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October 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 July 1, 2019 to September 30, 2019 (Resolutions R-11-52, R-17-31, R-17-176, R-17-177, R-17-623; UD-08-02, UD-17-03)

Dear Ms. Johnson:

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. 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 July 1, 2019 to September 30, 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

RECEIVED
OCT 30 2019

BY: UF

Enclosure

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



Quarterly Report

Energy Smart Program
Program Year 9 - Quarter 3
Submitted: 10/30//2019

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Table of Contents

I.	Executive Summary	4
	Staff List	5
	Offerings Overview	6
II.	Program Performance & Activity	7
III.	Residential Offerings Summary	11
	Home Performance with ENERGY STAR®	12
	Residential Lighting & Appliances	13
	Low-Income Audit & Weatherization	15
	High Efficiency A/C Tune-Up	16
	Multi-Family Offering Highlights	17
	Direct Load Control (EasyCool)	18
	Green Light New Orleans	19
IV.	School Kits & Education	20
V.	Behavioral (Scorecard)	21
VI.	Commercial and Industrial Programs	24
	Commercial & Industrial Offerings Summary	25
	Small Commercial Solutions	26
	Large Commercial & Industrial Solutions	27
VII.	Publicly Funded Institutions	28
VIII.	Marketing, Outreach & Engagement	30
	Marketing and Outreach	31
	Residential Marketing and Outreach Highlights	31
	Community Outreach	32
	Commercial Marketing and Outreach Highlights	33
IX.	Trade Allies	37
	Program Training	39
	Initiatives	41
X.	Incentive Budget Highlights	45
XI.	Appendices	46
	Appendix A: School Kits & Education Summary	46
	Appendix B: Community Outreach Summary	47
	Appendix C: Training and Education	48

Appendix D: Marketing Collateral	52
Appendix E: Photos.....	73

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 (“AI”)
- 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
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
Katie Mueller	Senior Regional Marketing Manager	Franklin Energy Services	Mequon, WI
Brady Loomis	Senior Marketing Specialist	Franklin Energy Services	Port Washington, WI
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Raven Carr	Operations Analyst	Franklin Energy Services	New Orleans, LA
Bernadelle Tilus	Project Specialist	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
Carl Funches	Field Technician DR	Baynham Environmental	New Orleans, LA
Tori Briscoe	Field Technician DR	TSG	New Orleans, LA

Offerings Overview

Residential

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

Commercial and 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
Algiers – Commercial	747,177	1,583,738	47.18%	82.17	263.49	31.19%
Algiers - Residential	874,882	888,672	98.45%	232.58	269.72	86.23%
Algiers - Behavioral	-	1,155,879	0.00%	-	982.5	0.00%
N.O. - Commercial	13,153,288	32,893,541	39.99%	1,267.31	5,443.00	23.28%
N.O. - Residential	9,826,860	10,528,443	93.34%	2,498.25	3,428.24	72.87%
N.O. – Behavioral	-	6,844,121	-	-	5,817.50	0.00%
TOTAL	24,602,207	53,894,394	45.65%	4,080.31	16,204.45	25.18%

Table 1.2

	INCENTIVE SPENT	INCENTIVE BUDGET	% OF INCENTIVE BUDGET	NON-INCENTIVE SPENT	NON-INCENTIVE BUDGET	% OF NON-INCENTIVE BUDGET
Algiers – Commercial	\$60,193	\$257,449	23.38%	\$184,123	\$271,207	67.89%
Algiers - Residential	\$165,497	\$194,280	85.18%	\$169,234	\$239,574	70.64%
Algiers - Behavioral	\$ -	\$0	0.00%	\$8,998	\$41,250	21.81%
N.O. - Commercial	\$1,345,573	\$5,028,914	26.76%	\$1,549,047	\$2,610,935	59.33%
N.O. - Residential	\$1,487,588	\$2,353,484	61.16%	\$1,451,697	\$2,194,239	66.16%
N.O. – Behavioral	\$ -	\$0	0.00%	\$66,002	\$285,497	23.12%
TOTAL	\$3,058,851	\$7,834,127	39.05%	\$3,429,102	\$5,642,702	60.77%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show saving and spend from January 1st through September 30th, 2019.

Residential Summary

The Energy Smart Residential portfolio has performed well through the 3rd quarter of 2019. The Residential Lighting and Appliance, Multifamily and A/C Tune-Up offerings within the New Orleans territory have all exceeded their savings targets for the year while remaining within budget. The Algiers territory has exceeded goals in Home Performance with ENERGY STAR and A/C Tune-Up. Due to the success of the offerings, the Algiers territory is nearing completion of budgeted funding for 2019. The Council has been notified that the approved 2019 budget will likely need to be exceeded in order to

continue programs for the remainder of the program year. Throughout the year the Energy Smart team has looked for opportunities to work with local organizations including Vietnamese Initiatives in Economic Training (“VIET”) and the New Orleans Theological Seminary. In Q3 the Energy Smart team discussed opportunities with SBP (formerly St. Bernard Project) and the Finance Authority of New Orleans (“FANO”) to bring additional offerings and savings to Entergy New Orleans customers. The program team continues to be in discussions with FANO to support their “Green Mortgage” initiative which will promote energy efficiency with new home loans while partnering with the Energy Smart HPwES offering.

Energy Smart continued to welcome new trade allies into the Program while finding innovative ways to improve interactions with customers. The Program team launched an online searchable Trade Ally Database to promote active trade allies and provide customers with a resource to find a registered trade ally.

The EasyCool offering successfully ran five demand response (DR) events with up to 1,939 DR switches during the cycling season which occurs from June through September. A total of 1,098 switches were installed in 2019 by the end of Q3.

Commercial & Industrial Summary

The Energy Smart Commercial & Industrial offerings continued to perform well through Q3 due to continued targeted marketing, outreach, and trade ally training and recruitment efforts that drove substantial production through project pipeline development.

Commercial & Industrial marketing and outreach efforts in Q3 focused on targeting customers in key segments such as higher education, commercial property management companies, large consumers and hospitals.

The Energy Smart team continued to recruit new Trade Allies into the Program and continued to offer a robust training calendar in Q3 which further helped to develop the knowledge and skill set of participating contractors. During Q3, the Energy Smart team recruited 13 new Trade Allies and held or cross-promoted 47 training and workforce development sessions.

By the conclusion of Q3, the C&I Portfolio had completed enough projects to reach 40.32% of kWh savings goal while using 26.59% of the incentive budget. The Energy Smart team will be working actively in Q4 to build the pipeline in support of PY9 goal attainment.



RESIDENTIAL OFFERINGS



Residential Offerings Summary

Table 2.1

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	326,093	214,789	151.82%	87.09	42.70	203.95%	\$74,465	\$56,489	131.82%
Algiers – Retail Lighting & Appliance	185,751	250,986	74.01%	36.79	53.40	68.89%	\$12,800	\$27,596	46.38%
Algiers – Multi-Family	8,118	53,717	15.11%	1.48	10.30	14.40%	\$2,124	\$15,664	13.56%
Algiers – Low Income	53,249	98,072	54.30%	17.45	21.10	82.71%	\$27,753	\$33,794	82.12%
Algiers – High Efficiency Tune Ups	251,751	134,413	187.30%	83.66	40.40	207.07%	\$42,151	\$24,897	169.30%
Algiers – DLC	-	-	0.00%	-	83.27	0.00%	\$ -	\$12,040	0.00%
Algiers – School Kits	47,573	136,695	34.80%	5.63	18.55	30.35%	\$5,979	\$23,800	25.12%
Algiers – Scorecard	-	1,155,879	0.00%	-	982.50	0.00%	\$ -	\$ -	0.00%
Algiers & N.O. – Green Light	19,159	N/A	N/A	3.96	N/A	N/A	\$1,826	\$78,607	2.32%
N.O. – Home Performance	1,491,549	2,863,506	52.09%	385.60	571.84	67.43%	\$339,991	\$754,811	45.04%
N.O. – Retail Lighting & Appliance	4,090,910	3,357,145	121.86%	851.86	711.45	119.74%	\$234,225	\$366,435	63.92%
N.O. – Multi-Family	1,116,667	717,509	155.63%	232.23	138.03	168.25%	\$190,406	\$197,737	96.29%
N.O. – Low Income	781,500	1,316,362	59.37%	372.27	285.11	130.57%	\$353,471	\$452,430	78.13%
N.O. – High Efficiency Tune Ups	1,890,540	1,727,139	109.46%	600.87	541.09	111.05%	\$312,732	\$326,911	95.66%
N.O. – DLC	-	-	0.00%	-	1,106.23	0.00%	\$ -	\$159,960	0.00%
N.O. – School Kits	438,882	546,782	80.27%	51.94	74.49	69.73%	\$55,161	\$95,200	57.94%
N.O. – Scorecard	-	6,844,121	0.00%	-	5,817.50	0.00%	\$ -	\$ -	0.00%
TOTAL	10,701,742	19,417,115	55.11%	2,730.83	10,497.96	26.01%	\$1,653,085	\$2,626,371	62.94%

*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 September 30th, 2019.

Home Performance with ENERGY STAR®

Offering Highlights

The Home Performance with ENERGY STAR offering had 273 participants in Q3. As part of the end of year savings boost in PY8, this offering continues to distribute more energy savings kits to customers. The kits were promoted in Q4 of PY8 using business reply cards that were sent to 84,000 households. In Q3, the Energy Smart team continued to receive the reply cards in addition to online orders through the program website. A total of 74 kits were shipped to customers in Q3. In addition to the kit promotion, referrals from Trade Allies, online marketing and community outreach activities continued to play pivotal roles in generating requests for home assessments.

Marketing efforts in Q3 were targeted at single family homes utilizing data from past participants in the A/C Tune-Up offering. The Energy Smart team is utilizing a nurture campaign to get deeper savings in homes that have already participated in other offerings. EnergyWise Alliance also focused on HPwES as one of the primary offerings being promoted at community outreach events.

New Orleans:

- A total of 1,074 measures were installed during the third quarter of PY9.
- The offering reached 52.09% of the kWh goal, achieving 1,491,549 kWh.
- The offering reached 67.43% of the kW target, achieving 385.60 kW.

Algiers:

- A total of 75 measures were installed during the third quarter of PY9.
- The offering reached 151.82% of the kWh goal, achieving 326,093 kWh.
- The offering reached 203.95% of the kW target, achieving 87.09 kW.

Table 2.2: 2019 Home Performance with ENERGY STAR Email Campaigns

AD NAME	CTR	CTR
A/C Tune-Up Nurture Email	16%	4%

Residential Lighting & Appliances

Offering Highlights

The Residential Lighting & Appliance offering completed 11.9% of the savings goal in New Orleans and 8% of the savings goal in Algiers in Q3. The highest grossing stores throughout PY9 in the Entergy New Orleans territory are Home Depot with 43% followed by The Green Project at 31%, Costco at 10% and Walmart at 8.5%. Outside of in-store lighting rebates, this offering promotes ENERGY STAR approved window A/C units, heat pump water heaters, pool pumps and refrigerators. In Q3, there were 65 appliance rebates submitted. The offering will continue to promote appliance rebates through online marketing, in-store promotion and community outreach.

The Green Project promoted the Residential Lighting and Appliance offering on their social media pages as well as during workshops. The Energy Smart team provided The Green Project with an LED infographic that was displayed alongside the in-store product to assist customers with selecting the appropriate lamp type.

New Orleans:

- A total of 1065 measures were installed during the third quarter of PY9.
- The offering reached 121.86% of the kWh goal, achieving 4,090,910 kWh.
- The offering reached 119.74% of the kW target, achieving 851.86 kW.

Algiers:

- A total of 51 measures were installed during the third quarter of PY9.
- The offering reached 74.01% of the kWh goal, achieving 185,751 kWh.
- The offering reached 68.89% of the kW target, achieving 36.79 kW.

Table 2.3: Retail Locations

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Barto Appliance		X	1400 Airline Dr
Costco Wholesale		X	3900 Dublin St
Dollar General (Algiers)	X		3620 MacArthur Blvd
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 Mentuer 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
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	6000 Bullard Ave
Walmart (Chef Menteur)		X	4301 Chef Menteur Hwy

Low-Income Audit & Weatherization

Offering Highlights

The Low-Income Audit & Weatherization offering had 266 participants in Q3. The New Orleans territory completed 26.9% of the savings goal and Algiers completed 4.2% of the savings goal in Q3. The Energy Smart team plans to increase marketing for Home Performance with ENERGY STAR in Q4, including nurture and digital campaigns, which will also drive leads for low-income customers. Community outreach will continue to be a significant source of leads by getting in front of customers and explaining the benefits of the offering. Trade ally referrals will also continue to bring a large quantity of Low-Income Audit & Weatherization participation.

New Orleans:

- A total of 659 measures were installed during the third quarter of PY9.
- The offering reached 59.37% of the kWh goal, achieving 781,500 kWh.
- The offering reached 130.57% of the kW target, achieving 372.27 kW.

Algiers:

- A total of 13 measures were installed during the third quarter of PY9.
- The offering reached 54.30% of the kWh goal, achieving 53,249 kWh.
- The offering reached 82.71% of the kW target, achieving 17.45 kW.

High Efficiency A/C Tune-Up

Offering Highlights

The High Efficiency A/C Tune-Up offering achieved 26.9% of goal in New Orleans and 54.4% of goal in Algiers during Q3. Q2 and Q3 are critical periods for this offering due to temperatures exceeding 70°. Trade ally referrals act as the main driver of completed AC Tune Ups. 275 AC Tune Ups were performed in Q3 along with 251 completed duct seals. There were 5 active trade allies in this offering in Q3. There were 6 air conditioner replacement rebates processed. This offering is expected to slow in Q4 due to decreases in temperature below the acceptable testing line.

New Orleans:

- A total of 490 measures were implemented during the third quarter of PY9.
- The offering reached 109.46% of the kWh goal, achieving 1,890,540 kWh.
- The offering reached 111.05% of the kW target, achieving 600.87 kW.

Algiers:

- A total of 42 measures were implemented during the third quarter of PY9.
- The offering reached 187.30% of the kWh goal, achieving 251,751 kWh.
- The offering reached 207.07% of the kW target, achieving 83.66 kW.

Multi-Family Offering Highlights

The Multi-Family offering included 202 participants in Q3. The New Orleans territory achieved 79.8% of the energy savings goal and Algiers reached 1.6% of the energy savings goals during Q3. The Multi-Family offering saw an increase in performance in Q3 due to outreach with the New Orleans Baptist Theological Seminary. The Energy Smart team will seek enrollments in the Algiers territory in Q4. Trade ally referrals, community outreach and direct marketing will be utilized to obtain the remaining Multi-Family properties needed. The primary Multi-Family enrollments have been duplex units and smaller Multi-Family properties.

New Orleans:

- A total of 458 measures were installed during the third quarter of PY9.
- The offering reached 155.63% of the kWh goal, achieving 1,116,667 kWh.
- The offering reached 168.25% of the kW target, achieving 232.23 kW.

Algiers:

- A total of 5 measures were installed during the third quarter of PY9.
- The offering reached 15.11% of the kWh goal, achieving 8,118 kWh.
- The offering reached 14.40% of the kW target, achieving 1.48 kW.

Direct Load Control (EasyCool)

Offering Highlights

The EasyCool offering installed 377 devices in Q3. Cycling season runs from June 1 to September 30. Five events were run in PY9; one in Q2 and four in Q3. The event ran for four hours, cycling the air condenser on and off every 15 minutes while keeping the fan running to circulate already-cooled air. The Energy Smart team maintains an on-call rotation of DLC technicians to provide after-hours support in case a customer experiences an issue during or after the event is completed.

The completion of cycling season triggers the payment of the \$40 incentive payment in Q4.

New Orleans:

- A total of 319 devices were installed through the third quarter of PY9.

Algiers:

- A total of 58 devices were installed through the third quarter of PY9.

Table 2.4: Q3 EasyCool Emails

NAME	SENT	OPEN RATE	CTR
EasyCool Email	2,500	20.5%	5.6%

Table 2.5: Q3 EasyCool BRC Mailings

NAME	SENT	RETURNED	RETURN RATE
EasyCool BRC	20,000	203	1%

Green Light New Orleans

Offering Highlights

In Q3, Green Light installed 101 light bulbs, all of which were CFLs.

Table 2.6

TERRITORY	LAMPS	CFLs	LEDs
New Orleans	728	676	52
Algiers	102	76	26
Total	830	752	78

New Orleans:

- No LEDs were installed during the third quarter of PY9.
- A total of 101 CFLs were installed in the third quarter of PY9, achieving 2,244 kWh and 0.47 kW.

Algiers:

- No lamps were installed during the third quarter of PY9.

School Kits & Education

Offering Highlights

Outreach to teachers for the 2019-2020 school year began in July of Q3, and The Energy Smart for Kids Team quickly subscribed the program to 100% for the 2019 program year. The Energy Smart team taught 322 students this period at five schools in three City Council districts. The team will focus the remainder of the year in the classroom with students, delivering energy efficiency programming and kits together.

In addition to classroom programming, The Energy Smart for Kids Team also participated in community outreach at STEM Saturday with Dr. Mackie and at five summer camps. The intention in delivering this type of education is to reach parents throughout the year and encourage their participation in the Energy Smart program at home.

New Orleans:

- A total of 322 school kit measures were installed during the third quarter of PY9.
- The offering reached 80.27% of the kWh goal, achieving 438,882 kWh.
- The offering reached 69.73% of the kW target, achieving 51.94 kW.

Algiers:

- A total of 0 school kit measures were installed during the third quarter of PY9.
- The offering reached 34.80% of the kWh goal, achieving 47,573 kWh.
- The offering reached 30.35% of the kW target, achieving 5.63 kW.

Behavioral (Scorecard)

Summary

The Energy Smart Scorecard offering progressed through Q3 2019 showing a notable rise in open rates.. There was, however, one technical issue to report.

Beginning with the last send of Q2, the open rates for Scorecards began to reach the 30% mark. This trend which continued consistently throughout Q3, reaching a high of 42.7% opened in early August. Capitalizing on the opportunity, advertisements for Entergy’s 100 Homes Solar program, ReNEWable Orleans, were run in scorecards during late Q3. The advertisements generated an overwhelming response.

In the last week of Q3, the Energy Smart Scorecard distributions were temporarily paused due to a scorecard error that occurred during Advanced Metering Infrastructure (“AMI”) rollout. The scorecard was configured to assume 1 meter per billing cycle thus creating an incomplete usage comparison during the month when old meters were switched to new AMI meters. A configuration/change/update is required to handle the multiple billing records per bill period with multiple meters. The scorecard software has been corrected to handle this situation going forward..

In all other areas, Q3 Scorecards were sent on schedule without issue.

Offering Highlights

Following are the delivery metrics of the distribution of Scorecards each week starting on the first week of the Q3 period in July, 2019 through the end of September, 2019.

Delivery Metrics

Table 4.1

SEND GROUP DATE	EVENT TYPE	EVENT COUNT	% OF SEND
9/20/2019	Send	52140	100
	Delivery	49090	94.15
	Open	18150	34.81
	Click	405	0.78
	Bounce	3187	6.11
	Complaint	4	0.01
9/6/2019	Send	34432	100
	Delivery	31992	92.91
	Open	9769	28.37
	Click	165	0.48
	Bounce	2548	7.4
	Complaint	7	0.02

8/30/2019	Send	9584	100
	Delivery	9152	95.49
	Open	4008	41.82
	Click	60	0.63
	Bounce	466	4.86
8/23/2019	Send	33103	100
	Delivery	30952	93.5
	Open	13944	42.12
	Click	249	0.75
	Bounce	2253	6.81
	Complaint	4	0.01
8/16/2019	Send	28670	100
	Delivery	26743	93.28
	Open	9912	34.57
	Click	264	0.92
	Bounce	1998	6.97
	Complaint	6	0.02
	Unsubscribe	8	0.03
8/9/2019	Send	20060	100
	Delivery	18728	93.36
	Open	6909	34.44
	Click	172	0.86
	Bounce	1389	6.92
	Complaint	2	0.01
	Unsubscribe	16	0.08
8/2/2019	Send	15792	100
	Delivery	15122	95.76
	Open	6887	43.61
	Click	136	0.86
	Bounce	742	4.7
	Complaint	1	0.01
	Unsubscribe	10	0.06
7/26/2019	Send	14263	100
	Delivery	13573	95.16
	Open	6109	42.83
	Click	106	0.74
	Bounce	739	5.18
	Complaint	2	0.01
	Unsubscribe	8	0.06
7/12/2019	Send	91778	100
	Delivery	86617	94.38
	Open	36880	40.18
	Click	446	0.49
	Bounce	5443	5.93

	Complaint	14	0.02
	Unsubscribe	32	0.03
7/5/2019	Send	82	100
	Delivery	75	91.46
	Open	30	36.59
	Bounce	7	8.54
6/21/2019	Send	5915	100
	Delivery	5296	89.54
	Open	1834	31.01
	Click	22	0.37
	Bounce	631	10.67
	Complaint	1	0.02
	Unsubscribe	3	0.05
6/7/2019	Send	29654	100
	Delivery	27769	93.64
	Open	5474	18.46
	Click	83	0.28
	Bounce	1960	6.61
	Complaint	9	0.03
	Unsubscribe	10	0.03



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Offerings Summary

Table 5.1

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	200,316	535,678	37.39%	27.47	107.60	25.54%	\$10,193	\$105,675	9.65%
Algiers - Large C&I	546,861	797,046	68.61%	54.70	117.40	46.58%	\$50,000	\$113,462	44.07%
Algiers – PFI	-	251,013	0.00%	-	38.50	0.00%	\$ -	\$38,312	0.00%
N.O. – Small C&I	3,398,372	5,760,033	59.00%	379.71	1,098.10	34.58%	\$398,989	\$1,136,305	35.11%
N.O. - Large C&I	9,483,145	24,205,586	39.18%	856.57	3,914.80	21.88%	\$915,113	\$3,445,727	26.56%
N.O. – PFI	271,770	2,927,922	9.28%	31.02	430.20	7.21%	\$31,471	\$446,882	7.04%
TOTAL	13,900,465	34,477,278	40.32%	1,349.48	5,706.50	23.65%	\$1,405,765	\$5,286,363	26.59%

*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 September 30th, 2019.

Small Commercial Solutions

Offering Highlights

The Small Commercial Solutions offering achieved 3,598,688 kWh through Q3 (3,398,372 kWh in New Orleans and 200,316 kWh in Algiers), with 1,660,083 kWh closing in the third quarter. Through Q3, the Small Commercial offering has an estimated 7,025,893 kWh in the pipeline for PY9 (6,455,314 kWh in New Orleans and 570,579 kWh in Algiers), resulting in a current forecast of approximately 112% of goal in New Orleans and 107% of goal in Algiers for PY9. Adding 1,544,809 kWh to the pipeline in Q3, the Small Commercial Solutions offerings are now forecasted to achieve goal in both territories. The Energy Smart team continues to see results from marketing and outreach strategies to both customers and trade allies.

The Energy Smart team also released a Request for Proposals in Q3 to recruit qualified trade allies to deliver the new Small Business Direct Install (SBDI) offering that will launch in Q4. The SBDI offering will be another strategy for addressing barriers that small commercial customers face by offering enhanced incentives to cover a greater portion of the project cost.

New Orleans:

- A total of 20 projects were completed during the third quarter of PY9.
- The offering reached 59.00% of the kWh goal, achieving 3,398,372 kWh.
- The offering reached 34.58% of the kW target, achieving 379.71 kW.

Algiers:

- One project was completed during the third quarter of PY9.
- The offering reached 37.39% of the kWh goal, achieving 200,316 kWh.
- The offering reached 24.54% of the kW target, achieving 27.47 kW.

Table 5.2

New Orleans			
PROJECT TYPE	COUNT OF MEASURES	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	121	3,263,057	\$394,684
Custom Non-Lighting	2	18,053	\$1,520
Prescriptive	17	117,316	\$2,786
Total	140	3,398,372	\$398,989

Algiers

PROJECT TYPE	COUNT OF MEASURES	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	2	59,188	\$7,103
Prescriptive	3	141,128	\$3,090
Total	5	200,316	\$10,193

Large Commercial & Industrial Solutions

Offering Highlights

The Large Commercial & Industrial offering completed 10,030,006 kWh through Q3 (9,483,145 kWh in New Orleans and 546,861 kWh in Algiers), with 6,734,285 kWh closing in the third quarter. Through Q3, the Large Commercial & Industrial offering has an estimated 25,275,446 kWh in the pipeline for PY9 (24,193,354 kWh for New Orleans and 1,082,092 kWh for Algiers), resulting in a current forecast of 100% to goal in New Orleans and 136% to goal in Algiers for PY9. Similar to the Small Commercial offering, the Large Commercial & Industrial offering has seen results from the marketing and outreach strategies and initiatives implemented through the first half of the program year. Direct outreach in Algiers has contributed to filling the pipeline for that territory which is forecasted to reach 135% of the goal while remaining within budget. Marketing, targeted customer outreach efforts, training opportunities and Trade Ally development have all contributed to filling the pipeline to 100% of the 24 million kWh goal in New Orleans.

The Energy Smart team also received the program's first Retro-commissioning project in Q3 and will continue to implement a variety of strategies to engage the market and increase production in Q4.

New Orleans:

- A total of 26 projects were completed during the third quarter of PY9.
- The offering reached 39.18% of the kWh goal, achieving 9,483,145 kWh.
- The offering reached 21.88% of the kW target, achieving 856.57 kW.

Algiers:

- One project was completed during the third quarter of PY9.
- The offering reached 68.61% of the kWh goal, achieving 546,861 kWh.
- The offering reached 46.58% of the kW target, achieving 54.70 kW.

Table 5.3

New Orleans			
PROJECT TYPE	COUNT OF MEASURES	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	145	6,829,813	\$629,676
Custom Non-Lighting	11	2,082,776	\$234,726
Prescriptive	31	570,556	\$50,711
Total	187	9,483,145	\$915,113

Algiers			
PROJECT TYPE	# OF MEASURES	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	3	546,861	\$50,000
Total	3	546,861	\$50,000

Publicly Funded Institutions

Offering Highlights

The Publicly Funded Institutions offering completed 271,770 kWh through Q3, all of which are savings in the New Orleans territory and with all the savings being achieved in the third quarter. Through Q3, the Publicly Funded Institutions offering has an estimated 1,931,591 kWh in the pipeline for PY9 (1,858,264 for New Orleans and 73,327 for Algiers), resulting in a current forecast of 64% to goal in New Orleans and 39% to goal in Algiers for PY9. The Energy Smart team continues to work with existing partners to identify opportunities within this sector and have had productive meetings with publicly funded customers throughout Q3 where new opportunities were identified. The team will continue to support customers through identifying opportunities and with the application process.

New Orleans:

- One project was completed during the third quarter of PY9.
- The offering reached 9.28% of the kWh goal, achieving 271,270 kWh.
- The offering reached 7.21% of the kW target, achieving 31.02 kW.

Algiers:

- No projects have been completed in PY9.

Table 5.4

New Orleans

PROJECT TYPE	COUNT OF MEASURES	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	4	255,363	\$30,644
Prescriptive	2	16,408	\$827
Total	6	271,770	\$31,471



MARKETING, OUTREACH & ENGAGEMENT

Marketing and Outreach

Residential Marketing and Outreach Highlights

The Energy Smart team’s primary focus in Q3 was on increasing the number of participants in the EasyCool program. The team made EasyCool the focus in an ECircuit Newsletter as well as using direct mail and email. The same EasyCool Business Reply Card (BRC) that was sent out in June was sent out to the remaining 25,000 customers in July. With this additional distribution, all residential customers have now received the BRC EasyCool mailer. On July 11 an email was sent to about 2,500 customers in Algiers promoting EasyCool. The email recognized a 20.5% open rate and a 5.6% click-through rate (CTR). By mid-August, efforts to promote EasyCool were paused because of discussions for changes to the next program cycle.

To bring in new leads to the Energy Smart program, the Energy Smart team also focused on warmer leads. The team developed nurture emails targeted to customers who had participated in either the EasyCool, Home Performance with ENERGY STAR (HPwES) or A/C Tune-up offerings. For instance, customers who participated in A/C Tune-up previously received an email promoting the Home Performance with ENERGY STAR and Residential Lighting & Appliances offerings. This nurture email was sent to 244 customers resulting in a 17% open rate and a 25.6% CTR.

In Q3 the Energy Smart team contributed to the ECircuit newsletters with three articles averaging 10.42% CTR. Article topics included updating your apartment with energy-saving products and determining your energy personality to guide you an eligible program.

In Q4, the team plans to utilize addition email campaigns to target customers that received a Home Savings Kit through the HPwES offering but haven’t received the comprehensive home assessment. The team is also working on a digital campaign for the Home Performance with ENERGY STAR offering that will include an email, Facebook ad and Google ads.

Table 7.1 2019 Marketing Tactical Calendar

TACTIC	TIMING	OFFERING
E-Circuit Newsletter	July	EasyCool, HPwES, Retail Program
BRC	July	EasyCool
EMAIL	July	EasyCool
E-Circuit Newsletter	August	Multifamily
E-Circuit Newsletter	September	Residential Lighting, A/C Tune-up, HPwES, Heat Pump Water Heater
EMAIL	September	HPwES, Residential Lighting

Table 7.2: Q2 2019 Circuit Newsletter Metrics

MONTH	JULY	AUGUST	SEPTEMBER
Scheduled Recipients	95,328	96,101	95,906
Delivery Rate	99.6%	99.6%	98.7%
Open Rate (Newsletter Interest)	27.4%	27.02%	24.4%

MONTH	JULY	AUGUST	SEPTEMBER
Click-to-Open Rate (Detailed Content Interest)	7.8%	6.67%	6.25%
Total Clicks	2,678	2,086	1,750
Unique Clicks	2,031	1,724	1,443
Click Rate	2.14%	1.8%	1.52%
Ranked Link	7	2	2

Community Outreach

Highlights

In Q3, The Energy Smart team continued to increase residential customer awareness and engage customers through residents active participation in third party clubs, organizations and associations. The Energy Smart team presented or tabled at 35 community events, in all New Orleans City Council Districts in both New Orleans and Algiers. The Energy Smart Program was visible to about 1,650 event participants. Through these events, the Energy Smart team engaged in 620 individual conversations about the program and generated 147 community leads.

The community outreach focus for much of Q3 was through three recurring meetings, comprising 23 of the 34 events attended in this period:

- Entergy Rate Case public meetings,
- New Orleans Council on Ageing hurricane preparedness meetings, and
- Mayor Cantrell's Affordable Housing Tour.

At each event, there were dozens to hundreds of civic-minded, engaged citizens. By talking to people where they are, the team was able to have meaningful, substantive conversations about Energy Smart, with both past and future participants. In addition to community events, the Energy Smart Team also taught students at 5 summer camps this summer and distributed materials and LED bulbs to campers to take home to their families.

In these community interactions some individuals had a story about participating in the Program already. The Energy Smart team assisted this audience by suggesting follow up measures within and outside the scope of Energy Smart. The remaining majority had not heard of the Program before, so the team encouraged these residents to sign up as many of these folks for an initial assessment in the Home Performance with ENERGY STAR, Income Qualified Weatherization and EasyCool offerings.

The Energy Smart team is also working with the commercial trade ally program staff to develop workforce recruitment and education through the existing Green Professional Certification program. Several staff

earned trainer certification to teach Urban Green’s Green Professional (GPRO) 2-day class and offer nationally recognized certification upon completion.

Table 7.3: Events by City Council District Q3

COUNCIL DISTRICT	EVENTS ATTENDED	PERCENT BY DISTRICT
A	9	26.5%
B	6	17.6%
C	5	14.7%
D	7	20.6%
E	7	20.6%
Grand Total	34	100%

Commercial Marketing and Outreach Highlights

During Q3 the Energy Smart team continued to focus on driving program awareness and participation within the business community in both East Bank and Algiers territories. The key Commercial and Industrial customers segments targeted in Q3 were higher education, commercial property management companies, large consumers, small C&I in Algiers and hospitals.

Paid advertising initiatives continued in Q3 with full color print ads running in Preservation in Print, Biz New Orleans and City Business Journal. Program overview and update e-blasts were developed and implemented targeting small and large C&I customers, healthcare, higher education, architectural firms and C&I trade allies. The Energy Smart team coordinated an interview between Entergy New Orleans client and Preservation in Print magazine for a story titled ‘Finding ways to reduce, reuse and recycle in historic buildings.’ This article ran in the September issue of Preservation in Print.

The Energy Smart team developed collateral to support new offerings such as the new Small Business Direct Install offering, scheduled to launch Q4 and the Energy Advisor Support Service, a new role to assist owners of multi-tenant buildings with building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support. The Energy Smart website was updated to include the new trade ally searchable database as well as the new combined incentive calculator.

Q3 outreach efforts focused on meeting with customer leads generated from previous outreach presentations or from referrals from partnerships such as Life City. Three of those leads were generated from the program presentation given at the Q2 Louisiana Society of Healthcare Facility Managers and three other leads were generated from a July 9 presentation given to the Greater New Orleans Hotel and Lodging Association.

Plans for Q4 are to continue targeting marketing efforts to large C&I customer segments, hospitals, universities and commercial property managers and facility directors. Additionally, the team will work to close out projects already in the pipeline to ensure 2019 goal attainment. Tactics will include e-blasts and continued direct customer outreach. The Energy Smart will continue to develop new case studies for specific customer and facility types. One that is in the works is a joint case study between Energy Smart and Sodexo on the energy efficiency upgrades completed by the University of New Orleans. That case

study is projected to be finalized in Q4. In addition, the Energy Smart team will research which key segments to target in Q1 2020 and start preparing marketing collateral specific to those segments.

Marketing Assets

- Color print ad for business publications
- Small Business Direct Install Overview
- Small Business Direct Install Request for Qualifications
- Energy Advisor Support Service Overview
- Trade Ally Tiering Overview
- Eblasts to targeted C&I customers

Marketing Tactics

Developed program content and static digital ad for:

- NOLA Ready Website and social media page
- Archdioceses newsletter
- Full color ¼ page ad ran in August issue of Biz New Orleans
- Full color ¼ page print ads ran Aug 16 in City Business Journal
- Full color ¼ page print ad ran in Sept. issue of Preservation in Print
- Full color ¼ page print ad ran in Sept. 27 issue of City Business Journal
- Energy Smart program mentioned in an article that ran in Sept. issue of Preservation in Print

Table 7.4: C&I Eblast and Newsletters

NAME	DATE SENT	OPEN RATE	CTR
Q3 Trade Ally Newsletter	7/15	45%	7.3
Eblast to C&I Program Contacts Messaging the Retro-Commissioning Breakfast and Learn Meeting	7/29	25.5	13
Eblast to Trade Allies Regarding Q3 Trade Ally Group Advisory Meeting Reminder	7/29	50	9.8
Email Targeted to 31 Top Commercial Real Estate Producers of 2018	8/5	N/A	N/A
Eblast to C&I Customers Announcing the Launch of The New Combined Incentive Calculator	8/6	39.3	N/A
Eblast to East Bank Large C&I Customers on YTD Status on Program and Remaining Incentives	8/5	18.9	.9
Eblast to Large C&I Participating Customers Messaging Retro-Commissioning Breakfast and Learn Meeting	8/8	29	2.8
Eblast to Hospital Customers Announcing August Meeting for Healthcare Industry	8/8	18.2	N/A

Eblast to Trade Allies Announcing Launch of Searchable Trade Ally Database	8/13	53.7	11.1
Eblast to Trade Allies Announcing Combined Incentive Calculator Webinar	9/4	53	7
Eblast to Higher Education Contacts Regarding Q3 Higher Education Cohort Meeting	9/4	40.3	9.7
Eblast to Registered Trade Allies Announcing the Small Business Direct Install Offering with Request for Qualification Form Attached	9/9	53.9	16.7
Eblast to Trade Allies Announcing A Workforce Development Meet-N-Greet	9/13	45.4	1.5

Outreach Tactics, Events and Presentations

Direct targeted outreach to key customers and segments was defined in the PY9 Marketing, Communications and Outreach Plan. During Q3, the Energy Smart team targeted the following segments: higher education institutions, hospitals, hotels and commercial real estate brokers. The Energy Smart team made over 40 direct outreach contacts via email, phone and attended or presented at 17 meetings to customers and customer groups. Program overviews were presented to the following targeted segments: higher education, hospitality, healthcare, trade associations, non-profit organizations, small business retail establishments, and property management organizations.

Table 7.5: Q3 2019 Commercial Outreach Events

DATE	EVENT
July 9	Greater New Orleans Hotel and Lodging Association Presentation
July 11	Preservation Resource Center of New Orleans Meeting
July 16	Royal Sonesta Hotel Meeting
July 17	University of New Orleans RCx Meeting
July 25	StayLocal B2B Speed Meeting Event - tabled
July 31	StayLocal B2B Business Trivia Event - tabled
August 13	MAC Beauty Meeting
August 16	Louisiana Association of Healthcare Facility Managers
August 21	Greater New Orleans Inc. Meeting
August 22	Archdiocese Head of Schools Meeting
August 22	Ochsner Baptist Hospital Meeting
August 23	Touro Infirmary Meeting
August 29	PeeWee Crab Cakes Meeting
Sept. 4	St. Rita Catholic School
Sept. 9	New Orleans Surgical Center
Sept. 12	Marriott Engineering Business Council
Sept. 23	Max. J. Derbes, Inc. Realtors Meeting

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 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 third quarterly meeting of PY9 was held on September 17, 2019 and attended by participants from six institutions. The Cohort welcomed two new institutions, New Orleans Public Schools and Collegiate Academics. The cohort meeting started with presentations from two of the Higher Education Cohort members. Liz Davey, Director, Office of Sustainability from Tulane University presented on Leadership in Energy and Environmental Design (LEED) building and sustainability. Rickie Kramer, Assistant Director, Electrical Services from Tulane gave an overview of Tulane’s participation in the Energy Smart program. The Energy Smart team provided program updates on budget pipeline, overview on green revolving funds, and reviewing the status of 2019 goals for the Higher Education Cohort and status of those goals. At time of the meeting, the cohort was forecasting to have 82% of their 5 million kWh savings goal submitted and in the pipeline. This was accomplished thanks to 10 projects being completed and 1 new project entering the pipeline. During that meeting, Tulane also announced their plans to initiate the program’s first Retro-Commissioning project in Q4. The meeting adjourned with roundtable Q&A.

Table 7.6

DATE	LOCATION	TOPIC
Q3 – Sept. 17	Contemporary Arts Center	Member Presentations; Energy Smart Program Updates; Green Revolving Fund Overview; Higher Education Cohort Updates; Roundtable discussion
Q2 – May 14	LSU Health Services	Member Presentations; Energy Smart Program Updates; Higher Education Cohort Updates; Roundtable discussion.
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
- NOLA Public Schools
- Collegiate Academics

Trade Allies

Trade Ally Highlights

The Energy Smart team continued to build upon the success from the second quarter of 2019. Residential offerings in New Orleans moved along strongly in Q3, with AC Tune-up coming to a close at the conclusion of the quarter. In Q3, the residential program began formally reporting customer referral status to trade allies and performed technical one-on-one trainings specific to rebate submissions and in-the field best practices. In August, the C&I team released a new global incentive application and measure calculator. This calculator combines the application and lighting and non-lighting calculators into one tool that streamlines the project submission process for Trade Allies and customers, as well as for the program team. That same month, the Energy Smart launched an online searchable Trade Ally Database through the program website. The database simplifies the process customers undergo to find approved trade allies based on their products and/or services provided and relevant disadvantaged business enterprise certifications. In September, the C&I team issued a Request for Proposals for the Small Business Direct Install offering that will be launched in Q4. The team began receiving Trade Ally applications to participate in the Small Business Direct Install offering and five were approved for the initial launch.

Trade Ally Advisory Group Meeting (TAAG)

The Q3 C&I TAAG meeting was held on July 31, 2019 with 28 Trade Allies representing 23 companies in attendance. The Trade Allies were informed that planning for the next three year cycle of Energy Smart had already begun before learning about the primary agenda items of the meeting: the Searchable Trade Ally Database and the new combined calculator, both of which launched in Q3. In addition to these topics, Trade Allies also received updates on the status of incentive budgets and savings goals, an overview of the New Orleans Business Alliance's Job Training Program from Monique Robinson, and tips on making the most effective energy-efficiency proposals for clients.

The Q3 Residential TAAG meeting was held on August 1, 2019 with 14 Trade Allies representing 5 companies in attendance. The Energy Smart team reviewed guidelines for rebate and invoice submissions, as well as noted opportunities for improvement identified from inspections held during the quarter. In addition, the C&I team promoted the Capital One "Getting Down to Business" training program as a source of workforce development for Trade Allies. Trade Ally discussion included conversations about program process requirements, Products & Materials used by Trade Allies, Trade Ally businesses' health and identifying opportunities for program growth, with different ways to service customers in the residential offerings. One major area of interest that was identified in the meeting was program communication on the status of submitted rebates. Specifically, the Trade Allies requested information from the program with the status of each rebate in an email or an interface showing coming incentive payments.

Other discussion topics included:

- Faster processing for customer referrals.
- Balancing rebates to encourage more insulation for customers.

- Ways in which the program could assist in providing products to the Trade Ally companies at a discounted rate.
- Feedback on upcoming training opportunities.
- Opportunities to connect with other available city programs and increasing the availability to customers.

Measuring the Network

Contractor Engagement

Engagement is defined as contractors who have applied and been approved to become Registered Residential Trade Ally and/or Registered Commercial & Industrial Trade Ally. Contractors who register with both are counted in both totals, as the networks are considered separate in nature.

The Commercial and Industrial Network registered 13 new Trade Allies, while the Residential Network received 3 new inquiries to become Trade Allies, who will potentially join in Q4.

Table 8.1: Contractor Engagement

CATEGORY	# OF COMPANIES
C&I Network	124
Residential Network	27
Total Engagement	143

Contractor Participation

Participation is defined as registered Trade Allies who have completed and closed out projects in Q3 of 2019. The Commercial and Industrial saw participation more than double from Q2 to Q3.

Residential Trade Allies joining in the end of Q2 began performing services in early Q3.

Table 8.2: Contractor Participation

CATEGORY	# OF COMPANIES
C&I Network	17
Residential Network	13
Total Engagement	30

Table 8.3: Trade Ally Newsletter Statistics

	Residential	C&I
Date Sent		July 15
# Sent		111
Open Rate		45%

Click Rate	7.3%
Total Clicks	21
Total Opens	128
Unsubscribes	0
Time Spent Viewing Email*	

*Time spent viewing email is the percent of people who opened the email and viewed for more than 8 seconds.

Program Training

Residential

On August 20, 2019, the Energy Smart team held a Trade Ally training entitled “Planning & Practices for Attic Insulation” with a focus on estimating practical R-values of an attic and technical reviews of insulating for technicians and Crew leads. The 11 Trade Allies in attendance learned about methods to quickly identify the strengths and weaknesses of the materials they are working with and practiced implementing an R-Value average on different home types. Trade Allies who attended expressed interest in attending further training in the future. The team also received requests from other Trade Allies that were unable to attend, requesting that the training sessions be summarized for their technicians.

Q3 began with many field trainings held for technicians while working in customer homes. The two main areas of focus were air sealing best practices and diagnostic testing. The Energy Smart team also offered multiple direct meetings with Trade Allies to train staff on rebate forms and following program processes.

Commercial and Industrial

In Q3, the Energy Smart team continued implementing the Trade Ally engagement plan for C&I Trade Allies. Training of trade allies centered heavily on individual technical training on the new combined calculator. Energy Smart trained 23 trade allies in one-on-one trainings on the combined calculator. This calculator combines the aspects of the non-lighting and lighting calculators that were previously separated into separate tools. The Energy Smart team also facilitated a webinar to train trade allies on the new calculator as well having produced a video for trade allies to learn about the combined calculator in advance of the webinar.

Energy Smart hosted an informative discussion at the Urban League on Retro-commissioning incentives offered by the program. That discussion was attended by ten Retro-commissioning Service Providers and ten large commercial or industrial customers. Energy Smart staff presented on all aspects of Retro-commissioning incentives, including the timeline and requirements associated with it. Within weeks of this informative session, a university in New Orleans whose facility director and sustainability coordinator attended the meeting announced that it would be pursuing a Retro-commissioning project with Energy Smart.

The Q3 C&I Trade Ally Advisory Group (TAAG) on July 31 provided Energy Smart staff the opportunity to cover updates to the program regarding available funding for the remainder of the year. Energy Smart polled its trade allies on their interest in certifications such as the Certified Energy Manager certification and the Building Operator Certification. Energy Smart welcomed a guest speaker to the Q3 Trade Ally Advisory Group meeting – Ms. Monique Robinson, Director of Integrated Partnerships: Opportunity Youth with the New Orleans Business Alliance (NOLABA). The New Orleans Business Alliance is the official economic development organization for the city of New Orleans. Ms. Robinson connects young adults with job opportunities in emerging industries. Energy Smart began in Q3 to facilitate the connection with NOLABA and its partners that could result in training of young adults to enter the energy-efficiency workforce.

APTIM also provided its own training to trade allies at that Q3 TAAG meeting. The Energy Smart training and development specialist facilitated this sales training which centered on tips for putting together energy-efficiency proposals. Energy Smart provided feedback from facility directors who have been active in the Energy Smart program regarding their preferences in proposals. Energy Smart covered the characteristics of an effective proposal, aspects of the timetable for decision-making within a customer’s organization, and tips for salespeople regarding the questions they should be asking facility directors during the sales process.

APTIM staff participated in internal training in Q3, centered generally on the new combined calculator. The training and development specialist also participated in the Green Professional Train the Trainer course through the Urban Green Council, affording him the opportunity to represent APTIM as a trainer for the Green Professional Building Skills class. The training and development specialist also participated in training on building-control technology.

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

Graph 8.1: Program Training Investment

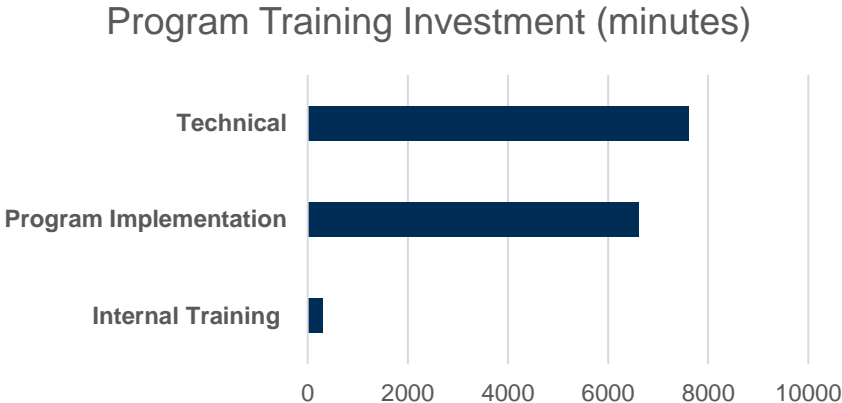
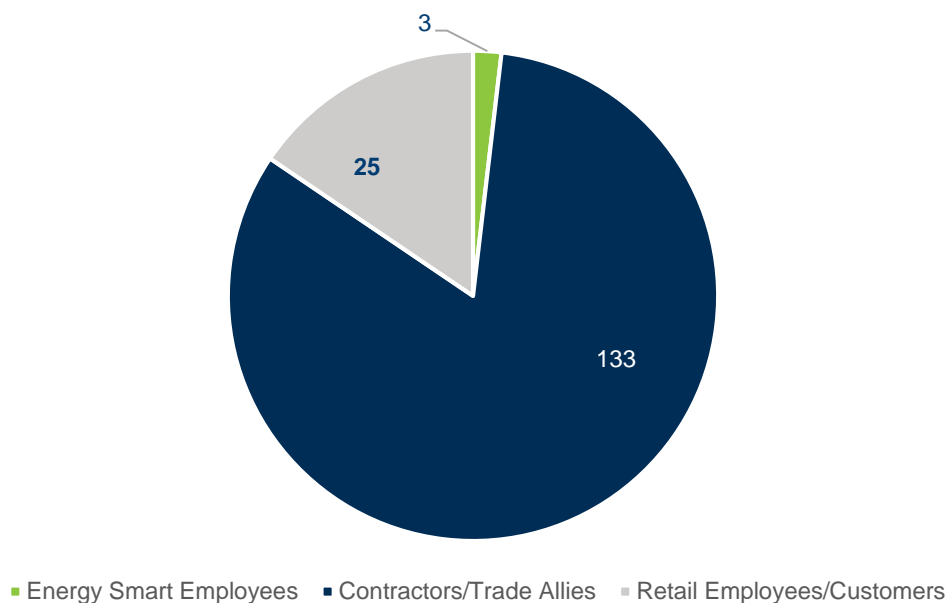


Chart 8.1: Number of Individuals Trained by Audience Type

Number of Individuals Trained by Audience Type



Initiatives

Market Segmentation

Residential

Within the Residential Portfolio, the Energy Smart team focused on general awareness of Program offerings to new customers as well as engagement with customers that have previously participated. Customers who had not yet participated in the Program received direct mail and email communications on the benefits of the offerings. Customers who had previously participated received nurture messaging, reminding them of their experience with the Program and encouraging additional energy savings opportunities.

Commercial & Industrial

Within the Commercial and Industrial Portfolio, the Energy Smart team has been applying a market segment approach throughout PY9. This approach has involved identifying the key target segments based on past participation and segment growth opportunities. Once key segments were identified, the team developed lists of contacts, organizations and associations to target segments by quarter. During Q3, the team targeted the following segments via marketing and outreach tactics:

- Higher Education Institutions
- Commercial Property Management

- Hospitals
- Large C&I
- Algiers

Supplier Diversity

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

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 of non-incentive program administration and implementation funds on diverse suppliers in the third 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 minority communities and underserved populations on a variety of topics. As such, ULLA plays a pivotal role in engaging these communities on behalf of Energy Smart, reaching minority contractors to prepare them to provide energy efficiency services for clients and to prepare them for green industry opportunities in the region.

Additionally, ULLA's Contractor Resource Center provides support and training to local contractors who may not have previous experience performing energy efficiency upgrades or who haven't worked with a utility incentive program in the past. The majority of Energy Smart Residential and C&I program trainings are developed in coordination 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 initiatives included regular field-based trainings with Trade Ally staff to explain different building code requirements, best practices and properly submitting paperwork. These trainings occur regularly while the Energy Smart team conducts quality assurance inspections of Trade Ally work. Additional 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.

Commercial workforce development initiatives included the development of a relationship with the New Orleans Business Alliance, as mentioned in the Training section above. Furthermore, Energy Smart continued to build upon a relationship in workforce development with the Louisiana Green Corps, a non-profit organization which trains young adults in construction and conservation. Three Trade Allies met individually with the Executive Director of Louisiana Green Corps about the potential for mentorship, internships and entry-level employment. One of the newly registered Trade Allies who met with the Executive Director is an experienced electrician that teaches satellite classes that are approved by the Association of Builders and Contractors.

The Energy Smart team also developed a productive relationship with a local business & leadership trainer named Mr. Norman Roussell who teaches a Contractor's College class to local electricians and general contractors. Mr. Roussell also authored the Louisiana Business Certifications Guidebook. The Energy Smart team spoke in Q3 to the Contractor's College, which consisted of 8 local contractors. Three of those contractors in attendance became trade allies after that presentation, and two of those three have already been involved in meetings regarding workforce development. This level of engagement speaks to the active recruitment method that Energy Smart has continued to grow and evolve throughout PY9. Whereas in past years new trade allies came into the program through their own volition, trade allies who have recently registered are more likely to have been recruited by Energy Smart. This model speaks to the shift toward active engagement.



FINANCIAL PERFORMANCE



Incentive Budget Highlights

	INCENTIVES SPENT	INCENTIVE BUDGET*	% OF BUDGET*
ALGIERS – SMALL C&I	\$10,193	\$105,675	9.65%
ALGIERS - LARGE C&I	\$50,000	\$113,462	44.07%
ALGIERS – PFI	\$ -	\$38,312	0.00%
ALGIERS - RES	\$165,497	\$194,280	85.18%
N.O. – SMALL C&I	\$398,989	\$1,136,305	35.11%
N.O. - LARGE C&I	\$915,113	\$3,445,727	26.56%
N.O. – PFI	\$31,471	\$446,882	7.04%
N.O. - RES	\$1,487,588	\$2,432,091	61.16%
TOTAL	\$3,058,850	\$7,912,734	38.66%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary table shows incentive spend from January 1st through September 30th, 2019.

As of September 30, 2019, ENO-Legacy Energy Smart had a remaining balance of approximately \$3.2M 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 \$131,000 remaining in the account.

Appendices

Appendix A: School Kits & Education Summary

SCHOOL	DATE	# OF KITS	ENROLLMENT OFFERING	TERRITORY
KIPP RENAISSANCE HIGH SCHOOL	4/11/2019	150	Charter	New Orleans
KIPP BOOKER T. WASHINGTON HIGH SCHOOL	4/29/2019	120	Charter	New Orleans
ALICE M. HARTE CHARTER SCHOOL	5/10/2019	84	Charter	Algiers
Total		354		

Appendix B: Community Outreach Summary

DATE	PRESENTATION TYPE	EVENT NAME/ ORGANIZATION	DISTRICT	AUDIENCE	REACH
7/2/2019	Table at Public Building	Entergy Care Center - Eastbank	B	Res & Commercial	90
7/2/2019	Presentation	Faubourg St. John Neighborhood Assoc. Mtg.	A	Residential	38
7/9/2019	Presentation	NOLA Exchange Club	A	Residential	12
7/9/2019	Presentation	NO Ballet Association - Lyons Rec Center	A		50
7/9/2019	Presentation	RAI Ministries - Senior Center	E	Residential	25
7/17/2019	Training	LA Green Corps Training	D	Residential	9
7/19/2019	Training	LAGreen Corps Training	D	Residential	9
7/25/2019	Presentation	New Orleans Council on Aging	D	Residential	31
7/30/2019	Table at Public Building	UHC Sock Hop w/ Sally Ann Roberts	E	Residential	61
8/5/2019	Presentation	New Orleans Council on Aging	B	Residential	20
8/6/2019	Presentation	New Orleans Council on Aging	C	Residential	19
8/7/2019	Presentation	New Orleans Council on Aging	A	Residential	31
8/8/2019	Presentation	New Orleans Council on Aging	B	Residential	41
8/10/2019	Fair or Festival	STEM Saturday's	A	Residential	35
8/12/2019	Presentation	New Orleans Council on Aging	B	Residential	30
8/13/2019	Presentation	New Orleans Council on Aging	B	Residential	30
8/15/2019	Presentation	New Orleans Council on Aging	D	Residential	30
8/17/2019	Presentation	Pontchartrain Park Neighborhood Assoc. Mtg.	A	Residential	30
8/19/2019	Table at Public Building	Entergy Rate Case Meeting	C	Residential	4
8/21/2019	Table at Public Building	Mayor Cantrell Affordable Housing Tour	E	Residential	125
8/29/2019	Table at Public Building	Mayor Cantrell Affordable Housing Tour	D	Residential	100
9/4/2019	Table at Public Building	Mayor Cantrell Affordable Housing Tour	C	Residential	50
9/10/2019	Table at Public Building	Entergy Rate Case Meeting	C	Residential	55
9/11/2019	Presentation	ReFresh Project Community Mtg.	B	Residential	28
9/11/2019	Table at Public Building	Entergy Rate Case Meeting	D	Residential	40
9/16/2019	Table at Public Building	Entergy Rate Case Meeting	E	Residential	45
9/17/2019	Presentation	Entergy Rate Case Meeting	E	Residential	68
9/18/2019	Table at Public Building	Senior Caucus event	E	Residential	300
9/18/2019	Table at Public Building	Entergy Rate Case Meeting	A	Residential	28
9/19/2019	Presentation	Entergy Rate Case Meeting	A	Residential	45
9/19/2019	Table at Public Building	Mayor Cantrell Affordable Housing Tour	A	Residential	45
9/23/2019	Table at Public Building	Entergy Rate Case Meeting	E	Residential	25
9/25/2019	Table at Public Building	Mayor Cantrell Affordable Housing Tour	B	Residential	80
9/30/2019	Table at Public Building	Mayor Cantrell Affordable Housing Tour	A	Residential	40
				Total Reach	1650

Appendix C: Training and Education

DATE	TITLE	AUDIENCE	# ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
7/9/2019	APTIM Staff Training -- custom non-lighting calculator	Internal APTIM Staff	1	60	Train APTIM staff on the combined calculator	Train APTIM Staff on the combined calculator
7/11/2019	Trade Ally Training	C&I Trade Ally Energy Savers	4	60	Train a Trade Ally on Combined Calculator	Trade Ally Individual Training -- Energy Savers with Scott Tollver
7/16/2019	Trade Ally Training	C&I Trade Ally Grainger	1	15	Train a Trade Ally on Combined Calculator	Trade Ally Individual Training – Gene Jones with Grainger
7/17/2019	Customer Training	Customer Children’s Hospital	1	15	Train a customer on the combined calculator	Train customer Children’s Hospital on the combined calculator
7/18/2019	Trade Ally Training	Residential Trade Allies	1	15	Train a Trade Ally on Combined Calculator	Trade Ally Individual Training – Gene Jones with Grainger
7/19/2019	Trade Ally Training	C&I Training Acadiana Lighting	1	15	Train a Trade Ally on Combined Calculator	Trade Ally Individual Training – Acadiana Lighting
7/24/2019	Trade Ally Training	C&I Potential Trade Ally	1	30	Train potential Trade Ally with Combined Calculator	Potential Trade Ally Individual Training – Sage with Maas Electric
7/29/2019	Trade Ally Training	C&I Trade Ally	2	60	Train Trade Ally with Combined Calculator	Train Trade Ally BAM Construction on combined calculator
7/29/2019	Customer Training	Customer Children’s Hospital	1	15	Train a customer on the combined calculator	Train customer Children’s Hospital on the combined calculator
7/30/2019	Trade Ally Training	C&I Trade Ally Digital Lumens	2	60	Train a customer on the combined calculator	Train trade ally Digital Lumens on the combined calculator
7/31/2019	Trade Ally Training	C&I TAAG Meeting	27	120	Provide Q3 updates to the program to all C&I trade allies	Q3 Trade Ally Quarterly C&I meeting held at Urban League
8/01/2019	Trade Ally Training	Residential TAAG Meeting	14	120	Provide Q3 updates to the program to all residential trade allies	Q3 Trade Ally Quarterly residential meeting held at Urban League
8/02/2019	Trade Ally Training	C&I Trade Ally Greenlight Energy Conservation	1	15	Train Trade Ally on combined calculator	Train trade Ally Greenlight Energy Conservation



8/02/2019	Retail Training	Retail Training of Dollar Tree on Chef Menteur for residential program	1	15	Train retail facility on program implementation	Program purpose, savings/incentives, product knowledge
8/06/2019	Trade Ally Training	Residential Field Training	2	60	Train trade allies on best practices in the field	Program requirements, best practices, follow-up measures, calendar requirements, potential upcoming programs such as new construction
8/07/2019	Retail Training	Retail training of Home Depot on Claiborne for residential program	3	45	Train retail facility on program implementation	Program purpose, savings/incentives, product knowledge
8/08/2019	Retail Training	Retail training of Home Depot on Bullard for residential program	4	45	Train retail facility on program implementation	Program purpose, savings/incentives, product knowledge
8/08/2019	Trade Ally Training	C&I Training The Next Energy	1	45	Train Trade Ally on combined calculator	Train Trade Ally The Next Energy on combined calculator
8/08/2019	Trade Ally Training	C&I Trade Ally NOLA LED	1	15	Train Trade Ally on combined calculator	Train trade Ally NOLA LED on combined calculator
8/10/2019	Retail Training	Retail training of Green Project for residential program	2	30	Program overview for a retail seller of LED products	Savings/incentives; program knowledge, LED technology
8/13/2019	Trade Ally Training	Retro-commissioning training	10	60	Train trade allies on RCx incentives	Train trade allies through PPT presentation on RCx incentives
8/13/2019	Trade Ally Training	C&I Training Site Logic	1	30	Train Trade Ally on combined calculator	Train Trade Ally Site Logic on combined calculator
8/13/2019	Customer Training	Retro-commissioning training	10	60	Train customers on RCx incentives	Train customers through PPT presentation on RCx incentives
8/14/2019	Customer Training	Customer Children's Hospital	1	15	Train a customer on the combined calculator	Train customer Children's Hospital on the combined calculator
8/15/2019	Trade Ally Training	Residential Field Training	1	15	Train trade ally on best practices in the field	Program restrictions for spray foam roof lines and the hazards related to it; proper ventilation, moisture/mold issues; conditioned spaces for ducts.
8/16/2019	APTIM Training	APTIM walk-through of Trade Ally facility	1	60	Train APTIM Staff on building control technology	APTIM Staff walk through of Trade Ally facility to learn about building controls
8/16/2019	APTIM Training	Webinar on GPRO Train the Trainer	1	180	APTIM Staff trains to become GPRO trainer	APTIM Staff webinar led by Urban Green Council
8/19/2019	Trade Ally Training	C&I Training Affinity Construction	2	60	Train Trade Ally on Program Overview	Train trade ally on Energy Smart program overview and potential for expanding measures

8/20/2019	Trade Ally Training	Residential Training on Attic Insulation	10	120	Train Trade Allies (residential) on attic insulation tactics	Train trade allies through PowerPoint and discussion on strategies for attic insulation
8/21/2019	Trade Ally Training	C&I Training E-1 Electric	1	60	Train Trade Ally on combined calculator and orientation	Train Trade Ally E-1 Electric on combined calculator and program overview through onboarding
8/26/2019	Trade Ally Training	C&I Training White Rhino Construction	1	45	Train Trade Ally on combined calculator and orientation	Train Trade Ally White Rhino Construction on combined calculator and program overview through onboarding
8/28/2019	Trade Ally Training	C&I Training GWJ Construction	1	15	Potential Train Trade Ally on program overview	Train potential Trade Ally GWJ Construction on program overview
8/28/2019	Trade Ally Training	C&I Training LightEdison	1	15	Train Trade Ally on combined calculator	Train Trade Ally LightEdison on combined calculator
8/28/2019	Trade Ally Training	C&I Training Curtis Stout	1	15	Train Trade Ally on combined calculator	Train Trade Ally Curtis Stout on combined calculator
9/10/2019	Customer Training	Customer Children's Hospital	1	15	Train a customer on the combined calculator	Train customer Children's Hospital on the combined calculator
9/11/2019	Trade Ally Training	Webinar Combined Calculator	7	30	Train Trade Allies on the Combined Calculator	Go To Meeting Webinar on the Combined Calculator
9/12/2019	Trade Ally Training	Residential Field Training	1	15	Train residential trade ally on schedule compliance	Schedule compliance training
9/13/2019	Trade Ally Training	Residential Field Training	2	120	Residential Field Training on program implementation	Program standards, Optimiser Reports, incentive paperwork, and best practices for air sealing and duct sealing
9/17/2019	Trade Ally Training	C&I Training All-N-One Electric	1	60	Train Trade Ally on combined calculator and orientation	Train Trade Ally All-N-One Electric on combined calculator and program overview through onboarding
9/18/2019	Trade Ally Training	C&I Training GH Mechanical	2	60	Train Trade Ally on combined calculator	Train Trade Ally GH Mechanical on combined calculator
9/18/2019	Trade Ally Training	Residential Field Training	1	30	Train residential trade allies on home performance	Training directed to crew lead on home performance with Energy Star
9/19/2019	Trade Ally Training	Residential Technical Training	24	180	Train residential trade allies on comprehensive training	Program requirements, sales process, software training, program best practices.
9/19/2019	Trade Ally Training	C&I Training White Rhino Construction	1	45	Train Trade Ally on combined calculator	Train Trade Ally White Rhino Construction on combined calculator
9/19/2019	Trade Ally Training	C&I Training Gravel Road Construction	1	60	Train Trade Ally on combined	Train Trade Ally Gravel Road Construction on combined calculator and program overview through onboarding

					calculator and orientation	
9/24/2019	Trade Ally Training	C&I Training Servidyne	1	30	Train Trade Ally on combined calculator	Train Trade Ally Servidyne on combined calculator
9/24/2019	Trade Ally Training	C&I Training CIS	3	60	Train Trade Ally on combined calculator and orientation	Train Trade Ally CIS on combined calculator and program overview through onboarding
9/27/2019	Trade Ally Training	Residential Field Training	3	30	Residential Field Training	Air conditioning drainage issues and best practices
TOTAL			205	2,530		

Appendix D: Marketing Collateral

Residential Collateral

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 www.energysmartnola.info/easycool

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THE ROAD TO \$40 IS EASY

EasyCool BRC Sent early July (Front)

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 504-239-6868 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. 27893 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

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



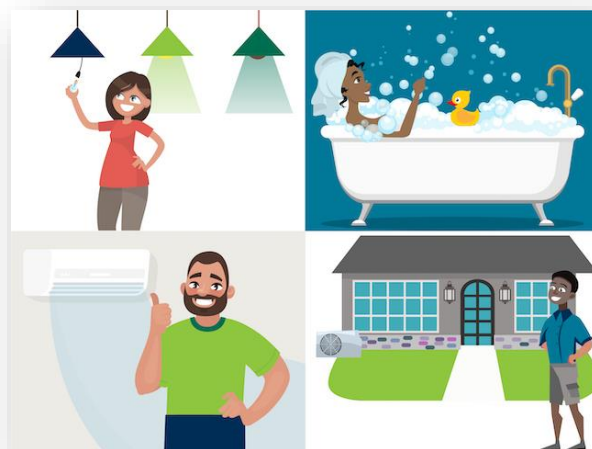
EasyCool BRC Sent early July (Back)



July ECircuit Newsletter Image



August ECircuit Newsletter Image



September ECircuit Newsletter Image



Thanks for Participating in the A/C Tune-Up Offering

Thank you for keeping your unit properly maintained as part of A/C Tune-Up. Did you know we have a variety of other energy-saving offerings to help bring your energy savings to the next level? Save even more with these additional Energy Smart offerings.



Home Performance with ENERGY STAR®

An energy advisor certified by Energy Smart will conduct a thorough home energy assessment and analyze your home's energy-efficiency needs—for free. Your assessment also includes free installation of energy-efficient products such as light bulbs, smart power strips and more.

[Schedule Your Appointment ▶](#)



Residential Lighting

When you want to upgrade the lighting in your home to more energy-efficient models, we can help you locate in-store discounts at select local retailers to make it even more affordable.

[Learn More ▶](#)

For more information on these offerings and other energy-saving opportunities visit energysmartnola.com or call 504-229-6868.

Nurture Email sent to customers who had participated in the A/C Tune-up program previously but haven't yet participated in Home Performance with ENERGY STAR or Residential Lighting.

Commercial Collateral

Get Up to \$100,000 for Energy Efficiency Upgrades



Dear Energy Smart Commercial Customers,

There is still time to **get up to \$100,000 per site, per year to perform energy efficiency upgrades** through the Energy Smart Program. **But don't wait too long.** To date, 55% of the \$5 million program budget has already been reserved for energy efficient upgrades to commercial and industrial facilities in the greater New Orleans area.

The program will work with you to identify opportunities and provide cash incentives for completing eligible upgrades with proven energy savings, such as:

- Building automation systems.
- Lighting and lighting controls.
- Chillers and motors.
- HVAC upgrades and optimization heat pump.

Why should you incorporate energy efficient upgrades? Because energy efficient upgrades can help:

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

If you have projects that would benefit from these valuable cash incentives, please submit your application immediately. **The current year program ends on Dec. 31.**

For more information about Energy Smart, visit energysmartnola.com, email info@energysmartnola.com or call **604-228-8888**.

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Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council.

August Q3 Large C&I Eblast

Energy Efficiency Panel Discussion



Join Energy Smart and representatives from three New Orleans institutions to learn how they became leaders in energy efficiency.

Energy Smart will moderate a panel discussion where professionals working in energy-efficiency can gain insight from three of the city's leading facility directors.

Panelists:



**Chez Dlokerson, Engineering Manager,
Hyatt Regency New Orleans**



**Nick Michael, Director of Operations,
Holy Cross High School**



**Art Schilling, Assistant Director of Sustainability,
Ernest N. Morial Convention Center**

Each of these leading organizations have participated in the Energy Smart Program and have plans to become more energy-efficient in the near the future.

Tuesday, June 18

8 – 10 a.m.

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

Continental breakfast will be provided.

Agenda:

- 9 - 9:15 a.m.
 - Panelist introductions
- 9:15 - 9:50 a.m.
 - Panel and audience discussion on the decision-making process; lessons learned along their journey towards energy efficiency and participation in the Energy Smart program.
- 9:50 – 10 a.m.
 - Networking opportunity

Click below to RSVP



July Facility Managers Q and A

Good afternoon. My name is Dawn Ellerd. I am the Marketing and Outreach Lead on the Energy Smart program. Energy Smart is Entergy New Orleans' energy efficiency program that incentivizes customers to perform energy saving upgrades in their facilities.

First, I'd like to say congratulations for being recognized by as one of the top real estate producers of 2018. Secondly, I want to provide updates on the Energy Smart program. You may have heard about this program in the NOMAR newsletter or perhaps from one of NOMAR's meetings where we were invited to speak and give a program overview. However, in the event you are not familiar with Energy Smart, I wanted to personally reach out to you with information about the program.

Energy Smart 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. Don't miss the opportunity to receive **up to \$100,000 per site, per year** for equipment upgrades that result in verifiable electric usage reduction, such as:

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

Why should you incorporate energy efficient upgrades? Because energy efficient buildings achieve an average of 10% higher occupancy rates and 10% higher rents over inefficient buildings. Energy efficient upgrades can help your business by:

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

Don't wait. The current program expires on Dec. 31. If you have projects that would benefit from these valuable cash incentives, please submit your application immediately. **The 2019 program budget is \$5 million, however over 55% of the budget is already reserved.**

Thank you and please contact me if you have any questions.

Dawn Ellerd | Marketing & Outreach Lead
on behalf of The Energy Smart Program

504-390-7515 mobile
dawn.ellerd@energysmartnola.com

900 Camp Street, Suite 364 · New Orleans, Louisiana 70130

Email to Commercial Property Real Estate Contacts



Save Energy. Save Money.

Energy costs can be a major drain on K-12 school operating budgets. Thanks to Energy Smart there are offerings available to help alleviate that burden.

Energy Smart is an energy efficiency program that provides incentives to make energy saving upgrades. The program works with you to identify energy efficiency opportunities in your facilities and provide valuable cash incentives on energy efficiency upgrades and improvements.

Participants can receive **up to \$100,000** per site, per year for equipment upgrades that result in verifiable electric usage reduction, such as:

- Lighting and lighting controls.
- Chillers and motors.
- HVAC upgrades and optimization heat pump.
- Building automation systems.

Over 25 schools in New Orleans have participated in the program since 2017 and have received over \$1.1M for upgrades such as LED lighting and building controls. These upgrades are contributing to over \$1M in energy savings per year across these schools.

There is still time for your institutions to participate in the program, but don't wait. The current program expires on Dec. 31. If you have projects that would benefit from these valuable cash incentives, please submit your application immediately. The 2019 program budget is \$5 million, however over 55% of the budget is already reserved.

To start participating today visit energysmartnola.com, email info@energysmartnola.com or call **504-229-6868**.

Archdiocese of New Orleans email content

**Meeting Announcement:
Energy Smart Retro-commissioning
Breakfast and Learn**



Please join Energy Smart for a discussion on retro-commissioning and the incentives associated with it.

Energy Smart will host a discussion on retro-commissioning (RCx) tailored towards facility directors and commercial and industrial property owners interested in learning how RCx can reduce energy consumption at their properties. There will be an overview of RCx and how to take advantage of the Energy Smart program incentives.

Several Energy Smart RCx service providers will be in attendance. This is a great opportunity to learn about a holistic approach to energy efficiency and to connect with providers who can offer those services.

**Tuesday, Aug. 13
8-10 a.m.**

**Urban League of Greater New Orleans
4840 S. Carrollton Ave., Ste. 110
New Orleans, LA 70118**

Continental breakfast will be provided.

RSVP

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New Orleans LA, 70130

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

August Retro Commissioning Breakfast and Learn

Trade Ally Searchable Database



Dear Energy Smart Trade Allies,

Energy Smart is excited to announce the launch of the new online Trade Ally searchable database. The new database, located on energysmartnola.com, makes it easy for customers to connect with Residential and Commercial & Industrial trade allies to complete energy-efficiency upgrades to their homes or businesses. Customers can now search for Residential or Commercial & Industrial trade allies based on their product or services offered and by diversity certifications.

Business customers also have the option to choose Commercial & Industrial trade allies based on Energy Smart's new tiering system denoting trade allies as either Platinum, Gold, Silver or General. Tier rankings are based on the number of projects completed and total kWh saved in the prior program year. The more participation in the Energy Smart program, the higher the tier.

For questions regarding the Trade Ally searchable database, please contact Kevin Fitzwilliam at kevin.fitzwilliam@sp6m.com.

Thank you,

The Energy Smart Program

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You can update your preferences or unsubscribe from this list.

August Trade Ally Searchable Database

Important Incentive Calculator Tool Update



Dear Energy Smart Commercial & Industrial Participants,

The Energy Smart team is pleased to announce the launch of the new commercial and industrial combined incentive Calculator Tool, effective August 6, 2019. This new tool will contain the combined incentive application and measure calculations.

Please note, this will replace the current application process and documents on our website. All project applications submitted after August 6, 2019 are required to use the new tool.

Some of the improved features include:

- Application and measure calculations are consolidated into one location.
- User-friendly tabs to navigate through the calculator.
- Ability to directly input customer information and measures into the tool.
- Printable summary reports are available at the completion of the tool.

Training sessions on the new combined calculator will be held throughout the month of August. Please contact Kevin Fitzwilliam at kevin.fitzwilliam@sptim.com to set up your training session.

Thank you,

The Energy Smart Program

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August Calculator Update

Meeting Announcements for the Healthcare Industry



Energy Smart has two upcoming events that can help hospitals in New Orleans save energy and save money.

Retro-Commissioning Breakfast and Learn:

Retro-Commissioning is a building "tune-up" that has an upfront study to identify cost-effective but often overlooked energy saving opportunities. Energy Smart will pay 50% of the study cost up to \$15,000 and the energy efficiency measures up to \$100,000.

Aug. 13

9 -10 a.m.

Urban League of Greater New Orleans

4640 S. Carrollton Ave., Ste. 110

New Orleans, LA 70119

LA&HFM 3rd Quarter Meeting:

Energy Smart staff will be attending and tabling at the LASHFM meeting at the UMC on Friday, Aug 16. Please stop by to let us know how your Energy Smart project is going or how to tap into our \$5 Million in energy efficiency incentives for 2019.

Aug. 16

8:00 a.m. – 2:00 p.m.

University Medical Center

2000 Canal Street

New Orleans, LA 70112

Thank you,

The Energy Smart Team

August Healthcare Meeting Announcement



Q3 Trade Ally Group Meeting Reminder

Don't forget that the next TAAG meeting is this Wednesday. Mark your calendars and hope to see you there.

July 31
9 - 11 a.m.
Urban League
4640 S. Carrollton Ave., Ste. 110
New Orleans, LA 70115

Topics Covered:

- Trade Ally searchable online database.
- Combined calculator.
- Review the status toward the program's 2019 goals and incentive budgets.
- Brief sales training.
- Q&A.

Please click [here](#) to RSVP through Eventbrite.

For more information about Energy Smart, visit energysmartnola.com, email info@energysmartnola.com or call **504-228-8888**.

We hope to see your team at the meeting.

Thank you,
The Energy Smart Program

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September Q3 C&I TAAG Meeting



Small Business Direct Install Request For Qualifications



Dear Energy Smart Commercial and Industrial Registered Trade Allies,

Energy Smart is launching a new direct install offering targeting small business customers that will help them reduce their energy costs and save money.

This offering will utilize a select group of Small Business Direct Install service providers to perform assessments and installation of energy efficient equipment at increased incentive rates in non-residential Entergy New Orleans electric customer facilities that would qualify for the Small Commercial Solutions offering (average monthly demand of less than 100 kW).

Only fully qualified trade allies that become selected SBDI service providers will be approved to deliver SBDI offering services.

Steps to Becoming a Qualified SBDI Service Provider:

1. Must be a member in good standing of the Energy Smart Commercial and Industrial Trade Ally Network.
2. Trade allies must complete and submit the RFQ to the Energy Smart team **by COB Friday, Sept. 20, 2019**. Download the RFQ [here](#).
3. The Energy Smart team will review all submissions and select service providers based on qualifications.
4. The Energy Smart team will notify applicants by **COB Friday, Sept. 27, 2019**.

More information on the offering, the measures and the incentives available can be found in the RFQ located [here](#).

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September RFQ for SBDI Offering

Building Automation and Controls Trade Show Invitation to Table



Energy Smart is providing commercial and industrial trade allies that offer building automation and building controls the opportunity to table at a trade show event on Wednesday, Nov. 20 at the New Orleans BioInnovation Center located at 1441 Canal St.

Facility directors and commercial property owners from various industries will be invited to attend. This is an opportunity to showcase your building controls products and services to a key audience.

The goal of this trade show is two-fold:

- Provide a platform for facility directors and commercial property owners to gain exposure to the most current building-automation and control technology.
- Connect those facility directors and property owners with trade allies that can provide those services.

You will table for 90 minutes from 9 - 10:30 a.m. Table setup will begin at 8 a.m.

You are eligible to table at this event if you offer building controls as a core part of your business. If you are interested in tabling but unsure if your products and services are suitable for this event, please contact Kevin Fitzwilliam with Energy Smart at kevin.fitzwilliam@eap.com.

Trade allies that are interested in tabling at this event need to fill out the questionnaire located [here](#) or by clicking on the button below. Deadline to submit the questionnaire is 5 p.m. on Friday, Oct. 11.

Questionnaire

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September Building Controls Trade Show Invitation to Table

Combined Incentive Calculator Tool Webinar



Dear Energy Smart Commercial & Industrial Trade Allies,

The Energy Smart team will host a webinar on how to use the new combined commercial & industrial incentive calculator on Wednesday, Sept. 11.

This is a chance for you to learn about the features of the new calculator tool, see a demonstration on how to use the new tool and ask any questions you may have about the new tool.

Combined Incentive Calculator Webinar
Wednesday, Sept. 11
8:00-8:30 a.m.

Click [here](#) to RSVP.

How To Participate In the Webinar:

- Step 1:** Click link: global.getmeeting.com/join/466824083
- Step 2:** Dial **848-748-3112** to join the webinar.
- Step 3:** Enter the Access Code: **455-824-083**
- Step 4:** Please **mute** your phones.

The session will be led by Energy Smart team members Kevin Fitzwilliam, Training and Development Specialist and Mobuayo Pedro-Egbo, Energy and Sustainability Engineer.

You can orient yourself to the new combined incentive calculator tool prior to the webinar by watching the instructional video developed for our Trade Allies. Click the button below.

Enter the password: calculator.

WATCH INSTRUCTIONAL VIDEO

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September Combined Incentive Calculator Webinar Announcement

Workforce Development Meet-and-Greet



Dear Energy Smart Trade Allies:

Please join the Energy Smart team for a meet-and-greet with Monique Robinson, the Director of Opportunity Youth Partnerships with the New Orleans Business Alliance. NOLABA is the official economic development organization for the city of New Orleans. Ms. Robinson connects young adults in New Orleans with job opportunities in the city's emerging industries.

Energy Smart is hosting this meet-and-greet so Ms. Robinson can learn from our trade allies about the following:

- Workforce needs over the next 6-18 months in the energy-efficiency industry.
- Required training needed to prepare these young adults for work in this industry.

She was the guest speaker at the July 31 Q3 Trade Ally Advisory Group meeting, and is enthusiastic about learning more about the commercial & industrial energy-efficiency industry in New Orleans. This is a tremendous opportunity for Energy Smart trade allies to develop a potential partnership with a local workforce-development agency that has been a leader in connecting young adults in technical workforce fields.

Energy Smart strives to grow a robust workforce in energy efficiency in New Orleans. We hope that you take advantage of this opportunity and attend this event.

Thursday, Oct 3
8-10 a.m.
Urban League of Greater New Orleans
4840 S. Carrollton Ave., Ste. 110
New Orleans, LA 70118

RSVP

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September Meet-N-Greet Announcement

Energy Smart Energy Advisor Support Service



Dear Energy Smart Commercial Customers,

The Entergy New Orleans Energy Smart Program is offering a comprehensive Energy Advisor support service for owners of multi-tenant buildings in New Orleans that have benchmarked their building using ENERGY STAR® Portfolio Manager. The Energy Advisor will provide qualifying customers with comprehensive energy efficiency assistance that includes initial building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support.

Once your building is benchmarked, the Energy Advisor will perform a building performance analysis based on your facility's benchmarking results. They will provide you with a report that details how your facility is currently performing and outlining energy savings opportunities specific to your building. Your Energy Advisor will create a prioritized list of energy efficiency measure recommendations and identify Energy Smart incentives to assist you with financing the implementation of the recommended upgrades. Once you have decided which upgrades you would like to implement, your Energy Advisor will help complete the incentive application and coordinate with your contractor performing the upgrade.

ELIGIBILITY

Customers must meet the following eligibility requirements in order to participate:

- 
Be an Entergy New Orleans customer.
- 
Complete the automated benchmarking process through Entergy New Orleans using ENERGY STAR Portfolio Manager.
- 
Own a multi-tenant building with more than one exterior.
- 
Intend to implement an energy efficiency project through Energy Smart in 2016.

*Eligibility will be reviewed on a case-by-case basis. © 2015 Entergy.

To learn more about eligibility and how you can participate, please call **604-228-6888** or email benchmarking@energysmartnola.com.

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Energy Smart Advisor Announcement

Finding ways to reduce, reuse and recycle in historic buildings

BY Leah Solomon

WHEN THE PRESERVATION RESOURCE CENTER renovated the 20,000-square-foot former Leeds Foundry building into its headquarters in 2000, the project was done with energy efficiency in mind, but that was 19 years ago. Today, reducing the monthly utility bill has become a focus for the cost-conscious PRC. So this summer, we decided to join the NOLA Energy Challenge.

The city of New Orleans set a goal of cutting overall greenhouse gas emissions 50 percent by 2030. Current emissions in the city break down to 40 percent from industrial sources, 36 percent from residential and 24 percent from commercial, said Camille Pollan, program manager for the city's Office of Resilience and Sustainability (ORS).

The NOLA Energy Challenge invites owners of commercial buildings to track their energy use for a year. By "benchmarking" energy use, participants can implement energy-saving strategies and see how that moves the needle. There are free trainings as well as information on how to receive incentives on energy-related improvements through Energy Smart, a division of Entergy. The trainings cover such topics as building automation systems, financing energy-efficiency efforts, tenant engagement, and "identifying and implementing operational/maintenance improvements."

The PRC began benchmarking in July and set a goal of reducing the building's consumption by 10 percent in a year. Small policies like turning off lights in bathrooms and other spaces when not in use, keeping the blinds down on the building's large, south-facing front windows, and shutting down computers at the end of each day will help reduce energy consumption. According to EnergyStar.gov, "forgetting to shut down your computer just a handful of times will negate an entire year's worth of incremental energy savings."

Each floor in the PRC's three-story building has its own thermostat. We have increased the office temperature to 75 degrees during the day and maintain 80 degrees during off hours via our programmable thermostats. Programmable thermostats are ideal because they regulate temperature and monitor energy use.

While it sounds easy to implement energy-saving measures on an individual level, getting an entire office of employees on board can be a challenge.

Tulane University's downtown campus won the award for Greatest Tenant/Occupant Engagement Program in the 2018 NOLA Energy Challenge. Liz Hoekstra, former assistant director of Tulane's Office of Sustainability, worked with Nicholas Pellegrini, a student studying environmental earth science and political science, to devise several strategies to get students, faculty and staff on board, including printing fliers with energy-efficiency tips tailored to different rooms or buildings; setting up information tables; and asking for occupants' feedback. Five buildings on Tulane's downtown campus participated, including Deming Pavilion, a residence hall

at 204 S. Saratoga St.; Elks Place, home of the Tulane School of Social Work; the Environmental Science Building at 1700 Perdido St.; the Murphy Building at 131 S Robertson St.; and the Tidewater Building, home of the Tulane School of Public Health & Tropical Medicine at 1440 Canal St.

"Different people are motivated to save energy for different reasons," Pellegrini said. "For the students, we emphasized the effect on climate change. For the labs, we spun it for cost savings. For the health building, there are a lot of health benefits of working in a sustainable environment."

The fliers emphasized simple energy-saving tips, such as turning off lights and office equipment when not in use; using natural window light when possible; and taking advantage of shared kitchen appliances, such as microwave ovens and refrigerators, rather than having personal appliances in private offices. Pellegrini and Hoekstra also sent out surveys to students, faculty and staff with questions, such as, "Do you see something that's not sustainable?" and "How can we help in your building?"

This year, Tulane expanded its efforts to include its Uptown campus in the NOLA Energy Challenge.

For businesses that partner with Entergy's Energy Smart program, cost savings can be a big motivation. For example, Pel Hughes, a New Orleans marketing company housed in a 65,000-square-foot building, qualified for Energy Smart rebates when the company swapped out its old lightbulbs for LED. The upfront cost was \$66,205 on a project that would save \$16,692 every year. With the Energy Smart's incentive — a return of \$18,547 — Pel Hughes is projected to recoup the project cost in just under three years.

Entergy's Energy Smart incentives have helped the city move toward its goal of emissions reductions, Entergy officials said. "In 2018, the combined goal between the East and West Banks of Orleans Parish was [to save] 36 million kilowatt hours, and Energy Smart achieved 109 percent of goal by saving over 50 million kilowatt hours," said Derek Mills, manager of Energy New Orleans' demand-side management. "This results in the avoidance of an estimated 14,000 tons of carbon dioxide emissions." The goal for 2019 is set at 53 million kilowatt hours.

This year, there are more than 50 commercial buildings signed up for the NOLA Energy Challenge, and it is a rolling admission process. Visit nola.gov/resilience/energy-challenge/ to register. In last year's challenge, the F. Edward Hebert Federal Building earned the best Energy Star score overall. Other winners in the 2018 program included: Greatest Energy Reduction: US Custom House (General Service Administration); Greatest Energy Reduction Plan: 400 Poydras Tower (Hertz Investment Properties); Greatest Tenant/Occupant Engagement Program: Tulane University downtown campus; Overall Sustainability Champion/Leader: New Orleans Ernest N. Morial Convention Center.



The Commercial and Industrial Trade Ally Quarterly Newsletter is a resource for trade ally partners to learn about updates to the program and information about upcoming trade ally events, training and professional development opportunities.

YTD Review & Highlights

The Energy Smart Team would like to thank all the trade allies who have participated in the first half of the program in 2019. We welcome the future participation of new and existing trade allies.

- First half year projects completed — **47 projects** completed so far this year, which is a 20% increase compared to last year.
- **More than 125** customers have submitted a project application so far in 2019.
- Energy Smart is currently **71%** toward its kWh savings goal for 2019.
- **Over \$550,000** in incentives paid to business customers and an **additional \$1.8 million** reserved for 2019.
- **\$2.8 million** in funding is still available for PY2019.
- Current applications and program tools can be found on the [Energy Smart website](#).

Announcements



Calculator Reminder

Energy Smart asks that you download a new calculator from the website for each new project. This ensures that you are using an updated calculator to estimate incentives. The most recent version of the calculators is required as a part of your project application.

Training Spotlight

Energy Panel Discussion

Energy Smart facilitated a panel discussion on energy efficiency with leaders who are leading their organizations to new heights with construction. The panel guests were Chaz Dickerson of the Hyatt Regency, Art Shilling of the Morial Convention Center, and Nick Bess of St. Louis High School. The event was very well attended and provided facilities directors from a variety of industries to connect with Trade Allies to take advantage of Energy Smart incentives. Special thanks to those who are not only moving the city forward with energy efficiency, but are encouraging others to follow their lead.

Building Tour

Energy Smart teamed up with the Louisiana Chapter of the U.S. Green Building Council to host a tour of Dnivek Hall, a LEED-Silver building. More than 50 people attended the tour, including several Energy Smart Trade Allies. The tour highlighted energy savings that were achieved by selecting efficient HVAC systems, chilled water pump and air handler fans, as well as lighting and occupancy. The tour was coordinated by Energy Smart and Tulane.

Trade Ally and Professional Development

Energy Smart Q3 2019 Trade Ally Advisory Group Meeting

July 31
9 - 11 a.m.

Urban League
649 S. Carrollton Ave., Ste. 110
New Orleans, LA 70118

Energy Smart has a searchable online database.

Energy Smart has a calculator.

Energy Smart is making progress toward the program's 2019 goals and incentive budgets.

Energy Smart is providing training.

REGISTER

Commercial Building Skills Training - Operations and Maintenance Essentials

August 21 - August 22
9 a.m. - 5 p.m.

AAAF Community Resource Center
3512 S. Carrollton Ave., Ste. C
New Orleans, LA 70118
Cost: \$285

This is a 2-day course and certificate program that teaches the people who build buildings the tools to integrate high-performance construction and energy into their everyday work. It takes a holistic approach to sustainability with expert advice and the latest adult learning techniques.

Energy Smart is not affiliated with the production of this training.

REGISTER

Urban League to Host Series of Construction Workshops

The Urban League will host a series of workshops focused toward helping those in the construction industry. These include classes in software such as LIDA Construction Suite, and Construction Bid Workshop.

* Energy Smart is not affiliated with the production of this training.

REGISTER

Urban League to Host Series of Construction Workshops

Event Details: The Urban League will host a series of workshops focused toward helping those in the construction industry. These include classes in software such as LIDA ConstructionSuite, QuickBooks and Construction Bid Workshop.

* Energy Smart is not affiliated with the production of this training.

REGISTER

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Join the NOLA Energy Challenge

What is the NOLA Energy Challenge?

The NOLA Energy Challenge is a friendly, voluntary competition between New Orleans' commercial and multifamily buildings to help them understand their energy use and save energy.

Why should my building participate in the NOLA Energy Challenge?

On average, 30% of the energy used in commercial buildings is wasted. Buildings that measure and track energy data realize 6-14% in energy savings on average over several years, resulting in significant cost savings. Free training and technical support is provided through the City of New Orleans' Office of Resilience and Sustainability.

Who can participate in the NOLA Energy Challenge?

Any non-single-family-residential structure within Orleans Parish is eligible.

What are the requirements for participation?

There is no fee to sign up for the NOLA Energy Challenge. All participating buildings will be required enter their annual energy usage data into the free online portal [ENERGY](#)

[STARSM Portfolio Manager](#).

How can I participate in the NOLA Energy Challenge?

Register your commercial or multifamily property at nola.gov/energychallenge.

Participation is **free**. Sign up your building or encourage your clients to sign up their buildings for the 2019 [NOLA Energy Challenge](#).

Energy Smart Job Announcement

Energy Smart is looking to fill the position of Energy Engineer. This position will provide technical support, including reviewing energy savings calculations and performing project reviews. Click [here](#) to learn more and to apply.

APPLY

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Q3 TA Newsletter 1 Cont'd



UPDATE: Q3 Higher Education Cohort Meeting Announcement



Please join us for the next
Energy Smart Higher Education Cohort meeting:

Sept 17, 2019
3 - 4:30 p.m.
Contemporary Arts Center
800 Camp St., 3rd Floor
Executive Board Room
New Orleans, LA 70130

There are paid parking lots and on-street parking next to and within walking distance of the Contemporary Arts Center.

To RSVP for this event click [here](#).

Topics covered will include:

- Tulane University speakers on:
 - Participation in Energy Smart program.
 - Sustainability, LEED and climate strategies overview.
- Energy Smart Program updates and update on higher ed participation goals.

Please contact Linda Baynham at Linda.Baynham@gotim.com or call 504-808-7516 with questions.

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

Thank you,

The Energy Smart Program

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Q3 Higher Ed Cohort Meeting Announcement

Appendix E: Photos

Residential Photos



August Residential Trade Ally Training on Attic Insulation

Commercial



Q3 C&I TAAG Meeting 5

Community Outreach



Harmony House Senior Center - July Council on Aging meetings



July Bayou St John Neighborhood Association meeting with Councilman Joe Giarrusso at the Dutsches Haus.



Tabling at Senior Event at Kingsley House in August



41st Annual Senior Caucus in New Orleans East



Mayor Cantrell speaks to the seniors at the 41st Annual Senior Caucus in New Orleans East in September.



September Rate Case Meeting Algier