasyCool was created and shared with LifeCity to promote the offering to their organization which stated that “Getting \$40 back after every summer season is easy when you participate in EasyCool. The Energy Smart EasyCool offering includes a free A/C cycling switch installed on your outdoor A/C unit or heat pump system, which helps Energy New Orleans manage higher energy demand in the summer.”

Increasing customer engagement within the monthly Circuit e-newsletter is a strategic goal for marketing in 2019. More engaging content including infographics and seasonal focused copy that relates to the offerings but is not repetitive program promotion month after month. This update has been impactful in Q1. The LED infographic article had one of the highest responses in the last year.

In Q2, marketing efforts will focus on customer nurture email campaigns targeting customers who expressed interest in additional Energy Smart offerings in their 2018 survey responses. EasyCool display ads and an email campaign will be launched in April to continue to drive lead generation before summer cycling begins. In May 2019, a larger awareness campaign will be implemented as a bill insert to all residential customers that promotes EasyCool as well as the Home Performance with ENERGY STAR offering.

Table 19.1: Q1 2019 Marketing Tactical Calendar

TACTIC	TIMING	OFFERING
E-Circuit Newsletter	January	Residential Lighting and Appliance
E-Circuit Newsletter	February	HPwES
EasyCool Survey	February	EasyCool
Facebook Paid Ad	March 18 – April 18	EasyCool
Business Reply Card – 24,000 customers	March 20	EasyCool
Survey Email	March	A/C Tune-Up
E-Circuit Newsletter	March	EasyCool, Multi-Family, A/C Tune-Up, Income Qualified, Residential Lighting and Appliance, HPwES

Table 19.2 Q1 2019 Circuit Newsletter Metrics

MONTH	JANUARY	FEBRUARY	MARCH
Scheduled Recipients	104,629	105,505	105,875
Delivery Rate	99.48%	99.49%	98.68%
Open Rate (Newsletter Interest)	19.26%	17.25%	18.09%
Click-to-Open Rate (Detailed Content Interest)	07.10%	6.28%	10.28%
Total Clicks	469	158	208
Unique Clicks	422	139	187
Click Rate	2.1%	.77%	.99%
Ranked Link	2nd	3rd	3rd

Community Outreach

Highlights

In Q1, the Energy Smart team completed 40 community outreach activities, such as attending events, presenting to neighborhood associations and canvassing businesses. The total customer reach combined was 19,431 people, with staff engaging in one-on-one conversations with 873 individuals and directly generating 211 leads across home assessments and EasyCool. Of the 40 events, 20% of the events took place in Algiers.

The Mardi Gras season often slows outreach opportunities, however, in February and March outreach cadence increased. Venues included large events at the Superdome such as the New Orleans Home and Garden Show and the Urban League School Expo. The Energy Smart team visited several churches, the Energy Customer Care Centers and several festivals including Hike Fest on the Lafitte Greenway

At several commercial locations, the Energy Smart team installed prescriptive measures, with a particular focus on small businesses in Algiers.

The events in Appendix B note the locations, businesses and events where Energy Smart presented, tabled or provided free consulting to small businesses regarding eligible offerings.

Table 19.3: Events by City Council District

Council District	Number of Events	% by District
A	5	12.8%
B	15	38.5%
C	11	28.2%
D	6	15.4%
E	2	5.1%
Total	39	100%

Commercial Marketing and Outreach Highlights

In the first quarter of 2019, the Energy Smart team was focused on developing the 2019 Marketing, Communications and Outreach Plan that outlined the objectives, strategies and tactics to continue driving program awareness within the business community and for meeting energy savings goals in both East Bank and Algiers territories.

Marketing collateral was updated for the new program year to reflect program changes. These changes included updating the incentive caps infographic to reflect the \$100,000 incentive for non-lighting projects, revising the ‘steps to earn’ incentives infographics to be easier to understand, simplifying the incentive rate chart on the Prescriptive Overview, updating the business leave behind to include 2018 data and updating the check insert. New creative assets, such as a full color print ad, big check for award presentations and a new quarterly Trade Ally Newsletter were also developed.

A marketing calendar was developed and launched during the first quarter of PY9. The purpose of the calendar is to track all marketing and outreach tactics implemented by all the Energy Smart program teams. A project tracker is in development and will launch in Q2. The project tracker is designed to track the Program Teams projects and assist the teams in managing project timelines.

Marketing Collateral

- Commercial & Industrial Overview

- Prescriptive Overview
- RCx Overview
- Business Leave Behind
- Trade Ally Network Overview
- Check Inserts
- Color print ad for business publications
- Presentation Check
- Integrated Marketing Calendar to track all marketing and outreach tactics

Marketing Tactics

- Program content in association e-newsletters such as:
 - Greater New Orleans Hotel and Lodging Association e-newsletter
 - New Orleans Chamber of Commerce e-newsletter
 - USGBC e-newsletter
- Renewed memberships in following associations:
 - StayLocal
 - New Orleans Chamber of Commerce
 - LifeCity
- Launched a new Trade Ally Quarterly e-newsletter on Feb.5
 - Open rate: 51%
 - Click rate: 1.0%
- Eblast to Trade Ally Network on Feb. 5 for the Q1 Trade Ally Advisory Group Meeting
 - Open rate: 58.7%
 - Click rate: 13.0%
- Eblast to Trade Ally Network on March 22 for the Peer-to-Peer Trade Ally Training
 - Open rate: 41%
 - Click rate: 1.9%
- Eblast to Higher Education Cohort on Feb. 1 announcing Higher Education Cohort Meeting
 - Open rate: 42.6%
 - Click rate: 1.0%

Outreach Tactics, Events and Presentations

Direct targeted outreach to key customers and segments was defined in the first quarter of PY9. Results from the 2018 outreach tactics were reviewed and evaluated to identify trends and opportunities in 2019. The team applied a market segment approach for 2019 and identified key segments to target by quarter. During Q1, the outreach team targeted the following segments: hotel/hospitality, higher education institutions, hospitals and Algiers businesses. The Energy Smart team made over 50 outreach contacts via email, phone and attended or presented at 19 meetings to customers and customer groups.

Table 19.4: Q1 2019 Commercial Outreach Events

DATE	EVENT
Jan. 7	Audubon Zoo
Jan. 24	LifeCity Love Your City Gala
Feb. 2	Chamber of Commerce
Feb. 6	Christian Unity Church
Feb. 21	Domain Companies
Feb. 7	Mo's Art Supply
Feb. 12	Higher Education Cohort Meeting
Feb. 21	Entergy Customer Service Managers Meeting
Feb. 21	Illuminating Engineering Society
Feb. 21	New Orleans Baptist Association
Feb. 27	Greater New Orleans Hotel and Lodging Association
Feb. 27	Financial Authority of New Orleans
Feb. 27	Gallo HVAC
March 11	Xavier University
March 15	TLC Engineering
March 19	ASHRAE Meeting
March 20-21	GPRO Training
March 21	Marriott Engineering Business Council
March 25	Crumb Engineering
March 25	Gallo

Program Presentations:

- Higher Education – 2 presentations
- Hospitality – 1 presentation
- Associations – 3 presentations
 - ASHRAE
 - Chamber of Commerce
 - New Orleans Baptist Association
- Technical Groups – 7 presentations
 - Illuminating Engineering Society

- Marriott Engineering Business Council
- Gallo HVAC
- Gallo Engineering
- TLC Engineering
- GPRO Training
- Crumb Engineering
- Property Management – 1 presentation
- Financial Groups – 1 presentation
- Religious Organizations – 1 presentation
- Publicly Funded Institutions – 1 presentation
- Direct Customer Outreach – 1 presentation
- Entergy Internal Groups – 1 presentation

In Q2, the key segments to be targeted via marketing and direct outreach include higher education, hospitals, large commercial and industrial, commercial real estate and federal buildings. The Energy Smart team attended numerous events and held presentations for industry groups.

- **Hotel and Lodging Engagement:** spoke at GNOHLA meeting and met with Marriott Building Engineers to raise awareness of opportunities within hotel and lodging facilities.
- **Technical-Focused Outreach:** began engaging with technical and engineering organizations to drive more non-lighting participation such as through ASHRAE, GPRO, Gallo, Crumb, Marriott Engineering Business Council and the Illuminating Engineering Society/AIA.
- **Entergy Customer Service Manager Engagement:** collaborated with Entergy staff that manage key customer accounts to review the current program offerings and discuss opportunities for promoting Energy Smart.
- **Higher Education Cohort:** held the first quarterly meeting with institutions of higher education and other organizations with campus configurations. The Cohort established goals that include program participation by all participating members and an energy savings target of 5 million kWh in PY9.

Higher Education Cohort

The goal of the Higher Education Cohort is to develop a peer-to-peer exchange network that provides a forum for sharing effective methods for achieving energy savings as well as overcoming barriers to success. The Cohort provides a platform for collaboration to share knowledge, reduce barriers and promote effective strategies for making campuses more sustainable and energy efficient.

The first quarterly meeting of PY9 was attended by participants from six institutions. The Energy Smart team reviewed preliminary results from 2018 and projects submitted by higher education institutions in 2018. Additionally, Energy Smart provided a presentation on “Best Practices for Senior Management Engagement in Energy Efficiency” and led a roundtable discussion on each member’s experience with senior management. During the meeting, the group established goals for 2019 that include a target of achieving 5 million kWh in energy savings and participation in Energy Smart by all members.

Table 19.5

DATE	LOCATION	TOPIC
Q1 – February 12	Archdiocese of New Orleans	2018 Program Results; Best Practices for Senior Management Engagement in Energy Efficiency; Roundtable discussion; goals for 2019

Participating Institutions and Organizations:

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

The Cohort has evolved substantially since its launch in 2017 with more participating institutions and other organizations that face similar challenges from a campus configuration. The Cohort now has a guiding mission and objectives that foster engagement and collaboration and is pushing members to lead the way. The mission of the Cohort is to develop a peer-to-peer exchange network that provides a forum for sharing effective methods for achieving energy savings as well as overcoming barriers to success. The Cohort provides a platform for collaboration to share knowledge, reduce barriers and promote effective strategies for making campuses more sustainable and energy efficient.

Trade Allies

Trade Ally Highlights

In Q1 of 2019, the Energy Smart program continued the success from the fourth quarter of 2018. Residential offerings for both Algiers and New Orleans began the new year strong, with AC Tune-ups and Home Performance with ENERGY STAR taking a lead above projected goals for the quarter. The Commercial and Industrial team focused on reviewing trade ally participation in PY8 and identifying strategies for improvements to the PY9 trade ally engagement plan. The PY8 data was assessed with respect to projects completed and kWh saved by each participating trade ally. The Energy Smart team used this data as the basis for drafting a C&I tiered network of trade allies, modeled after those used by incentive programs in other areas of the country, which will launch in Q2. This tier strategy will allow Energy Smart to categorize lighting and non-lighting trade allies at one of four levels: Platinum, Gold, Silver and General.

In February, Energy Smart held the first quarterly Trade Ally Advisory Group meetings for both the Residential and Commercial and Industrial networks. Feedback and requests from these sessions will be used in implementing initiatives and changing processes for the 2019 program year and beyond.

Also in February, the Energy Smart team held the residential training course “A/C Tune-ups; From the Numbers to the Grit” which focused on the best practices and technical options to test an Air Conditioner in the field with multiple types of equipment, as well as how to perform a complete tune-up for customers.

The Energy Smart team implemented an updated method of communication for Residential trade allies to share work schedules and customer referrals and also introduced a quarterly C&I newsletter as a part of the new engagement strategy. Trade Ally newsletters provide regular correspondence with trade allies about program updates, upcoming networking and training opportunities, and relevant announcements such as upcoming Trade Ally Advisory Group meetings.

The Energy Smart team identified further opportunities in Q1 for engagement with C&I trade allies that will be implemented throughout PY9. Objectives include building stronger relationships with community stakeholders who can assist with increasing diversity within the Trade Ally Network.

Trade Ally Advisory Group (TAAG)

The first quarterly Residential TAAG meeting was held on February 7th. The meeting focused on clarifying program requirements for the new program year, as well as guiding trade allies in submitting schedules and referrals to the program team. The primary focus of the trade ally conversation focused on community engagement. Trade ally feedback from the residential meeting included:

- Request for continuing education units (CEUs) through program-provided trainings
- Request for investigation into methods to allow air conditioning service or tune up during the winter months
- Request for the Energy Smart team to negotiate discounted materials prices with suppliers, or other methods to further benefit participating trade allies enrolled in the program

On February 20th, the Energy Smart team held the Q1 C&I TAAG meeting at the Urban League of Greater New Orleans. Thirty trade allies representing over 20 companies were in attendance. The first meeting of the year gave an overview of the PY9 kWh savings goals and budgets, as well as a brief discussion of

new construction project opportunities. Additionally, the team provided an update on the searchable trade ally database that was in development and scheduled to launch in Q2. Most notably, the team announced the development of a tiered ranking system for lighting and non-lighting systems. During this discussion, trade allies provided preliminary feedback on the mechanics of the tiering system and the benefits it will provide to both customers and trade allies. In addition, 28 trade allies participated in surveys during the meeting that aimed to assess their interest in specific training areas. Results from the survey guided the conversations regarding peer-to-peer learning opportunities and training from outside experts in energy efficiency.

Measuring the Network

Contractor Engagement

The Commercial and Industrial Network registered nine new trade allies in Q1, with three that are focused on larger non-lighting projects. The Residential Network welcomed two new trade allies. These trade allies intend to begin submitting project applications starting in Q2. 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 20.1

CATEGORY	# OF COMPANIES
C&I Network	93
Residential Network	24
Total Engagement	116

Contractor Participation

In addition to the 8 registered commercial trade allies that have completed and/or closed out a project, there are 2 who have not registered yet but are being targeted to register in Q2. Participation is defined as registered trade allies who have completed and closed out projects in the first quarter of 2019.

Table 20.2

CATEGORY	# OF COMPANIES
C&I Network	8
Residential Network	10
Total Engagement	33

Table 20.3: Trade Ally Newsletter Statistics

	Residential	C&I
Date Sent	2/6/19	2/5/19
# Sent	73	92
Open Rate	50%	58.7%
Click Rate	17.1%	13%
Total Clicks	26	19
Total Opens	166	189
Unsubscribes	0	0
Time Spent Viewing Email	82.4% Read, 11.8% Skimmed, 5.9% Glanced	N/A

Program Training

Residential

On February 20th, Energy Smart provided the training course “A/C Tune-ups; From the Numbers to the Grit”. The goal of this training was to detail the process of calculating the BTUH and EER of an air conditioning unit both before and after a tune up has been performed on a system. After discussing the methods to calculate this information, the training walked through an entire air conditioner tune-up, focusing on the best practices and technical options to perform a complete high-quality tune-up for a customer.

The Energy Smart team also led one-on-one trainings in the field with residential trade allies throughout Q1. The team field-trained trade allies on several techniques and best practices for performing services such as:

- Air sealing methods in balloon frame homes.
- Venting and insulating attics.
- Duct sealing for older duct systems.
- Issues with air balancing sealed duct systems.
- Temperature requirements and proper testing for AC Tune-ups.

The number of trainings for the Retail Lighting and Appliance offering were lower than initially projected for Q1 of 2019 due to process changes. Seeing this as an opportunity, the Energy Smart team will increase the quantity and depth of retail trainings in Q2, with a greater emphasis on community engagement and program outreach.

Commercial and Industrial

In Q1, the Energy Smart team began developing a Trade Ally engagement plan for C&I trade allies. A key component in developing the strategy was to assess the training needs of trade allies and to engage organizations that can meet those needs, aiding in reaching Energy Smart’s larger energy efficiency workforce-development initiatives. The Energy Smart team surveyed 28 Trade Allies regarding their interest in potential training opportunities such as:

- Tips on submitting applications through Energy Smart
- Technology such as lighting controls from manufacturers
- Professional certifications in various building-science principles pertaining to energy efficiency
- Sales training related to selling energy-efficiency improvements

The team established contact with 20 energy-efficiency trainers or organizations who could provide educational opportunities for Trade Allies. Many of these potential sessions can lead toward professional certifications in energy efficiency. Training opportunities scheduled to take place in Q2 were established through conversations which took place in Q1.

Another central aspect of the TA engagement strategy is the development of a template for peer-to-peer education among trade allies. Planning sessions with C&I Trade Allies led to the scheduling of the first presentation by an active Trade Ally to peers that will take place in early Q1. The goal of these sessions is to assist recently-subscribed Trade Allies in becoming comfortable with the process of submitting accurate applications as well as gaining knowledge about new energy-efficiency technologies.

Detailed Program training data can be found in Appendix C: Training and Education.

Chart 20.1

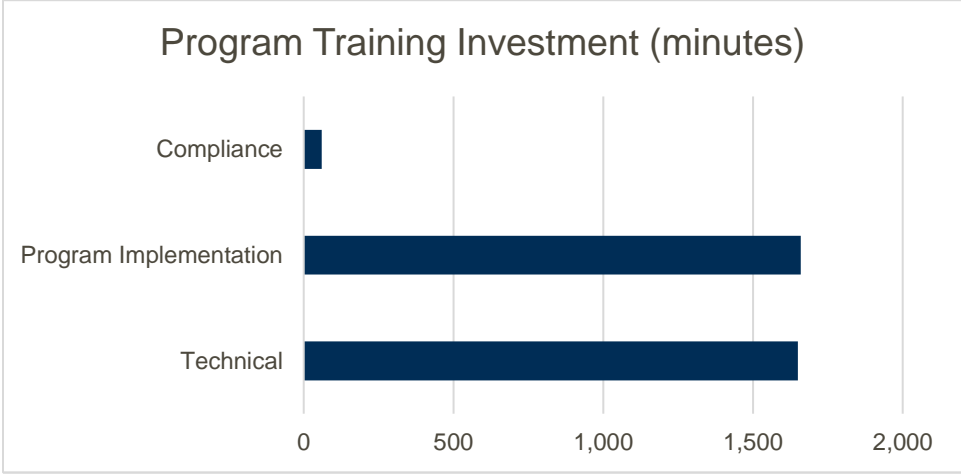
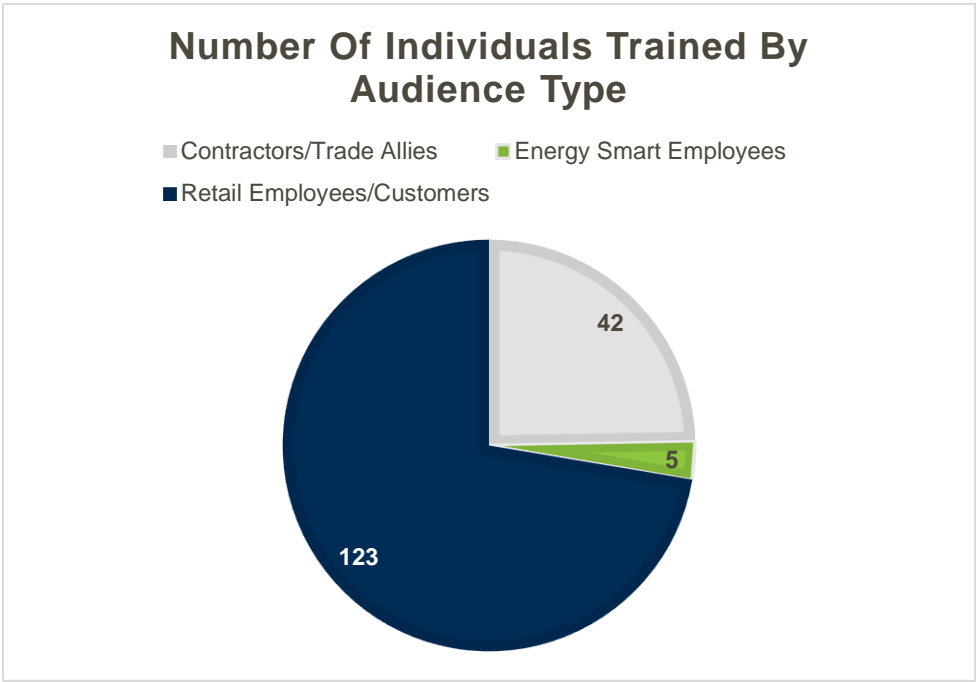


Chart 20.2



Initiatives

Market Segmentation

Within the Residential Portfolio, Energy Smart expanded its digital tactics for the EasyCool offering. In addition to email and paid social ads, a third layer of customer messaging for EasyCool will be through targeted Google Display Ads. These ads will feature A/B tested messaging and design promoting EasyCool on the Google Display network of websites. Message testing will include three different campaigns: 2018 past campaign, environmental stewardship and \$40 incentive. The targeting for this campaign will be the following:

- Customers who have previously completed the sign-up form on the HPwES and Kit page.
- Customers who have recently visited the A/C Tune UP or EasyCool pages but not completed the sign-up form.
- Audience location will be limited to ENO service territory.

Within the Commercial and Industrial Portfolio, the Energy Smart team applied a market segment approach for 2019 and identified key segments to target based on past participation and segment growth opportunities. Once key segments were identified, the team drilled down further by developing lists of contacts, organizations and associations to target segments by quarter. During Q1, the team targeted the following segments via marketing and outreach tactics:

- Hotel and Hospitality
- Higher Education Institutions
- Hospitals
- Large energy users
- Algiers

Supplier Diversity

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

As the third-party administrator, APTIM subcontracted with 11 vendors to help deliver the Energy Smart program. Among these partners, 4 vendors had supplier diversity credentials, including Baynham Environmental, Green Coast Enterprises, ILSI Engineering, and TSG Services. Additionally, the Energy Smart team used local DBEs for printing, including Pel Hughes and CAD Printing.

These small, minority, and/or disadvantaged businesses that supported Energy Smart are meaningful contributors to the program design and delivery. Their scopes of work were developed to increase their skills and capabilities in the energy efficiency field and/or expand capacity and exposure in the New Orleans market.

In total, Energy Smart spent over \$150,000 dollars of non-incentive program administration and implementation funds on diverse suppliers in the first quarter of PY9.

Workforce Development

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

The Urban League of Louisiana (ULLA) serves an integral role in the New Orleans community as an advocate, a service provider and a trusted source of information for communities of color and underserved populations on a variety of topics. As such, Urban League plays a pivotal role in engaging these communities on behalf of Energy Smart, reaching minority contractors to prepare them to provide energy efficiency services for clients and to prepare them for green industry opportunities in the region.

Additionally, ULLA's Contractor Resource Center provides support and training to local contractors who may not have previous experience performing energy efficiency upgrades or who haven't worked with a utility incentive program in the past.

The majority of Energy Smart Residential and Commercial program trainings are developed, coordinated and facilitated through the program's partnership with the Urban League of Louisiana's Contractor Resource Center, which already provides year-round training for contractors at their multiple Louisiana locations.

Residential workforce development also initiatives included regular field-based trainings with trade ally staff to explain code of conduct, best practices, materials and methods for working with different types of residences throughout Orleans Parish. These trainings occur regularly while quality assurance inspections of the work performed was taking place. Furthermore, meetings were held at the request of trade allies, where aspects of the offerings or measures were explained in greater detail, to ensure best possible operations between a trade ally and the Program.



FINANCIAL PERFORMANCE



Incentive Budget Highlights

	INCENTIVES SPENT	INCENTIVE BUDGET*	% OF BUDGET*
ALGIERS – SMALL C&I	\$2,250	\$105,675	2.38%
ALGIERS - LARGE C&I	\$ -	\$113,462	0%
ALGIERS – PFI	\$ -	\$38,312	0%
ALGIERS - RES	\$58,294	\$194,280	30.00%
N.O. – SMALL C&I	\$54,621	\$1,136,305	4.81%
N.O. - LARGE C&I	\$166,909	\$3,445,727	4.84%
N.O. – PFI	\$ -	\$446,882	0%
N.O. - RES	\$325,825	\$2,432,091	13.40%
TOTAL	\$608,169	\$7,912,734	7.69%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017.

As of March 31, 2019, ENO-Legacy Energy Smart had a remaining balance of approximately \$3.4 million left in the account. This funding is composed of Rough Production Cost Equalization payments as well as funding stemming from a Community Block Development Grant tax treatment. ENO-Algiers Energy Smart had approximately \$273K remaining in the account.

Appendices

Appendix A: School Kits & Education Summary

SCHOOL	DATE	NUMBER OF KITS	ENROLLMENT OFFERING
New Orleans Charter Science & Math High School	1/9/2019	123	Charter
Audubon Charter	1/15/2019	50	Charter
McDonough #32 Literacy Charter School	1/18/2019	35	Charter
Phillis Wheatley Community School	1/25/2019	270	Charter
International School of Louisiana	1/28/2019	132	Charter
Lusher High School	1/28/2019	150	Charter
Dr. King High School	2/1/2019	125	Charter
St. Alphonsus School	2/5/2019	32	Charter
Sophie B. Wright Charter School	2/5/2019	186	Charter
St. Michael's Special School	2/15/2019	12	Scholarship
Fannie C. Williams Charter School	2/15/2019	55	Charter
Paul Habans Charter School	2/25/2019	85	Charter
KIPP Central City Academy	3/11/2019	120	Charter
Lawrence D Crocker College Prep	3/12/2019	60	Charter
Lake Forest Charter Elementary	3/14/2019	80	Charter
St. Augustine High School	3/22/2019	135	Scholarship
Eleanor McMain Charter Secondary School	3/25/2019	79	Charter
	Total	1,725	

Appendix B: Community Outreach Summary

DATE	PRESENTATION TYPE	EVENT NAME/ ORGANIZATION	DISTRICT	AUDIENCE	REACH
1/9/2019	Neighborhood Presentation	ReFresh Project	B	Residential	37
1/9/2019	Small Commercial Direct Install	Evening Star Missionary Baptist Church	A	Residential	2
1/9/2019	Table at Public Building	ENO Community Meeting	C	Algiers	8
1/10/2019	Neighborhood Presentation	Gladewaves Presentation	C	Algiers	10
1/10/2019	Small Commercial Direct Install	Community Commitment Education Center	A	Residential	1
1/15/2019	Table at Public Building	ENO Community Meeting	B	Residential	12
1/16/2019	Neighborhood Presentation	Gladewaves Presentation	B	Residential	20
1/16/2019	Table at Public Building	ENO Community Meeting	A	Residential	24
1/24/2019	Table at Public Building	ENO Community Meeting	D	Residential	63
1/28/2019	Neighborhood Presentation	St. Roch Community Church	D	Residential	4
1/29/2019	Small Commercial Direct Install	St Philip Church	C	Algiers	3
1/30/2019	Table at Public Building	ENO Community Meeting	C	Residential	16
2/2/2019	Table at Public Building	Super Tax Day	B	Residential	400
2/4/2019	Neighborhood Presentation	Carrollton Riverbend education center Senior day	A	Residential	72
2/4/2019	Table at Public Building	CCC-Eastbank	B	Residential	250
2/4/2019	Table at Public Building	ENO Community Meeting	C	Algiers	20
2/5/2019	Table at Public Building	ENO Community Meeting	E	Residential	22
2/6/2019	Table at Public Building	Entergy CCC Eastbank/Westbank	B	Residential	150
2/7/2019	Table at Public Building	ENO Community Meeting	C	Residential	23
2/8/2019	Neighborhood Presentation	LA Green Corps	D	Residential	14
2/12/2019	Neighborhood Presentation	Krewe De Lose	B	Residential	15
2/13/2019	Table at Public Building	CCC-Westbank	C	Algiers	85
2/16/2019	Fair or Festival	Urban League School Expo	B	Residential	2500
2/16/2019	Neighborhood Presentation	Jericho Road Presentation	B	Residential	5
2/20/2019	Table at Public Building	CCC-Westbank	C	Algiers	75
2/22/2019	Neighborhood Presentation	LA Green Corps	D	Residential	14
3/7/2019	Table at Public Building	Community Commitment Center Food Pantry	A	Residential	40
3/9/2019	Table at Public Building	REVERB/Zac Brown Band	B	Residential	9000
3/12/2019	Small Commercial Direct Install	Riverview Villa	C	Algiers	2
3/13/2019	Neighborhood Presentation	ReFresh Monthly Meeting	B	Residential	36
3/13/2019	Table at Public Building	CCC-Westbank	C	Algiers	120
3/15/2019	Table at Public Building	Home and Garden Show	B	Residential	1500
3/16/2019	Table at Public Building	Home and Garden Show	B	Residential	1500

3/17/2019	Table at Public Building	Home and Garden Show	B	Residential	1500
3/19/2019	Table at Public Building	City of NO "Destress Day"	B	Residential	40
3/20/2019	Neighborhood Presentation	Blower door at Uncommon Construction	D	Residential	3
3/20/2019	Table at Public Building	CCC-Westbank	C	Algiers	150
3/22/2019	Table at Public Building	Kingsley House Health and Resource Fair	B	Residential	450
3/23/2019	Fair or Festival	Hike the Greenway	D	Residential	1200
3/27/2019	Table at Public Building	ENO Community Meeting	E	Residential	45
Total Reach					19,431

Appendix C: Training and Education

DATE	TITLE	AUDIENCE	# ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
1/11/2019	Residential Field Training (BrotherhoodWay General Contractors)	Residential Trade Allies	2	35	Training technicians on best methods to performing services for customers.	Topic(s); Proper calendar scheduling/ customer satisfaction.
1/15/2019	ENO Confidentiality Training	Energy Smart Employees	2	30	Develop a baseline knowledge of confidentiality for program implementation.	General considerations, APTIM company standards, and Entergy contractual standards. Required training to satisfy ENO initial training and annual reoccurrence training requirement for all program employees.
1/21/2019	Legal Gifts and Entertainment	Energy Smart Employees	2	30	Provide information about policies that govern ethics associated with partner and client interactions.	Administration policies that govern the ethics associated with partner and client interactions
1/28/2019	Residential Field Training (RM LaPlace)	Residential Trade Allies	2	35	Training technicians on best methods to performing services for customers.	Topic(s); Equipment set training. Advised on best practices for insulating attics.
1/31/2019	Energy Smart Program Training	Trade Ally Commercial Industrial Sales Employees	3	60	Give an overview of the Energy Smart program and process for submitting projects to Energy Smart.	Informed three CIS employees on the application process and the incentive calculator
2/5/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	35	Training technicians on best methods to performing services for customers.	Topic(s); Best Practices for AC Tune-up.
2/7/2019	Q1 Residential TAAG / Program Update	Residential Trade Allies	12	120	Formal Feedback event; communicate about training; survey trade allies.	Trade allies gathered at the Urban League to become informed on the program and to provide feedback on their experience in submitting projects.
2/20/2019	Residential Training - AC Tune-up; From the Numbers to the Grit	Residential Trade Allies	15	120	Training technicians and crew leads the proper methods to test and tune-up HVAC systems for customers. Explaining the Best Practices Standards involved in HVAC service.	Formal training event with HVAC Trade Allies held at Urban league.

2/20/2019	Q1 C&I TAAG Meeting	C&I Trade Allies	30	120	Formal Feedback event; communicate about training; survey trade allies.	Trade allies gathered at the Urban League to become informed on the program and to provide feedback on their experience in submitting projects.
2/27/2019	Trade Ally Energy Smart Training	Trade Ally Gallo Mechanical Employees	3	75	Give an overview of the Energy Smart program and process for submitting projects to Energy Smart.	Informed three Gallo employees on the application process and the incentive calculator
2/28/2019	Trade Ally Recruitment and Training	Engineering Firm Huseman & Associates	1	60	Give an overview of the Energy Smart program and process for submitting projects to Energy Smart.	Informed electrical engineer at Huseman on the application process for Energy Smart
3/11/2019	Residential Field Training (RM LaPlace)	Residential Trade Allies	1	35	Training technicians on best methods to performing services for customers.	Topic(s); Proper application / usage of solvent in AC tune-up. Material prep / inventory.
3/13/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Training technicians on best methods to performing services for customers.	Topic(s); Trained on Insulation best practices. Also, proper duct sealing practices.
3/13/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Training technicians on best methods to performing services for customers.	Topic(s); AC Tune Up temperature testing. Also Duct sealing best practices
3/13/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	35	Training technicians on best methods to performing services for customers.	Topic(s); Attic preparation best practices. Also, proper flagging and damming.
3/13/2019	Residential Field Training (RM LaPlace)	Residential Trade Allies	1	35	Training technicians on best methods to performing services for customers.	Topic(s); Temperature requirements for AC tune-up / rebate form fill out
3/18/2019	Residential Field Training (BrotherhoodWay General Contractors)	Residential Trade Allies	1	35	Training technicians on best methods to performing services for customers.	Topic(s); Schedule compliance / hazard disclosure form usage
3/20/2019	Green Professional Building Skills Training: Operations and Maintenance Essentials	Trade Allies / Energy Smart Employees	16	960	To learn the principles of high-performance construction and integrate green practices into the core knowledge of their trade.	Two-day training introducing attendees to green-building principles and environmental principles

3/25/2019	Trade Ally Training – Gallo	Trade Ally	4	90	To train new trade allies on how to submit projects to the Energy Smart program.	Met with four Gallo employees and covered the commercial program overview including lighting and non-lighting calculators
3/25/2019	Trade Ally Training – Crumb Engineering	Potential Trade Ally	1	75	Give an overview of the Energy Smart program and process for submitting projects to Energy Smart.	Met with potential trade ally and covered application process, potential projects in 2019, and the non-lighting and lighting calculators.
3.26.19	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	1	35	Training technicians and crew leads the best methods to performing services for customers.	Topic(s); Rebates, best practices in residential services.
3.28.19	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Training technicians and crew leads the best methods to performing services for customers.	Topic(s); Hazard disclosures / appropriate times to turn down job/delay until homeowner compliance (disconnected gas vents in attic)
3.29.19	Energy Smart Incentive Calculator Training	Energy Smart Employees	1	30	Encourage inter-departmental learning among Energy Smart Staff	Training and development specialist trained the Marketing and Outreach Lead on application process and calculator
3.31.19	Residential Field Training (RM LaPlace)	Residential Trade Allies	2	35	Training technicians and crew leads the best methods to performing services for customers.	Topic(s); Air sealing & Insulation methods in a Balloon frame house
TOTAL NUMBER TRAINED			106			

Appendix D: Marketing Collateral

January Energy Smart Circuit E-Newsletter




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- [Get Outdoors with Thermostats](#)
- [Monitor Energy Usage](#)
- [Can Smart Thermostats Demystify Smart LED Light Bulbs?](#)
- [What's Your Cost for a Smart Thermostat?](#)
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It's your time... Use it wisely.

Start saving energy!

Check out our newly redesigned site & interesting articles!

I've Seen the Light: Demystifying LED Light Bulbs

If you've spent most of your life buying standard, incandescent bulbs, you're probably more comfortable choosing a bulb by its watt rating. A 40-watt for the living room lamp, a 60-watt for the closet fixture or a 100-watt for the garage.

With the introduction of energy-efficient bulbs, however, choosing a replacement is not as simple. While measure the amount of energy the bulb uses – not how bright it is. And when you consider that CFL bulbs use 75 percent less energy and LED bulbs use up to 80 percent less energy than incandescent bulbs, finding a comparable bulb can be confusing.

Don't worry, we're here to help. Not only will this article demystify energy-efficient bulbs, we can help you save even more with [Energy Smart instant discounts](#) on LED bulbs at select retailers.



Learning More About Energy Smart
View our infographic for the spotlight on energy-efficient lighting solutions at the bottom of our page and visit [www.energysmart.com](#)

Light Type	Wattage	Energy Used (kWh)	Estimated Life (Hours)
Incandescent	40W	4.0	1,000
Incandescent	60W	6.0	1,000
Incandescent	75W	7.5	1,000
Incandescent	100W	10.0	1,000
CFL	13W	1.3	10,000
CFL	19W	1.9	10,000
CFL	26W	2.6	10,000
CFL	32W	3.2	10,000
LED	10W	1.0	25,000
LED	15W	1.5	25,000
LED	20W	2.0	25,000
LED	25W	2.5	25,000

Which New Color?
ENERGY STAR bulbs are available in a wide range of colors, measured by temperature on the Kelvin scale. Follow the recommendations below to help you choose the right color for your space.

Color	Temperature (Kelvin)	Best For
Soft White	2700K	Bedrooms, Living Rooms, Dining Rooms
Neutral White	3000K	Kitchens, Bathrooms, Hallways
Daylight	5000K	Offices, Workshops, Garages

[Click here](#) to view the PDF of the infographic.

Save at the Checkout

Now is the perfect time to stock up on LED light bulbs. Switching to LEDs can help you save on your bill – and even better, you can get instant Energy Smart discounts when you [purchase them at select retailers](#).

Looking for other ways to save energy at home? Visit [www.energysmart.com](#) or call 504-223-6966.

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February Energy Smart Circuit E-Newsletter



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It's your time...
Use it wisely.



Check out more money saving tips, tools & interesting articles **GO**

You can be the star of our energy-efficiency offerings

The Preview

While your favorite Hollywood celebrities, movies and TV shows are receiving the big awards this month, you can be the big winner in your own home when you receive free energy-efficient products. Entergy New Orleans customers can join the cast when they call to sign up for our Home Performance with ENERGY STAR® or Income-Qualified Weatherization offering.



YOUR ENERGY-SAVING CO-STARS



The Plot

Home Performance with ENERGY STAR free energy assessment is worth a rating of four stars because it's available to any residential Entergy customer in Orleans Parish who lives in an existing single-family home. During the assessment, an energy advisor will review your home's energy-efficiency needs, including the free installation of products. After the assessment, the energy advisor will provide an estimate for the suggested upgrades and help you identify the specific [rebates](#) you may qualify for.

Residential Entergy customers in Orleans Parish who meet the income qualification of 200 percent of the federal poverty level are eligible to accept free energy-efficiency improvements to their home as part of the Income-Qualified Weatherization offering. * If you qualify, an energy advisor will perform a walk-through assessment and conduct weatherization enhancements.

The Action

Here are five reasons to partake in our super ENERGY STAR offerings:

- 1. We'll Give Your Home the Movie Star Treatment**
During your assessment, we use a scientific approach and state-of-the-art tools to find ways to boost your home's energy efficiency.
- 2. You're the Star of the Show**
We present a thorough, personalized analysis of the results of your assessment.
- 3. Don't Forget to Take Home Your Free Swag Bag**
We'll install free products, which may include programmable thermostats, smart power strips and LED light bulbs.
- 4. A Timeless Classic**
The energy-efficient changes designated for your home will reduce your energy use and utility costs on your monthly bill.
- 5. Two Thumbs Up**
If you like your experience with our energy-efficiency offerings, you can explore what else we have to offer and recommend us to your friends, family and neighbors.

Will there be a sequel?

When you take part in our [EasyCool](#) offering, you can collect an annual savings of \$40 — that's the cost of almost five movie tickets. Learn more about additional offerings from Energy Smart by calling 504-229-6868 or emailing info@energysmartnola.com.

*Income eligibility does not guarantee participation. Availability may be limited and is on a first-come, first-served basis.

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March Energy Smart Circuit E-Newsletter



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[Seven lucky charms for energy efficiency](#)

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[INFOGRAPHIC: The History of Daylight Saving Time](#)

It's your time...
Use it wisely.



Start paying online >

Check out more money saving tips, tools & interesting articles



Seven lucky charms for energy efficiency

You don't need to trek to the end of the rainbow to save on your energy bills. Simply spring into energy efficiency with the Energy Smart Program. Here are five energy-saving good luck charms:



1. **Four-Leaf Clover:** [Home Performance with ENERGY STAR®](#)

Bring the luck of the Irish to your home with this comprehensive, whole-house approach to improving energy efficiency. It starts with a free energy assessment; can include a certified trade ally installing additional recommended energy-efficient measures and ends with lower utility bills.

2. **Rabbit's Foot:** [A/C Tune-Up Offering](#)

Does your central A/C unit need to be looked at? Then consider this charming offering, A/C Tune-Up. You can improve the performance and efficiency of your unit by up to 30 percent just for getting it cleaned and maintained. Plus, you can get up to \$150 in an instant rebate and a decreased monthly energy bill.

3. **Pot of Gold:** [Central Air Conditioner Rebates](#)

Well, this is good fortune: Depending on what kind of new central air conditioner you get installed, you may be eligible for rebates up to \$500.

4. **Rainbow:** [EasyCool Offering](#)

Want to earn some green every year? Get \$40 back every year when you sign up for EasyCool. A trained Energy Smart advisor will install an A/C cycling or 'smart' switch on your outdoor A/C unit or heat pump system for free. You don't have to be home for the free installation. When the device is activated, your air conditioner will run but for half as long. These "events" occur only on select weekdays from June 1-Sept. 30 from two to four hours between 2-6 p.m.

5. **Penny:** [Residential Appliance Rebates](#)

Whether you're ready to upgrade your light bulbs or water heater, we can help. We also offer financial incentives for your newly purchased appliances.

Do you qualify for these offerings?

6. **Horseshoe:** [Multifamily Direct Install for Tenants](#)

Qualifying tenants are able to receive free energy- and water-saving products—which can include programmable thermostats, light bulbs, showerheads and faucet aerators—installed right in their units at no cost.

7. **Gold Star:** [Income-Qualified Weatherization](#)

Eligible households can get free energy-efficient services from an accredited trade ally. These may include a walk-through assessment, energy-saving products, duct sealing, air sealing, attic insulation and an A/C tune-up.

Spreading the luck to Small Businesses

Saving money on your utility bill doesn't just apply to residences. If you are a small business owner, Energy Smart can help you identify opportunities and provide cash incentives for completing eligible upgrades with proven energy savings. Learn more about Energy Smart Commercial & Industrial Offerings by visiting energysmartnola.com/businesses.

Opportunity is knocking.

Learn more about our Energy Smart energy-efficiency services by visiting <https://www.energysmartnola.info/residents/> or calling 504-229-8868.



LED Infographic Outreach Table Display

I've Seen the Light:
Demystifying LED Light Bulbs

Turning Watts into Lumens
Since energy efficient bulbs use significantly less energy (measured in watts), it's better to look at the bulb's lumens for brightness level. Here's a simple conversion chart.

Bulb Brightness	Incandescent Bulb	CFL Bulb	LED Bulb
400	40	10	5.6
800	60	13	8.9
1,600	75	16	10.0
2,400	100	20	16.0
3,200	150	47	21.0

A New Way of Saving the Same Light
Not all bulbs are created equal. See how different light bulb types compare.

Incandescent Bulb	Compact Fluorescent Light (CFL) Bulb	Light Emitting Diode (LED) Bulb
How They Work Incandescent bulbs produce light by heating a filament inside a glass bulb.	Compact fluorescent light bulbs use a gas-filled tube with a phosphor coating that emits light when it is energized.	LED bulbs produce light by passing an electric current through a semiconductor material.
Efficiency Incandescent light bulbs convert only 10% of energy into light.	CFL bulbs are 25% more efficient than incandescent bulbs.	LED bulbs are 80% more efficient than incandescent bulbs.
Typical Lifespan 1,000 hours	10,000 hours	25,000+ hours
Available Savings \$10	Approx. \$30	Approx. \$50
Recycling the Bulbs Yes	No	None
Safe on Industry Yes	No (Under test to reuse it)	Yes

Pick Your Color
ENERGY STAR bulbs are available in a wide range of colors, measured by a temperature on the Kelvin scale. The lower the Kelvin value the warmer the light.

2,700K (Warm White) 3,000K (Soft White) 3,500K (Neutral White) 4,000K (Cool White) 5,000K (Daylight) 6,000K (Cool Daylight)

EnergySmart **Entergy**
A SmartSource Program

EasyCool Refer-A-Friend Post Card

I enrolled in EasyCool and you should, too.



Sign-up is quick and easy. You don't even need to be home for installation. **Every year you participate, you will receive \$40.**

Ready to register?
Call 504-229-6868 or visit energysmartnola.com.



What's cool about EasyCool?

- **It's free and easy** if you're a qualifying homeowner or renter in Orleans Parish.
- After every summer season you participate, **you'll receive \$40.**
- **You don't even have to be home** when we install your cycling switch on your outdoor A/C unit or heat-pump system if there are no access issues.



Enroll in EasyCool today.
Call 504-229-6868 or visit energysmartnola.com to learn more ways to save through Energy Smart.

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Energy Smart Refer-A-Friend Door Hanger with Business Reply Card

Your neighbors participated in Energy Smart and you should, too.

Energy Smart helps to lower your Entergy New Orleans utility bills.

- Home Performance With ENERGY STAR®
- Income-Qualified Weatherization
- A/C Tune-Up
- Residential Lighting and Appliance Rebates
- EasyCool

Call us at **504-229-6868** or visit us at energysmartnola.com for more information.

Energy Smart Enrollment

Name: _____ Email: _____

Address: _____

City: _____ ZIP: _____ Phone: _____

1. Do you own or rent your home? Own Rent

2. Select all of the following Energy Smart offerings you want to learn more about:

- Home Performance With ENERGY STAR®
- Income-Qualified Weatherization
- A/C Tune-Up
- Residential Lighting and Appliance Rebates
- EasyCool

Please leave all the perforation and place in U.S. mail.
 Entergy is a registered participant in the Energy Smart program managed by the New Orleans City Council and administered by Energy Smart, LLC, an Entergy Services, LLC subsidiary.

Why choose Energy Smart?

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

Visit energysmartnola.com or call **504-229-6868** to learn more ways to save through Energy Smart.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 12282 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

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

Energy Smart for Kids Updated Installation Survey

Energy Smart Starter Kit Installation Survey

Please remember to return this form.

Teacher's Name _____

School _____

Student's Name _____ Date _____



- 1. Check the type of water heating at your home.**
(Hint: Gas water heaters have a little "chimney" on top called a flue. Plus, if your Entergy bill has no gas on it - you're all electric.)
 Gas Electric

Did you install....

- 2.** 9w LED bulbs. How many?
 One Two Three Four



- 3.** 15w LED bulbs. How many?
 One Two



- 4.** The bathroom sink aerator.
 Yes No



- 5.** The kitchen sink aerator.
 Yes No



- 6.** The showerhead.
 Yes No



- 7.** Completed the experiment.
 Yes No



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Energy Smart Starter Kit Installation Guide

Dear Parent/Guardian,

Your child has received an **Energy Smart Starter Kit** to reduce your home energy use and save your family money. Please help your child install the contents of the kit by following the tips below. Then help your child complete the back side of this form as the homework portion of this energy efficiency lesson.



LED Light Bulbs

LED bulbs screw into a light socket the same as regular light bulbs. Two different LED wattages are provided depending on brightness needed for your room.



Water-Saving Shower Head

Unscrew the old shower head, using an adjustable wrench or pliers if necessary. Then tighten the new shower head into place.

NOTE: Use a damp cloth around the shower head and aerator to protect the metal finish when using any tools in installation.



Water-Saving Sink Aerators

Installing or replacing the water-efficient sink aerators may require an adjustable wrench or pliers. Unscrew the old one and tighten the new aerator into place. The larger, white aerator swivels and will spray when you pull on it. Make sure the rubber washer is inside the aerator before installing. Both aerators have threading on the inside and outside to fit most faucets. One aerator is for kitchen sinks and one is for bathroom sinks.



Shower and Faucet Flow Meter Bag

Prove that the water items will save more money for your family. Use the flow meter bag to measure before and after gallons per minute coming out of the faucet. Try it with yours, then try it with ours and see how much water (and money) you'll save.

Want to win a \$100 gift card?

Provide your name and email address below and we'll send you a three-minute survey for your chance to win.

Parent/Guardian Name _____ Email _____

Address _____ Phone _____

Visit energysmartnola.com for more ways to become more Energy Smart in your home.



A/C Tune-up Email – Sent on 3/13/2019



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

The Energy Smart A/C Tune-up offering helps to optimize your cooling and your savings. Thank you for your participation.

You're invited to take a brief customer satisfaction survey.

- Less than five minutes to complete.
- Your input helps us improve our offerings and services.

Thank you for helping to use energy wisely.

Take our survey ►

For any questions, please call 504-229-6868 or [email](#) us.

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

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

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This message was sent by Energy Smart Residential Program, 524 Elmwood Park Blvd., Suite 140 New Orleans, LA 70123

To manage your preferences, visit your [email preferences](#).

EasyCool Survey Email – Sent 2/20/2019



Thank you for your participation in EasyCool.

Thanks for your participation in the Energy Smart EasyCool offering, which makes an important contribution to reducing energy demand, benefiting the environment and keeping electric costs more affordable. Thank you for helping to use energy wisely.

You're invited to take a brief customer satisfaction survey.

- Less than 5 minutes to complete.
- Your input helps us improve our offerings and services.

Take our survey ►

For any questions, please call **504-229-6868** or [email](#) us.

Thank you again for participating in the Energy Smart EasyCool offering.

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

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This message was sent by Energy Smart Residential Program, 524 Elmwood Park Blvd., Suite 140 New Orleans, LA 70123

To manage your preferences, visit your [email preferences](#).

EasyCool March Facebook Ad

Energy New Orleans

Sponsored

Like Page

Sign up for Energy Smart's EasyCool and receive \$40 after each summer season of participation. Join your neighbors and easily enroll now for 2019.

Receiving \$40 after every summer is easy with EasyCool.

\$40 for you, each year.

EasyCool helps the environment while managing the cost of electricity for you and your community.

SAVE.ENERGYSMARTNOLA.INFO/EASYCOOL


Sign Up



20

562 Comments 311 Shares

Like Comment Share


Residential Trade Ally Newsletter – Sent 2/6/2019



Energy Smart Spotlight

February 2019




Attention: Required Checklist for 2019

As 2019 gets underway, all trade allies need to ensure that they are in good standing with the program as soon as possible. Please check through these items and make absolutely sure that your company is ready for the year.

[Read more ▶](#)

Upcoming Events and Trainings



Energy Smart Residential Training - A/C Tune-ups

Feb. 20
4-6 p.m.

Urban League of Louisiana
4640 S. Carrollton Ave., Suite 110
New Orleans, LA 70119

The purpose of this training is to explain the acceptable quality standards for eligible A/C tune-up rebates. We will walk through how to perform many of the tasks associated with an A/C tune-up and take a detailed look at what a passing and failing project looks like as related to material usage and technique. Energy Smart program staff will also distribute materials to help your team address customer needs quickly and professionally.

[RSVP ▶](#)

Q1 Trade Ally Advisory Group Meeting

Feb. 7
4-6:30 p.m.

Urban League of Louisiana
4640 S. Carrollton Ave., Suite 110
New Orleans, LA 70119

Agenda:
4-4:15 p.m. - Dinner and Networking
4:15-4:30 p.m. - Offering Updates
4:30-6:30 p.m. - Questions and Discussion

We hope to see your team at the meeting. For more information about this and other energy efficiency offerings visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

[RSVP ▶](#)


Green Professional Building Skills Training: Operations and Maintenance Essentials

March 20-21
9 a.m.-5 p.m.

Urban League of Louisiana
4640 S. Carrollton Ave., Suite 110
New Orleans, LA 70119

Green Professional Building Skills Training is a comprehensive training and certificate program developed by Urban Green Council, the U.S. Green Building Council's New York City affiliate. The course cost is \$385, and will cover large multifamily and commercial building operations and maintenance. Classes will end with the certification exam for the Green Professional Building Skills Training Operations & Maintenance Essentials certification.

[RSVP ▶](#)




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

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Energy Smart Residential Program - 524 Elmwood Park Blvd., Suite 140 - New Orleans, LA - 70133

You received this email because you are subscribed to Trade Ally Newsletter from Energy Smart Residential Program.

Update your [email preferences](#) to choose the types of emails you receive.

[Unsubscribe from all future emails](#)

Updated Refrigerator Rebate Application

Get a \$50 Rebate

Energy Smart Refrigerator Rebate

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



\$50 Rebate on ENERGY STAR Qualified Refrigerators

To search for qualified products and to verify eligibility, go to: energystar.gov/productfinder/product/certified-residential-refrigerators/results. Compact refrigerators and Freezers less than 7.75 cubic feet do not qualify.

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name: _____ Email: _____

Installation Address: _____ City: _____ State: _____ ZIP: _____

Purchaser's Address: _____ City: _____ State: _____ ZIP: _____

Daytime phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (2 or more units) Other _____
 Own Rent

Refrigerator Information: Brand: _____ Make: _____ Model #: _____

Replacing Operational Refrigerator: Yes No **Age of Existing Refrigerator:** _____ **Ice Maker:** Yes No

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

Product Type: Top Freezer Side Freezer Bottom Freezer Single Door Other (Specify) _____

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

Purchaser's Signature: _____ Date: _____

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

Energy Smart Retail Lighting and Appliances Program

524 Elmwood Park Blvd., Suite 140
New Orleans, LA 70103-3308


Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date.

All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2019 or while funds last.

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March EasyCool Business Reply Card



Energy Smart EasyCool Enrollment

Name: _____ Email: _____

Address: _____

City: _____ ZIP: _____ Phone: _____


- Does your home have a central A/C or heat pump system? Yes No
- Do you own or rent your home? Own Rent
- How many A/C systems presently cool the home? 1 2 3
- Select all of the following that apply:
 - Pets in or near A/C or heat pump system.
 - A/C or heat pump is behind a locked gate.
 - A/C or heat pump is more than six feet off the ground.



If you checked any of the above options a representative will call to schedule an appointment.

Signature: _____ Date: _____

Please tear at the perforation and place in U.S. mail or visit save.energysmartnola.info/easycool.
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THE
ROAD
TO \$40
IS EASY



ENERGY SMART CAN HELP
YOU FIND SAVINGS AND AN
EXTRA \$40 EVERY YEAR

To enroll in EasyCool:

- Complete the information on the attached postage-paid post card and drop it in the mail.
- Once enrolled, a technician will be in your neighborhood to install your device.








Want to learn more about EasyCool and how Energy Smart can help you save energy in your home?

EasyCool helps Entergy New Orleans manage higher energy demand in the summer. At no cost to you, a cycling switch is installed on your home's outdoor A/C unit or heat pump system. During periods or "events" of high demand – usually the hottest days of the summer – the switch to cycle your cooling system will activate. This only occurs on weekdays (Monday-Friday) but never on holidays. The "events" typically last for two to four hours between 2-6 p.m.

To learn more about EasyCool and other opportunities for energy savings call **504-229-6868** or visit energysmartnola.com. Don't miss these opportunities to save even more.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 27803 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

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



Updated Commercial & Industrial Overview



ENERGY SMART COMMERCIAL & 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 provide cash incentives for completing eligible upgrades with proven energy savings. Applications are accepted on a rolling basis. There is no deadline to apply.

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

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

Energy efficient upgrades can help your business:

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

Participants can receive up to 100 percent of the project cost.

- \$50,000 for lighting only upgrades per site, per year.
- \$100,000 for non-lighting only upgrades per site, per year.
- \$100,000 total for combined lighting & non-lighting upgrades per site, per year.

Follow these simple steps to earn incentives for your next energy efficiency project.

- 1 Participant identifies project.
- 2 Participant submits required documents.
- 3 Program conducts site visit & grants pre-approval*.
- 4 Participant orders & installs equipment.
- 5 Participant submits completion documents after installation.
- 6 Program conducts post-site visit & pays incentive.

*Contact us to find out if pre-approval is required for your project.

Visit energysmartnola.com to find a Registered Trade Ally.

EnergySmart A New Orleans Program | **Entergy**

OFFERING INFORMATION

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

	PRESCRIPTIVE INCENTIVES	CUSTOM INCENTIVES
	<p>Prescriptive incentives are paid a pre-defined amount per unit for certain measures in the following categories:</p> <ul style="list-style-type: none"> • Lighting. • HVAC. • Refrigeration. • Commercial Kitchen Equipment. 	<p>Custom incentives are paid based on the estimated energy savings, customer size and project type as follows:</p> <ul style="list-style-type: none"> • \$10 per kWh saved for custom lighting projects in facilities with peak demand >100 kW (large commercial). • \$12 per kWh saved for custom lighting projects in facilities with peak demand <100 kW (small commercial). • \$12 per kWh saved for all custom non-lighting projects.
<input type="checkbox"/>	Check if the equipment you plan to install is on the prescriptive incentive list at energysmartnola.com . If not, the project will be custom.	Submit completed application, applicable incentive calculator, one recent Entergy bill, proposal and spec sheets to commercialapps@energysmartnola.com .
<input type="checkbox"/>	Scope out the project and complete the prescriptive incentive workbook to determine if pre-approval is required for your project.	Pre-approval is required for all custom projects. Program schedules site visit.
<input type="checkbox"/>	If pre-approval is required (estimated incentive is greater than \$5,000), submit completed application, prescriptive incentive calculator, one recent Entergy bill and spec sheets to commercialapps@energysmartnola.com . You must receive pre-approval prior to purchasing equipment.	Once approved, implement your project.
<input type="checkbox"/>	If pre-approval is not required (estimated incentive amount is less than \$5,000), equipment may be purchased and installed. Then submit application, prescriptive incentive calculator, one recent Entergy bill and spec sheets to commercialapps@energysmartnola.com .	Contact the program team when project is complete. Submit project completion notice signed by the customer with any updated documentation.

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

CONSULTATIVE ENERGY SERVICES
Energy Smart can help guide projects to increase energy savings and cost-effectiveness.

CASH BACK INCENTIVES
Energy Smart has paid out more than \$11.4 million to business customers.

TRAINING & DEVELOPMENT
Energy Smart is committed to providing training and development to participating trade ally contractors.

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

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Updated Retro-commissioning Overview



ENERGY SMART RETRO-COMMISSIONING OFFERING

Buildings need regular maintenance checks and tune-ups in order to maintain optimal efficiency. Energy Smart connects facility owners and managers with experts and provides financial incentives to ensure that their buildings and the equipment within it are in peak operating conditions for prime energy savings.

Energy Smart's Retro-commissioning offering helps large commercial and industrial customers save a significant amount of energy and produce paybacks of less than two years with the help of incentives. Through retro-commissioning (RCx), you can manage energy use more effectively, increase tenant comfort and catch small maintenance needs before they become costly repairs.

RETRO-COMMISSIONING
RCx is the simple process of improving the performance and energy efficiency of building systems, equipment and operations as a whole. Specialized Trade Allies, called RCx Service Providers, work directly with facility managers to examine all facets of a building, including the structural envelope, building controls, lighting, HVAC, equipment choices, workplace habits, maintenance schedules and operational policies.

The Energy Smart Retro-commissioning offering includes low cost measures such as adjustments, recalibrations and process changes that provide quick paybacks. Saving money now can help your company invest in more projects later. Your RSP conducts an RCx Study at your facility, which make recommendations to changes in your systems, equipment and practices that can lead to significant energy and cost savings.

READY TO GET ENERGY SMART?
Visit energysmartnola.com to view a list of qualified RSPs, and then contact the RSP of your choice to get started on the offering process or call us at 504-229-6868.

OFFERING PROCESS



Annual Energy Savings
+
Energy Smart Incentives
=
AVERAGE PAYBACK LESS THAN TWO YEARS

EnergySmart
A New Orleans Program



ENERGY SMART RETRO-COMMISSIONING OFFERING

The Energy Smart Retro-Commissioning offering is available to Large Commercial and Industrial Entergy New Orleans electric customers, including publicly funded institutions.

TERMINOLOGY

RSP: A Retro-commissioning Service Provider is a specialized Energy Smart Trade Ally who is qualified to assist customers through the RCx process.

Opportunity Assessment: A set of screening questions designed to determine well-qualified candidates for RCx.

Enrollment Application: A form that when completed and approved, admits a customer into the Retro-commissioning offering and allows the RSP to conduct a study.

Study: A comprehensive audit that inspects, assesses and analyzes energy usage. The study identifies and provides savings and cost analysis of low-cost RCx measures.

Measure Selection Form: A form detailing a set of recommended measures to be implemented.

INCENTIVE STRUCTURE

Incentives are paid for both the cost of the approved RCx study performed and for the implementation of qualified energy saving measures. Both incentives are paid at the completion of the project. Incentive rates and structure are below:

INCENTIVE PHASE	INCENTIVE RATE
Approved RCx Study and Workbook	50 percent of study cost ¹
Verification of Implemented Savings	\$0.12/kWh

¹ Up to \$15,000
 - Customers are eligible for \$50,000 for lighting per site, per year; \$100,000 for non-lighting per site, per year and \$100,000 total for combined lighting and non-lighting per site, per year.
 - In order to be eligible for the study incentive, customers must implement at least one of the measures recommended in the approved study.

ELIGIBILITY

Eligibility is limited to large commercial and industrial Entergy New Orleans electric customers that meet facility requirements and are determined to be good candidates through the results of an Opportunity Assessment. Examples of good candidates include customers that have:

- Over 100,000 sq. ft. of conditioned space.
- A high average electric energy intensity.
- Robust building control systems.
- Other equipment where RCx can make a difference and are motivated to implement projects and train staff.



Participants in the Retro-commissioning offering will also potentially identify other energy saving opportunities that qualify for custom or prescriptive incentives. Energy Smart will assist in guiding you to these energy saving opportunities and programs.

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



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Updated C&I Trade Ally Overview

ENERGY SMART TRADE ALLY NETWORK

Energy Smart is Entergy New Orleans' energy efficiency program that incentivizes customers to perform energy saving upgrades in their facilities.

The Energy Smart New Orleans Trade Ally Network aims to develop and increase the commercial and industrial contractor base by providing training opportunities, industry networking opportunities and assistance completing program-related documentation and other requirements. Trade allies can leverage Energy Smart's cash incentives to gain new customers and maximize existing customer projects that reduce energy use. Applications are accepted on a rolling basis. There is no deadline to apply.

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

- Lighting and lighting controls.
- Chillers.
- Unitary air conditioning and heat pump.
- Motors.

BENEFITS OF BECOMING A TRADE ALLY

1. Technical assistance.
2. Co-branding opportunities.
3. Access to training.
4. Industry networking events.



Participants can receive up to 100 percent of the project cost.

- \$50,000 for lighting only upgrades per site, per year.
- \$100,000 for non-lighting only upgrades per site, per year.
- \$100,000 total for combined lighting & non-lighting upgrades per site, per year.

Follow these simple steps to earn incentives for your next energy efficiency project.

1. Participant identifies project.
2. Participant submits required documents.
3. Program conducts site visit & grants pre-approval*.
4. Participant orders & installs equipment.
5. Participant submits completion documents after installation.
6. Program conducts post-site visit & pays incentive.

*Contact us to find out if pre-approval is required for your project.



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



PRESCRIPTIVE INCENTIVES

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

- Lighting.
- HVAC.
- Refrigeration.
- Commercial Kitchen Equipment.

CUSTOM INCENTIVES

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

- \$10 per kWh saved for **custom lighting** projects in facilities with peak demand >100 kW (large commercial).
- \$12 per kWh saved for **custom lighting** projects in facilities with peak demand <100 kW (small commercial).
- \$12 per kWh saved for all **custom non-lighting** projects.

<input type="checkbox"/>	Check if the equipment you plan to install is on the prescriptive incentive list at energysmartnola.com . If not, the project will be custom.	Submit completed application, applicable incentive calculator, one recent Entergy bill, proposal and spec sheets to commercialapps@energysmartnola.com .
<input type="checkbox"/>	Scope out the project and complete the prescriptive incentive workbook to determine if pre-approval is required for your project.	Pre-approval is required for all custom projects. Program schedules site visit.
<input type="checkbox"/>	If pre-approval is required (estimated incentive is greater than \$5,000), submit completed application, prescriptive incentive calculator, one recent Entergy bill and spec sheets to commercialapps@energysmartnola.com . You must receive pre-approval prior to purchasing equipment.	Once approved, implement your project.
<input type="checkbox"/>	If pre-approval is not required (estimated incentive amount is less than \$5,000), equipment may be purchased and installed. Then submit application, prescriptive incentive calculator, one recent Entergy bill and spec sheets to commercialapps@energysmartnola.com .	Contact the program team when project is complete. Submit project completion notice signed by the customer with any updated documentation.

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



GROW YOUR BUSINESS

Over 750 business customers have completed projects with Energy Smart contractors.



CASH BACK INCENTIVES

Energy Smart has paid out more than \$11.4 million for energy efficiency projects.



TRAINING & DEVELOPMENT

Energy Smart is committed to providing training and development to participating contractors.

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



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Updated Prescriptive Overview




COMMERCIAL & INDUSTRIAL PRESCRIPTIVE INCENTIVES

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

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

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

- 1 INITIATE**
Participant identifies project.
- 2 ESTIMATE**
Estimate incentive using prescriptive calculator.
- 3 EXECUTE**
Materials are ordered and installed.
- 4 POST-INSTALLATION**
Submit approval package. Program performs engineering review.
- 5 PAYMENT**
Program may perform post-inspection; distributes incentive.

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

- 1 INITIATE**
Participant identifies project.
- 2 ESTIMATE**
Estimate incentive using prescriptive calculator.
- 3 PRE-APPROVAL**
Submit required documents to program. Program may schedule site visit.
- 4 EXECUTE**
Once approved, materials are ordered and installed.
- 5 POST-INSTALLATION**
Program performs engineering review.
- 6 PAYMENT**
Program schedules site visit and distributes incentive.

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




INCENTIVE RATES

AS OF MARCH 15, 2019 (MAY CHANGE AT PROGRAM'S DISCRETION)

PRESCRIPTIVE INCENTIVES			
EXISTING EQUIPMENT	EFFICIENT EQUIPMENT	INCENTIVE	UNIT
Lighting: Exit Sign Replacement			
Incandescent/CFL Exit Sign	LED Exit Sign < 5 watts, Meets State Fire Marshal Codes/UL-rated	\$20	per sign
Lighting: Incandescent and Compact Fluorescent Replacements			
Incandescent/CFL Screw-In Lamp	LED Lamp (1 to 6 watts)	\$5	per amp
Incandescent/CFL Screw-In Lamp	LED Lamp (7 to 11 watts)	\$4	per amp
Incandescent/CFL Screw-In Lamp	LED Lamp (12 to 17 watts)	\$5	per amp
Incandescent/CFL Screw-In Lamp	LED Lamp (18-8 watts)	\$6	per amp
Lighting: Lighting Controls			
No Controls	Daylighting Control (controlling < 500 watts)	\$5	per unit
No Controls	Daylighting Control (controlling < 500 watts)	\$40	per unit
No Controls	Occupancy Sensor (controlling < 500 watts)	\$20	per unit
No Controls	Occupancy Sensor (controlling < 500 watts)	\$40	per unit
No Controls	Occupancy Sensor + Daylighting Control (controlling < 500 watts)	\$5	per unit
No Controls	Occupancy Sensor + Daylighting Control (controlling < 500 watts)	\$75	per unit
HVAC			
Inefficient A/C Unit (1.5-4.1 tons)	A/C Unit (1.5-4.1 tons) - min. 12.2 EER/12 SEER efficiency	\$66	per ton
Inefficient A/C Unit (5.47 - 12.4 tons)	A/C Unit (5.47 - 12.4 tons) - min. 12.2 EER/12.48 SEER efficiency	\$66	per ton
Inefficient A/C Unit (10.25 - 20 tons)	A/C Unit (10.25 - 20 tons) - min. 12.2 EER/14.6 SEER efficiency	\$66	per ton
Inefficient A/C Unit (20.1 - 65.3 tons)	A/C Unit (20.1 - 65.3 tons) - min. 12.8 EER/12.4 SEER efficiency	\$66	per ton
Inefficient A/C Unit (65.3-103 tons)	A/C Unit (65.3-103 tons) - min. 12.4 EER/12.5 SEER efficiency	\$66	per ton
Inefficient Heat Pump Unit (1.5-4.1 tons)	Heat Pump Unit (1.5-4.1 tons) - min. 12.3 EER/15 SEER/20 HSPF efficiency	\$71	per ton
Inefficient Heat Pump Unit (5.47 - 12.4 tons)	Heat Pump Unit (5.47 - 12.4 tons) - min. 13.4 EER/15.4 SEER/20 HSPF efficiency	\$71	per ton
Inefficient Heat Pump Unit (10.25 - 20 tons)	Heat Pump Unit (10.25 - 20 tons) - min. 13.4 EER/15.5 SEER/20 HSPF efficiency	\$71	per ton
Inefficient Heat Pump Unit (20.1-103 tons)	Heat Pump Unit (20.1-103 tons) - min. 13.2 EER/15.5 SEER/20 HSPF efficiency	\$71	per ton
No Controls	Energy Management Controls installed in all classrooms	\$50	per room
Refrigeration			
Inefficient Motor (coolers and freezers)	ECM Motors (coolers and freezers)	\$95	per motor
No Controls (coolers and freezers)	Evaporator Fan Controls (coolers and freezers)	\$20	per unit
No Controls (coolers and freezers)	Anti-Sweat Heater Controls (coolers and freezers)	\$40	per door
No Gaskets (coolers and freezers)	Door Gaskets (coolers and freezers)	\$2	per frame
Commercial Kitchen			
Inefficient Equipment	Low-Flow Sink Aerators (1.5 GPM or less) - Only for facilities with electrically heated water	\$5	per unit
Inefficient Equipment	Pre-Rinse Spray Valves (1.6 GPM or less) - Only for facilities with electrically heated water	\$50	per unit
Non-ENERGY STAR®	ENERGY STAR Ice Machine	\$55	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Fryer (electric) - 85% min efficiency	\$220	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Steam Cooker (electric) - 85% min efficiency	\$1,500	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Convection Oven (electric) - 62.6 specification	\$225	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Griddle (electric) - 65% min efficiency	\$100	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Combination Oven (electric) - 65% min efficiency	\$1,000	per unit
Miscellaneous			
No PC Power Management Software/Settings	PC Power Management	\$10	per PC

EnergySmart is a program of the Energy Efficiency Resource Project, funded by the New Orleans City Council and the Louisiana Department of Energy and Natural Resources. © 2019 EnergySmart.



Business Leave Behind

Since 2010, Energy Smart has provided over

22 MILLION DOLLARS in incentives → **77,000** New Orleans HOMES & BUSINESSES = **179 million kWh** in electricity saved

Incentives available for upgrades that reduce electricity usage:

- LIGHTING AND CONTROLS
- COMMERCIAL KITCHEN
- PC POWER MANAGEMENT
- HVAC
- REFRIGERATION
- AND MORE

Visit energysmartnola.com for more information and to find a trade ally.

EnergySmart
A New Orleans Program

“We participated in the Energy Smart Program in 2011 and 2012, and then again in 2017. We have been very happy with how user-friendly it has been. Everyone that we have dealt with has been extremely knowledgeable and helpful.”
—Patrick Maher, Jazz Casino Company (Harrah’s Casino)

PROJECT EXAMPLES		
Harrah’s Casino	Project Type	City Donuts
Garage Lighting Upgrade		Restaurant Lighting Upgrade
\$48,339	Gross Project Cost	\$5,000
\$45,788	Energy Smart Incentive	\$4,032
\$2,552	Net Project Cost	\$968
457,879 kWh	Energy Savings	33,602 kWh
\$44,414	Estimated Cost Savings	\$3,360

ARE YOU READY TO GET ENERGY SMART?
For information about this and other Energy Smart programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

EnergySmart A New Orleans Program | **Entergy**

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Higher Education Cohort Mission Statement

ENERGY SMART HIGHER EDUCATION COHORT: MISSION & OVERVIEW



MISSION

Energy Smart's Higher Education Cohort seeks to develop a peer-to-peer exchange network that provides a forum for sharing effective methods for achieving energy savings as well as overcoming barriers to success. The cohort provides a platform for collaboration to share knowledge, reduce barriers and promote effective strategies for making campuses more sustainable and energy efficient.

OBJECTIVE

To engage higher education leadership to:

- Learn about the Energy Smart program and the benefits of energy efficiency.
- Share knowledge with peers about their energy efficiency and sustainability initiatives.
- Strategies to reduce barriers and promote effective strategies for success.
- Show leadership through setting goals and publicizing success.

TARGET AUDIENCE

Higher education and major campuses in New Orleans.

Universities and Colleges:

- Delgado Community College
- Dillard University
- Louisiana State University Medical Center
- LSU Health Foundation
- Loyola University
- New Orleans Baptist Theological Seminary
- Southern University New Orleans
- Tulane University
- University of Holy Cross
- University of New Orleans
- UNO Research and Technology Foundation
- Xavier University

Major Non-profit Building Owners:

- Archdiocese of New Orleans
- New Orleans Baptist Association

ENERGY SAVINGS ACHIEVEMENT AND TARGETS THROUGH ENERGY SMART PARTICIPATION

- **2017 Gross Savings:** 330 thousand kWh savings across two higher education participants.
- **2018 Gross Savings:** 3 million kWh savings across seven cohort participants.
- **2019 Target Savings:** 5 million kWh total savings across 2019 cohort participants.

MEETING FORMAT

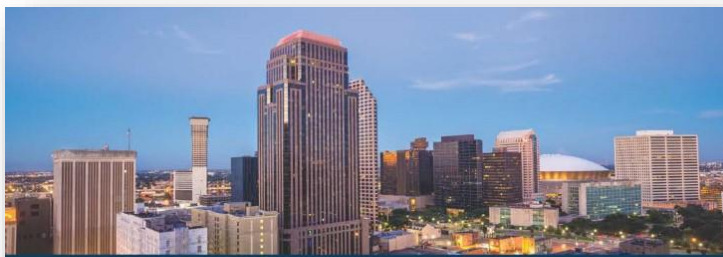
- Program status and updates.
- Educational presentation.
- Group discussion to share knowledge and information.
- Participant updates on current and upcoming projects.

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Big Check



C&I Print Ad



Ready to get Energy Smart?

Energy Smart incentivizes business customers to perform energy saving upgrades.

Get up to **\$100,000** per site, per year for upgrades that result in verifiable electric usage reduction.

**Building
Automation Systems**

**Chillers
& Motors**

**HVAC Upgrades
& Optimization**

**Lighting
& Lighting Control**

Visit energysmartnola.com or call **504-229-6868**.



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Appendix E: Program Photos

Higher Education Cohort Meeting Feb. 12, 2019



C&I Q1 TAAG Meeting



Greater New Orleans Hotel and Lodging Association Presentation on Feb. 27, 2019



Gallo Training on Feb. 27, 2019



Marriott Engineering Building Presentation on March 21, 2019



LED Bulbs being distributed at Battle Ground Baptist Church in the Lower Ninth Ward in January 2019



Entergy New Orleans Rate Case Meeting, Rampart St. on Jan. 30, 2019



Gladewaves Community Meal in Gert Town on Jan. 16, 2019



Entergy New Orleans Rate Case meeting in Mid City on Jan. 16, 2019



Energy Wise Alliance Small Commercial Prescriptive LED lighting installation at St. Philips Episcopal Church in Algiers, January 2019 for a total estimated annual savings of 15,966 kWh



Energy Wise Alliance evaluates changing hundreds of incandescent light bulbs at all Dat Dog restaurants in New Orleans



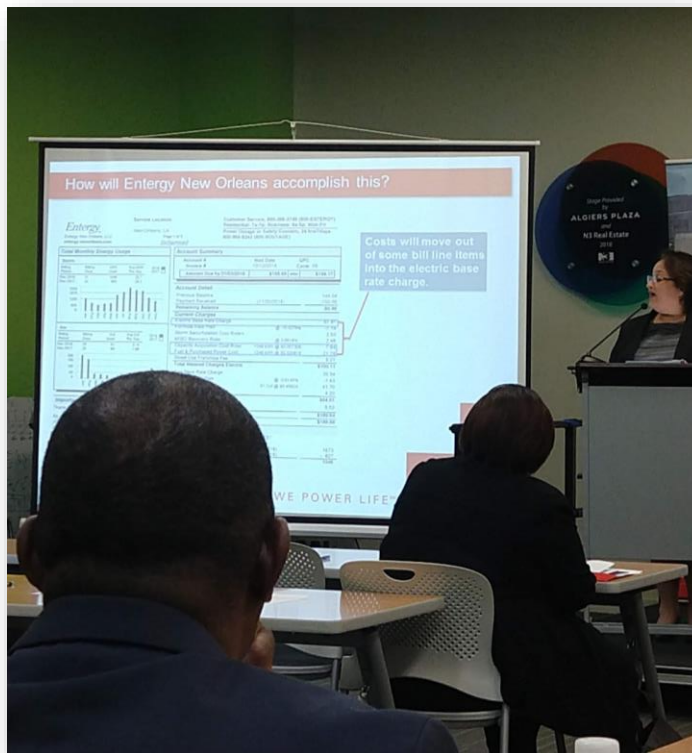
Energy Wise Alliance Small Commercial Prescriptive LED lighting installation at the Community Commitment Education Center in the Leonidas neighborhood on Jan. 10, 2019 for a total estimated annual savings of 11,393 kWh



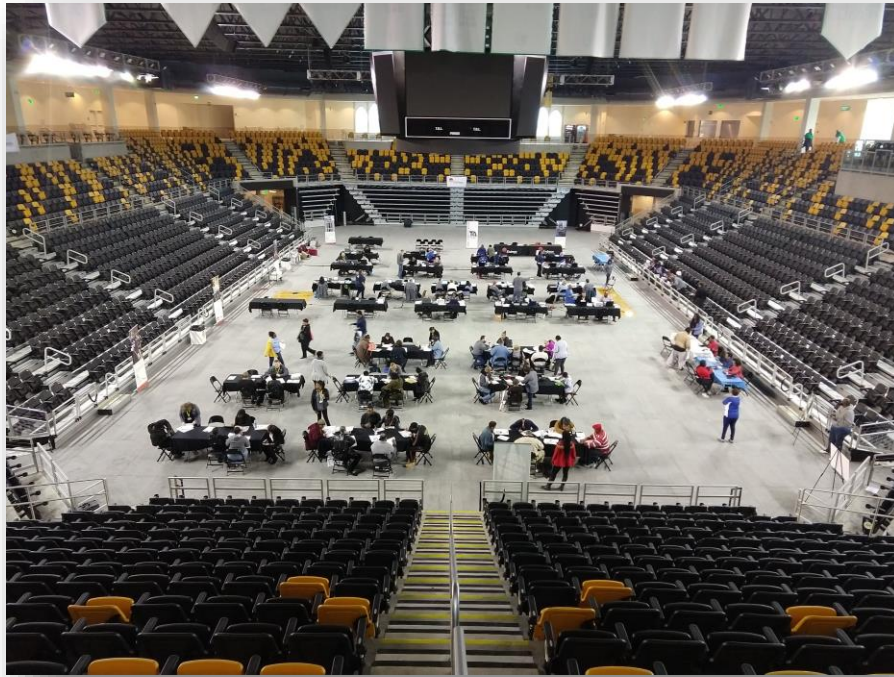
The team sorts through LED and incandescent light bulbs from the Community Commitment Education Center on Jan. 10, 2019



Entergy New Orleans Rate Case Meeting on Jan. 11, 2019



Total Community Action (TCA) Super Tax Day on Feb. 2, 2019



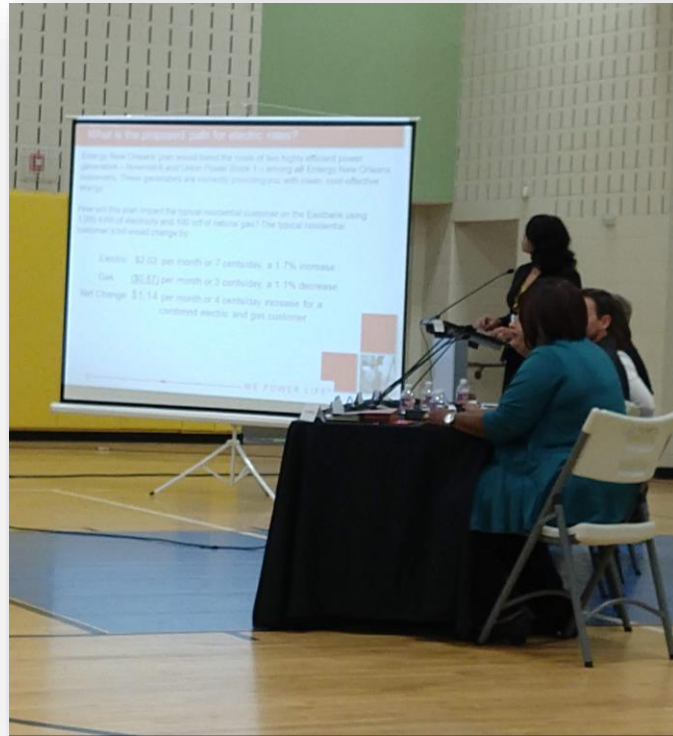
Entergy New Orleans Rate Case Meeting in Algiers on Feb. 4, 2019



The team distributes program info in partnership with the Community Commitment Center
Catholic Charities Food Pantry on Feb. 4, 2019



Energy New Orleans Rate Case Meeting in the Lower 9th Ward on Feb. 5, 2019



Entergy Customer Care Center on Canal on Feb. 6, 2019



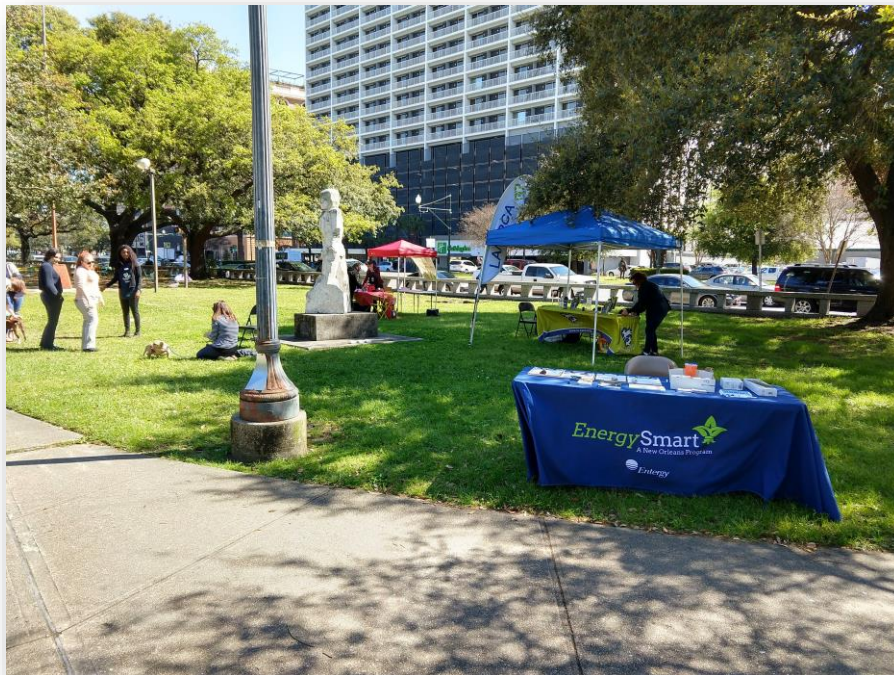
Entergy New Orleans Rate Case Meeting in the Bywater on Feb. 7, 2019



Louisiana Green Corps winter class presentation on Feb. 8, 2019



City of New Orleans De-Stress Day on March 29, 2019



Kingsley House Health and Home Fair on March 29, 2019



Friends of Lafitte Greenway Hike Fest on March 23, 2019



Community outreach at REVERB/Zac Brown Band event March 9, 2019



The team completes an LED Prescriptive Install at Riverview Villas March 12, 2019 in Algiers for 134,359 kWh estimated annual savings



The Energy Smart team completes a teaching tool about insulation.



New Orleans Home and Garden Show March 15-17, 2019

