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July 30, 2020

**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 April 1, 2020 to June 30, 2020 (Resolutions R-11-52, R-20-51; UD-08-02, UD-17-03)***

Dear Ms. Johnson:

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. Council Resolution R-19-516 approved the continuance of the Energy Smart for Program Years 10-12 and shortened Program Year 10 ("PY10") to nine months, April 1, 2020 through December 31, 2020, such that the Energy Smart program could return to a calendar year schedule. Council Resolution R-20-51 adopted on February 20, 2020, approved the PY10-12 Implementation Plan and APTIM, Environmental and Infrastructure ("APTIM") as the Third Party Administrator.

On behalf of APTIM, Entergy New Orleans, LLC ("ENO") submits the Energy Smart Quarterly Report for the period of April 1, 2020 to December 31, 2020. As a result of the remote operations of the Council's office related to COVID-19, ENO submits this filing electronically and will submit the requisite original and number of hard copies once the Council resumes normal operations, or as you direct. ENO requests that you file this submission in accordance with Council regulations as modified for the present circumstances.

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,

A handwritten signature in blue ink, appearing to read "B. Guillot", written over the word "Sincerely,".

Brian L. Guillot

Enclosure

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



# Quarterly Report

Energy Smart Program  
Program Year 10 - Quarter 1  
Submitted: 7/30/2020

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## Executive Summary

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The Energy Smart Program was developed by the Council for the City of New Orleans (Council), is administered by Entergy New Orleans, LLC (ENO) and is implemented by APTIM, the Third-Party Administrator (TPA). This report contains data on the program, including pre-evaluated kWh savings and incentive spend, marketing and outreach tactics, training, workforce development and supplier diversity and inclusion. More detailed and complete information, including post-evaluation results, will be provided in the Program Year 10 (PY10) Annual Report.

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

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

This report contains data on the Energy Smart program offerings, including:

- Summary of activities by offering
- kWh savings achieved, kW reduction and incentives spent
- Marketing, outreach and engagement
- Training and workforce development activities
- Supplier diversity highlights

Program Year 10 is divided into three quarters:

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

An emphasis on working collaboratively with ENO, the Council’s Advisors, and numerous stakeholders, including local policy advocacy stakeholders, local trade ally stakeholders and local higher education stakeholders, has been important for the implementation of the Energy Smart program in PY10. 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
John Krzystowczyk	Commercial Program Manager	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
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
Monica Thilges	Program Support	APTIM	Madison, WI
Pragya Nirula	Energy Engineer	ILSI Engineering	New Orleans, LA
Keeley Evans	Commercial Project Coordinator	ILSI Engineering	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
Joshua 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
Jhané Wilcox	Residential Marketing Manager	Franklin Energy Services	New Orleans, LA
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Raven Carr	Operations Analyst	Franklin Energy Services	New Orleans, LA
Bernadelle Tilus	Project Coordinator	Franklin Energy Services	New Orleans, LA
Daniel Franklin	Energy Advisor	Franklin Energy Services	New Orleans, LA
James Herman	Energy Advisor	Franklin Energy Services	New Orleans, LA
James Phillips	Energy Advisor	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Jamie Wine	School Kits & Education Director	Energy Wise Alliance	New Orleans, LA
Emily Snyder	School Kits, Education Manger	Energy Wise Alliance	New Orleans, LA
Kevin Kellup	School Kits, Education Coordinator	Energy Wise Alliance	New Orleans, LA
Brandon Muetzel	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA
Andreas Hoffman	Outreach & Direct Install	Green Light New Orleans	New Orleans, LA

## **Offerings Overview**

### **Residential**

- Home Performance with ENERGY STAR®
- Retail Lighting & Appliances
- Income Qualified Weatherization
- A/C Solutions
- Multifamily Solutions
- School Kits & Education
- Behavioral
- Rewards
- EasyCool for Residents

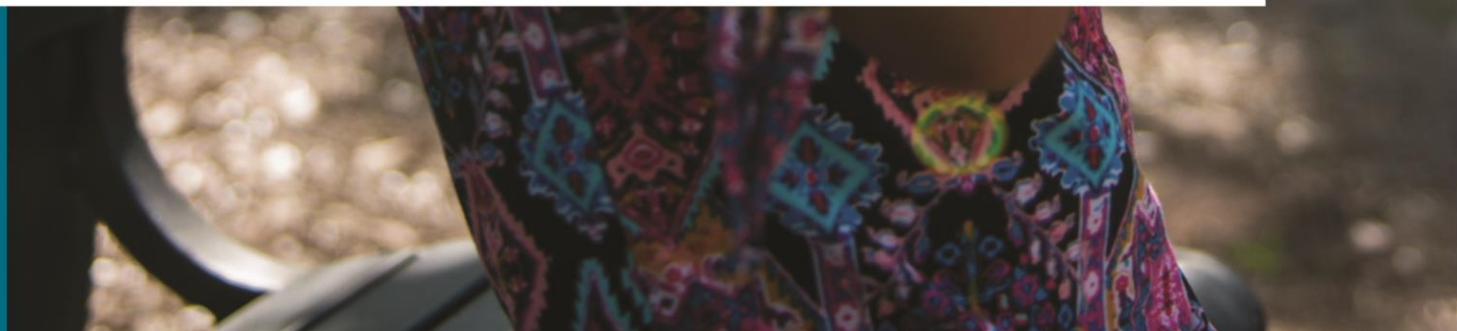
### **Commercial & Industrial**

- Small Commercial & Industrial Solutions
- Large Commercial & Industrial Solutions
- Publicly Funded Institutions
- Commercial & Industrial Construction Solutions
- EasyCool for Business
- Large Commercial & Industrial Demand Response





# PROGRAM PERFORMANCE & ACTIVITY



## Program Performance and Activity

**Table 2.1**

	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
<b>Commercial &amp; Industrial - Energy Efficiency</b>	2,160,370	33,055,833	6.54%	308.62	4,906.89	6.29%	\$ 288,001	\$4,693,010	6.14%
<b>Commercial &amp; Industrial - Demand Response</b>	-	-	N/A	-	130.50	0.00%	-	\$5,655	0.00%
<b>Residential - Energy Efficiency</b>	833,247	23,517,104	3.54%	142.02	2,839.60	5.00%	\$ 49,067	\$2,339,160	2.10%
<b>Residential - Demand Response</b>	-	-	N/A	-	2,830.10	0.00%	-	\$192,040	0.00%
<b>Total</b>	<b>2,993,617</b>	<b>56,572,936</b>	<b>5.29%</b>	<b>450.64</b>	<b>10,707.09</b>	<b>4.21%</b>	<b>\$337,069</b>	<b>\$7,229,865</b>	<b>4.66%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1<sup>st</sup> through June 30<sup>th</sup>, 2020.

**Table 2.2**

	PROGRAM COSTS**	PROGRAM BUDGET	% OF PROGRAM BUDGET
<b>Commercial &amp; Industrial - Energy Efficiency</b>	\$1,104,126	\$7,957,510	13.88%
<b>Commercial &amp; Industrial - Demand Response</b>	\$441,600	\$1,101,533	40.09%
<b>Residential - Energy Efficiency</b>	\$390,596	\$3,705,272	10.54%
<b>Residential - Demand Response</b>	\$125,383	\$588,223	21.32%
<b>TOTAL</b>	<b>\$2,061,705</b>	<b>\$13,352,539</b>	<b>15.44%</b>

\*\*There have not been EM&V expenses incurred through Q1 as the third-party evaluator, ADM, focused on completing PY9 projects including the Annual EM&V report.

### Residential Summary

The Energy Smart Residential Portfolio was directly impacted by the COVID-19 pandemic forcing field-based programs to be suspended while the Stay-At-Home order was in effect. Multifamily Solutions, Home Performance with ENERGY STAR, A/C Solutions and Income Qualified Weatherization field work was suspended during Q1 of PY10. During this time the Energy Smart team focused on new safety protocols for re-entering the field. The team developed a pre-assessment questionnaire, purchased necessary personal protective equipment (PPE) and developed health and safety protocols to ensure the safety of both customers and the program team.

The Energy Smart team adapted programs to the conditions caused by the COVID-19 pandemic. The Retail Lighting and Appliance offering relied heavily on sales from the new Online Marketplace. The

program promoted free energy efficiency kits and Emerson Sensi smart thermostats along with discounted energy-saving products such as LED light bulbs, water conservation products and smart power strips. The Energy Smart team also distributed LED 9 Watt 4-packs and Energy Efficiency Kits through City Council sponsored food drives throughout Orleans Parish. The team supported 12 different events in Q1 which allowed the team to promote other offerings to customers. The Energy Smart team developed a Virtual Home Energy Assessment option which will be added to the Home Performance with ENERGY STAR and Income Qualified Weatherization offerings to enhance the offering beginning in Q2. The Virtual Home Energy Assessment will allow energy assessments to be conducted in a virtual setting as opposed to in the home. While Q1 provided unique challenges, the Energy Smart program was able to continue to serve customers, produce energy savings and lay the groundwork for deeper savings in Q2 and Q3 as restrictions due to COVID-19 are lifted.

## **Commercial & Industrial Summary**

The first quarter of Program Year 10 saw the introduction of new program offerings, updating of existing offerings, launch of a new trade ally bonus as well as a completely re-designed application process all while dealing with the uncertainty of the COVID-19 pandemic. Many commercial and industrial customers in the Entergy New Orleans service territory saw their businesses close or were forced to drastically reduce hours and occupancy with small commercial customers bearing the brunt of the financial hardship. The Energy Smart team worked diligently during Q1 to adapt to the situation and was able to keep all C&I offerings available. The team ceased field work and used virtual methods for maintaining engagement with customers and trade allies and for performing remote site verifications. Virtual facility walk-throughs were completed for several customers, including the New Orleans Culinary and Hospitality Institute, in order to encourage program participation while site visits were on hold. The program released health and safety protocols for trade allies and began developing a safety video for release in Q2.

The Energy Smart team utilized feedback from customers and trade allies to create new offerings and update existing offerings such as the Retro-commissioning (RCx) offering. Retro-commissioning had been offered in previous program years, but a simplified and more streamlined approach was launched beginning in Q1. The re-designed RCx offering allows RCx service providers to work directly with the Energy Smart team to receive compensation for the investigation study and increased incentives and incentive caps make the revised offering more appealing to those that could benefit from this type of energy-saving project.

Energy Smart added a new Commercial & Industrial Construction Solutions offering to the C&I Portfolio that provides incentives for energy-efficient design and construction that goes beyond the design baseline. Projects that qualify for the Construction Solutions offering typically have a long lead time as building designs are completed and baseline efficiency levels are established. The Energy Smart team worked with several developers who had expressed interest in an offering that provides incentives for new building construction or gut rehab projects and several strong leads have been established during Q1.

Within the Small C&I offering, the team introduced free Small Business Energy Efficiency Kits for retail, restaurant and office sectors and expedited the launch once the impact on small commercial customers due to COVID-19 became apparent. Small business customers within these three sectors can order their free kit online that will be shipped directly for them for self-install. The Energy Smart team used advertising and social media to generate awareness of the kits and will be performing targeted outreach to small business customers in arrears in Q2.

In Q1, Energy Smart also launched incentives for demand response-enabled smart thermostats. Small business customers can receive incentives for purchasing and installing new smart thermostats in their facilities. This new offering will provide energy efficiency savings and align with the Small C&I demand response offering (EasyCool for Business) that will launch in Q2. With the launch of EasyCool, customers

with existing smart thermostats or those that install new thermostats will be able to enroll and participate in the demand response offering.

In addition to new and re-designed program offerings in Q1, the Energy Smart team also made other changes to the program such as increasing account and customer incentive caps, transitioning many common measures from a custom to a prescriptive-based application process and releasing a prescriptive bonus for trade allies. The prescriptive trade ally bonus was designed to ease the transition from a historically custom-based application process to a prescriptive-based approach by offering trade allies a bonus based on 25% of the uncapped prescriptive incentives for their projects. The prescriptive bonus will be available to trade allies throughout PY10. Annual incentive caps were increased from \$100,000 to \$150,000 per account per year and the customer caps were doubled from \$250,000 to \$500,000 to encourage customers to implement more energy efficiency projects at their facilities, particularly large and multi-site customers.

Due to health and safety concerns related to COVID-19, the Energy Smart team ceased performing in-person site verifications and established remote means for verifying project baselines and installations. The Energy Smart team worked closely with the program evaluator to determine what type of documentation would be adequate to verify energy savings, which was then communicated to customers and trade allies based on their unique project situation. The new project verification requirements are designed to keep Energy Smart staff, customers and trade allies safe while reducing any barriers or concerns that may have otherwise prevented program participation.



# RESIDENTIAL OFFERINGS



# Residential Offerings Summary

**Table 3.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR	-	1,640,521	0.00%	-	1,090.19	0.00%	-	\$325,004	0.00%
Retail Lighting & Appliances	833,247	6,890,189	12.09%	142.02	545.38	26.04%	\$49,067	\$1,237,392	3.97%
Multifamily Solutions	-	437,472	0.00%	-	163.70	0.00%	-	\$106,130	0.00%
Income Qualified Weatherization	-	656,208	0.00%	-	445.44	0.00%	-	\$269,967	0.00%
A/C Solutions	-	1,312,417	0.00%	-	553.29	0.00%	-	\$246,461	0.00%
School Kits & Community Outreach	-	350,297	0.00%	-	41.61	0.00%	-	\$54,206	0.00%
Behavioral**	-	12,230,000	0.00%	-	-	0.00%	-	-	N/A
Rewards	-	-	N/A	-	-	N/A	-	\$100,000	0.00%
EasyCool - Direct Load Control	-	-	N/A	-	764.1	0.00%	-	\$57,750	0.00%
EasyCool - Bring Your Own Thermostat	-	-	N/A	-	2,066.00	0.00%	-	\$134,290	0.00%
<b>Total</b>	<b>833,247</b>	<b>23,517,104</b>	<b>3.54%</b>	<b>142.02</b>	<b>5,669.70</b>	<b>2.50%</b>	<b>\$49,067</b>	<b>\$2,531,200</b>	<b>1.94%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1<sup>st</sup> through June 30<sup>th</sup>, 2020.

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

# Home Performance with ENERGY STAR®

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## Offering Description

This offering will achieve long term, significantly cost-effective electric savings through the use of local auditors and contractors who will help residential customers analyze their energy use and identify opportunities to improve efficiency, to install low-cost energy-saving measures, and to identify and implement more comprehensive home efficiency projects. Home Performance with ENERGY STAR (HPwES) will offer three levels of home energy audits. The Level I Assessment will include a “walk-through” inspection and direct installation of low-cost measures, such as LEDs and water conservation measures. To generate additional savings at the time of the audit, demand response-enabled smart thermostats were added as a direct install measure. The Level II and III Assessments are comprehensive home inspections with diagnostic testing, performed by a qualified contractor, targeted to achieve deeper savings within the home.

To meet the needs of New Orleans’ unique housing stock of double shot-gun homes and smaller multifamily configurations, the offering now includes all buildings with four or fewer units in the HPwES offering. Structures of this size and construction type often behave more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier. Building types with two to four units function more like single-family homes, with no or small amounts of common-area space.

## Offering Highlights

Due to the COVID-19 pandemic, the Home Performance with ENERGY STAR offering was not able to perform in-home assessments in Q1 of PY10. Energy Smart team was able to continue to support and promote the offering through Energy Efficiency Kits. The team offered kits to customers through the Online Marketplace and City Council sponsored food drives, allowing the program to produce kWh savings and create an opportunity for future enrollments in HPwES and other offerings. Online kits were marketed for free through the Online Marketplace which also allowed for the promotion of other discounted energy efficiency products. The Energy Smart team supported 12 City Council sponsored events throughout Orleans Parish giving away a total of 738 kits. This allowed the Energy Smart team to have a positive impact on the community when customers were looking for ways to save money. Energy Kits provided an opportunity to inform more members of the community about the different offerings and ways to save more in the future.

In response to the pandemic, the Energy Smart team began developing a Virtual Home Energy Assessment (VHEA). The VHEA is designed to allow the Energy Smart team to continue serving customers without going into the residence while Stay-At-Home orders are in effect or for customers that would prefer the virtual option. The customer will communicate with an Energy Advisor at a pre-scheduled time to discuss the energy efficiency of their home. Based on the results of the call, a customized kit of measures including LED lighting, water saving measures and pipe wrap will be delivered to the home for the customer to self-install. The Energy Advisor will do a follow-up call after the materials have been delivered to confirm installation and provide feedback on customer satisfaction. The VHEA will continue to be a part of the Home Performance with ENERGY STAR offering going forward.

## Offering Performance

**Table 5.1**

KITS	QTY
Giveaway Kits	738
Online Kits	3,061

**Table 5.2**

EVENT	LOCATION	DATE	KITS	COUNCILMEMBER/ STATE REPRESENTATIVE
Household of Faith	9300 I-10 Service Rd. New Orleans, LA 70127	4/24/2020	100	Cyndi Nguyen
New Philippians Missionary Baptist Church	5234 N. Claiborne Ave. New Orleans, LA 70117	4/28/2020	103	Cyndi Nguyen
St. Mary Of The Angels Church	3501 N Miro St. New Orleans, LA 70117	5/1/2020	50	Jared Brossett
Delgado Community College	3727 Louisa St. New Orleans, LA 70126	5/4/2020	100	Kristin Palmer, Jay Banks, Candace Newell
St. Katherine Drexel Parish	2015 Louisiana Ave. New Orleans, LA 70115	5/5/2020	72	Jay Banks
Goodwill Mid City	3400 Tulane	5/6/2020	100	Jay Banks
Connect Church of Algiers	1110 Kabel Dr. New Orleans, LA 70131	5/8/2020	100	Kristin Palmer
Sankufa Food Pantry	5200 Dauphine St. New Orleans, LA 70117	5/29/2020	13	Cyndi Nguyen
Notre Dame Seminary	2901 S Carrollton Ave. New Orleans, LA 70118	6/1/2020	100	Joseph Giarrusso
<b>Totals</b>			<b>738</b>	

**Table 5.3**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	1,640,521	0.00%	-	1,090.19	0.00%	-	\$497,760	0.00%



# Retail Lighting & Appliances

## Offering Description

The objective of the Retail Lighting and Appliances offering is to increase awareness and sales of efficient lighting and appliances to ENO’s residential population. The offering will provide customers the opportunity to purchase a variety of discounted products that are ENERGY STAR qualified or better.

The Energy Smart Online Marketplace features energy efficiency products at discounted prices. This allows Energy New Orleans customers to purchase energy efficiency products online and have them shipped directly to their home.

## Offering Highlights

Building on the success of the previous year, the Retail Lighting and Appliance offering was able to continue lighting discounts at The Home Depot while adding a new promotion at Walmart and energizing sales with marketing of the new Energy Smart Online Marketplace. Both tactics helped to keep customers engaged and keep incentivized products available during the challenging environment of the COVID-19 pandemic.

The Home Depot remained open throughout the pandemic as an essential retailer, given the spring season when a lot of outdoor work gets completed. Traffic remained steady at the store throughout Q1. The Energy Smart team introduced a pre-labeled pallet promotion with GE, who shipped pallets of 4-packs to Walmart. Customers purchased over 10,000 bulbs during the quarter from the Walmart pallets which will continue to run through August.

The Online Marketplace was a huge success, selling over 9,000 bulbs and 6,042 smart thermostats in April and May. One of the unique offers during this time was a free Emerson Sensi smart thermostat. Energy Smart also offered a Father’s Day promotion where the free Sensi smart thermostat was marketed via email and social tactics resulting in 5,250 thermostats purchased.

## Offering Performance

### Retail & Appliance Sales Quantities

Table 6.1

PARTICIPATION TYPE	
<b>In-Store</b>	<b>QTY</b>
Lighting	37,853
<b>Online Marketplace</b>	<b>QTY</b>
Advanced Power Strips	538
Smart Thermostats	6,042
Smart Thermostat Accessories	645
Insulation	250
Lighting	9,346
Water Savers	951
<b>Mail-In Rebates</b>	<b>QTY</b>
Pool Pump	3
Heat Pump Water Heater	1
Refrigerator	46
Window Ac	16
<b>Bulb Giveaways</b>	<b>QTY</b>
Individual 9W	850
9W 4-Pack	1,448

**Table 6.2**

EVENT	LOCATION	DATE	LED BULBS 9WATT	LED 4PKS	COUNCIL MEMBER/ STATE REPRESENTATIVE
Household of Faith	9300 I-10 Service Rd. New Orleans, LA 70127	4/24/2020	50		Cyndi Nguyen
City Church Eastlake Campus	13123 I-10 Service Rd. New Orleans, LA 70128	5/1/2020		150	Cyndi Nguyen
St. Mary Of the Angels Church	3501 N Miro St. New Orleans, LA 70117	5/1/2020		150	Jared Brossett
Delgado Community College	3727 Louisa St. New Orleans, LA 70126	5/4/2020		110	Kristin Palmer, Jay Banks, Candace Newell
Goodwill Mid City	3400 Tulane	5/6/2020		155	Jay Banks
Mother's Day Giveaway	5234 N. Claiborne Ave. New Orleans, LA 70117	5/6/2020	800		Cyndi Nguyen
Connect Church of Algiers	1110 Kabel Dr. New Orleans, LA 70131	5/8/2020		35	Kristin Palmer
Sankufa Food Pantry	5200 Dauphine St. New Orleans, LA 70117	5/29/2020		200	Cyndi Nguyen
Notre Dame Seminary	2901 S Carrollton Ave. New Orleans, LA 70118	6/1/2020		300	Joseph Giarrusso
Arthur Monday Multi- Purpose Center	1111 Newton St. New Orleans, LA 70114	6/26/2020		348	Kristin Palmer
<b>Totals</b>			<b>850</b>	<b>1448</b>	

**Table 6.3**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
833,247	6,890,189	12.09%	142.02	545.38	26.04%	\$49,067	\$764,637	6.42%

**Table 6.4: Participating Retailers**

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Barto Appliance		X	1400 Airline Dr
Costco Wholesale		X	3900 Dublin St
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
Walmart (Tchoupitoulas)	X	X	1901 Tchoupitoulas St
Walmart (Chef Menteur)	X	X	4301 Chef Menteur Hwy
Walmart (Behrman)	X	X	4001 Behrman PI
Walmart (Bullard)	X	X	6000 Bullard Ave

# Multifamily Solutions

## Offering Description

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

## Offering Highlights

The Multifamily Solutions offering was unable to begin in Q1 of PY10 due to the COVID-19 Pandemic. The offering is expecting savings to start in Q2 through in-person and virtual options. The Energy Smart team began looking at virtual options for Multifamily Solutions to reduce the number of touchpoints needed to complete an assessment. The team has received leads from Multifamily complexes and is looking to schedule assessments for completion in Q2.

## Offering Performance

Table 7.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	437,472	0.00%	-	163.70	0.00%	-	\$106,130	0.00%

# Income-Qualified Weatherization

## Offering Description

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

## Offering Highlights

Income-Qualified Weatherization offering was unable to begin in Q1 of PY10 due to the COVID-19 pandemic. This offering will benefit from the effort put forth by the Energy Smart team with the in-person food distribution giveaways and Online Marketplace promotions of Energy Efficiency Kits and free smart thermostats. Connecting with customers in-person at the giveaways provided an opportunity for the team to engage in outreach and educate customers about other offerings. The Energy Smart team was excited for the opportunity to help the community and provide options for energy-saving solutions to residential customers most impacted by the pandemic.

## Offering Performance

Table 8.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	656,208	0.00%	-	445.44	0.00%	-	\$269,967	0.00%

# A/C Solutions

## Offering Description

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

## Offering Highlights

The A/C Solutions offering was unable to begin in Q1 of PY10 due to the COVID-19 Pandemic. The offering is expecting savings to start in Q2. A Qualified Product List was developed for alignment with DR-enabled smart thermostats. This allows any customer who purchases a qualified smart thermostat the opportunity to enroll in the EasyCool offering. Updates were prepared for the Energy Smart website so customers can take full advantage of the new addition of smart thermostats to the A/C Solutions offering when the offering is active in Q2. Cross-promotion of A/C Solutions and EasyCool allows customers to benefit from participating in both energy efficiency and demand response offerings.

## Offering Performance

**Table 9.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	1,312,417	0.00%	-	553.29	0.00%	-	\$246,461	0.00%

# School Kits & Education

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## Offering Description

The School Kit & Education offering targets 6<sup>th</sup> and 10<sup>th</sup> grade school age students in New Orleans to deliver a hands-on lesson and in-person instruction about energy efficiency concepts. Students are sent home with a home energy kit, and forms with installation data are returned to our Team.

## Offering Highlights

During Q1, the Energy Smart team was unable to provide in-classroom education due to school closures and the City Stay-At-Home order. In response to the pandemic, the Energy Smart team developed several alternative strategies to reach students without visiting their classrooms such as creating new educational activity packets, utilizing meal distribution sites to distribute kits, shipping kits directly to students' homes and adapting in-classroom activities for remote use.

The Energy Smart team distributed 222 school kits and educational packets to students via their teachers at 7 schools and 3 meal distribution site locations. Most kits went to students at Bricolage Academy, International School of Louisiana and Morris Jeff Community School because the team was able to reach the parent liaison at these campuses to engage more families. Some kits from PY9 were returned from Lusher Charter School because they were not able to be distributed due to school closures in mid-March. The Energy Smart team was able to distribute these kits to 3 school meal distribution sites at Sanchez Multi-Service Center, Joe Brown Park and Rosenwald Recreation Center to get them into families' hands right away.

In addition to reaching students at meal sites, the Energy Smart team developed and distributed new student activity packets via PDF and printed materials. The five energy efficiency homework packets were distributed to teachers to work on with students as they are teaching remotely. The packets covered the following topics:

- General Energy Introduction
- Appliances
- HVAC/Insulation
- Lighting
- Water

Each packet contains activities and experiments for the students to do at home, along with marketing information for the Online Marketplace to acquire additional energy efficiency products online. The packets are a way to more equitably reach all students, even those with limited Internet access, build relationships with teachers and provide additional savings opportunities online.

Teacher needs are variable and changing due to the COVID-19 pandemic. In June, and continuing into the summer, the Energy Smart team will be adapting the activities to suit a remote learning model, adding activities that can be shipped to a classroom and working with the kit distributor to coordinate shipping kits directly to students' homes.

New lesson concepts were practiced with the adult students at Louisiana Green Corps and in internal professional development training. The team also attempted to reach previous youth summer camp participants but were only able to reach about 30 campers at the Sojourner Truth Neighborhood Center as most summer camps that the team had worked with previously were not operating.

**Table 10.1: School Kit Distributions**

SCHOOL	DATE	# OF KITS	ENROLLMENT OFFERING
International School of Louisiana	5/18/2020	43	Charter
Lycée Francais	5/18/2020	1	Charter
Energy Wise Alliance	5/27/2020	2	NA
KIPP Believe	5/27/2020	2	Charter
Alice M. Harte Charter School	5/27/2020	1	Charter
Morris Jeff Community School	5/27/2020	20	Charter
Edward Hynes Charter School	5/27/2020	1	Charter
International School of Louisiana	6/1/2020	9	Charter
Morris Jeff Community School	6/1/2020	2	Charter
Rosenwald Recreation Center	6/4/2020	39	NA
Sanchez Community Center	6/5/2020	37	NA
Joe Brown Community Center	6/5/2020	26	NA
Energy Wise Alliance	6/16/2020	5	NA
Bricolage Academy	6/29/2020	34	Charter
<b>Total</b>		<b>222</b>	

## Offering Performance

**Table 10.2**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	350,297	0.00%	-	41.61	0.00%	-	\$54,206	0.00%

# Behavioral & Rewards

## Offering Description

The Behavioral offering provides customers a Home Energy Report/Scorecard (HERs) through ENO’s new Customer Engagement Portal (CEP). Residential customers will receive a monthly HER that compares them to similar and efficient households, shows their usage over time, provides tips for saving energy, rewards them for taking actions and directs them to other program offerings. All residential customers that have provided email addresses are automatically be opted into the offering and can opt-out at their discretion.

The Rewards offering enables residential customers to sign-up for Rewards through the CEP. Participants can receive eGift cards from their choice of available retailers for accumulating points for taking specific actions.

## Offering Highlights

The Behavioral & Rewards offering was unable to launch in Q1 due to program related delays and technical barriers, but the Energy Smart team was able to overcome these challenges through collaboration with the many program stakeholders. The team will send the first email HERs to customers in early Q2. Moving forward, the HERs will be sent to customers each month throughout the remainder of PY10.

With six months remaining in the year, the Energy Smart team will pursue a more aggressive HERs send strategy to ensure that the forecasted savings goals for the current program year are achieved. The team will send more print HERs out to customers than initially planned, while slightly reducing the quantity of email HERs sent, as print HERs statistically yield higher savings results. In addition to the new Behavioral strategy, the Energy Smart team has been working to integrate customer rewards with the HERs and the Entergy corporate customer engagement portal (“CEP”). The Energy Smart team will launch the Rewards component of the offering in Q2.

## Offering Performance

Table 11.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	12,230,000	0.00%	-	-	N/A	-	\$100,000	0.00%



# EasyCool for Residents

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## Offering Description

### *Direct Load Control*

The Direct Load Control offering is a load management program, designed to reduce peak demand. Enrolled customers will receive a DCU that can receive a radio signal from Entergy New Orleans during times of peak demand. This device is installed on a customer's air conditioning compressor to cycle off the unit during times of peak demand. The device can be installed on central AC units and heat pumps. This program has been offered to Entergy customers since 2016.

### *Bring Your Own Thermostat (BYOT)*

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

## Offering Highlights

During Q1, the Energy Smart team began preparing for the launch of the expanded EasyCool offering that will commence in Q2. The EasyCool offering will give customers the option of an A/C cycling switch or smart thermostat. In Q1, the team focused on developing marketing materials and messaging, as well as developing the BYOT platform. The team also developed the program website pages that will go live when the offering launches in Q2. To grow the base of connected devices, the team began offering smart thermostats to residential customers through the new Online Marketplace. In Q2, the BYOT platform will launch and the program will mass market to customers with connected smart thermostats, directing them to enroll their devices in EasyCool. The team will also offer customers with existing switches the opportunity to transition to a smart thermostat. Cycling events for both switch and smart thermostat customers will begin in Q2.

When EasyCool launches in early Q2, the program will offer customers an incentive for enrolling their device in the offering and an incentive for each year they participate. The Energy Smart team will use several tactics to generate enrollment, including messaging from thermostat manufacturers, direct outreach to customers and advertising.



# **COMMERCIAL & INDUSTRIAL OFFERINGS**



# Commercial & Industrial Offerings Summary

**Table 14.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
<b>Small Commercial &amp; Industrial Solutions</b>	425,024	6,971,994	6.10%	89.60	1,397.02	6.41%	\$57,195	\$1,077,495	5.31%
<b>Large Commercial &amp; Industrial Solutions</b>	1,469,847	24,180,632	6.08%	219.03	3,245.61	6.75%	\$ 190,982	\$3,304,809	5.78%
<b>Publicly Funded Institutions</b>	265,499	1,672,804	15.87%	-	219.73	0.00%	\$39,825	\$275,268	14.47%
<b>Commercial &amp; Industrial Construction Solutions</b>	-	230,403	0.00%	-	44.53	0.00%	-	\$35,438	0.00%
<b>EasyCool - Small Commercial &amp; Industrial</b>	-	-	N/A	-	130.50	0.00%	-	\$5,655	0.00%
<b>TOTAL</b>	<b>2,160,370</b>	<b>33,055,833</b>	<b>6.54%</b>	<b>308.62</b>	<b>5,037.39</b>	<b>6.13%</b>	<b>\$288,001</b>	<b>\$4,698,665</b>	<b>6.13%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1<sup>st</sup> through June 30<sup>th</sup>, 2020.

# Small Commercial & Industrial Solutions

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## Offering Description

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

## Offering Highlights

In Q1 the Small Commercial & Industrial offering achieved 425,024 kWh, achieving 6.10% of the goal. At the close Q1, the offering had an estimated 1,240,473 kWh in the pipeline, resulting in a current forecast of 18% to goal for PY10. The Small Commercial & Industrial offering has typically been higher in both energy savings and incentives spent at this point in the program year, but the COVID-19 situation has had a noticeable impact on small commercial customer's ability to remain open or perform upgrades to their facilities.

Beginning in Q1, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduces barriers to participation by eliminating the need for calculations and intends to increase participation. To support the transition from a historically custom-based approach, a prescriptive trade ally bonus will be offered throughout PY10. Trade allies can receive a bonus based on 25% of the uncapped prescriptive incentives for their projects

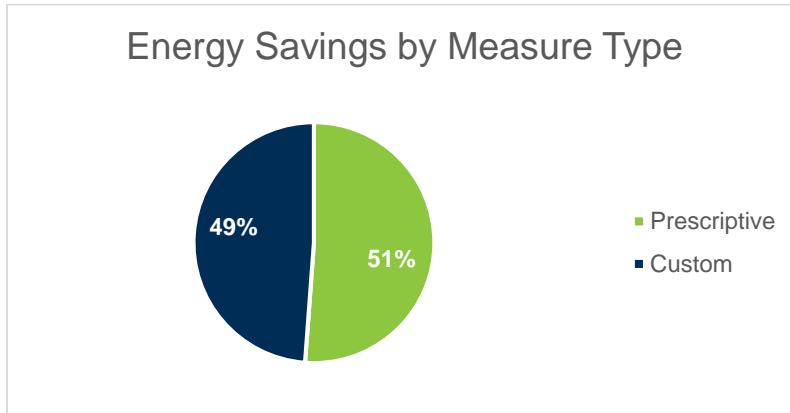
The Energy Smart team began offering Small Business Kits to qualifying small retail, restaurant and office customers in Q1 in order to increase program participation and allow Small Commercial & Industrial customers to achieve energy savings without the need for Energy Smart staff or trade allies to physically access their facility. Energy Smart sent 24 kits to small business in Q1 which they can safely self-install. The team will significantly increase outreach efforts in Q2 to increase awareness and generate participation.

In Q1, Energy Smart also launched incentives for demand response-enabled smart thermostats. Small business customers can receive incentives for purchasing and installing new smart thermostats in their facilities. This new offering will provide energy efficiency savings and align with the Small C&I demand response offering (EasyCool) that will launch in Q2. With the launch of EasyCool, customers with existing smart thermostats or those that install new thermostats will be able to enroll and participate in the demand response offering.

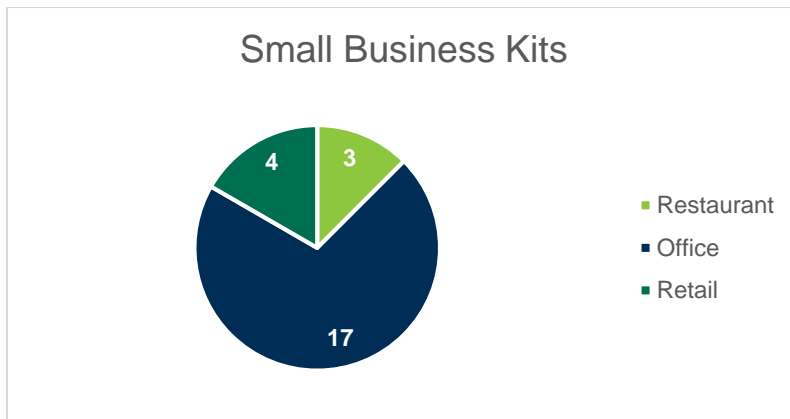
## Offering Performance

- A total of 38 projects were completed during the first quarter of PY10.
- The offering reached 6.10% of the kWh goal, achieving 425,024 kWh.
- The offering reached 6.41% of the kW goal, achieving 89.60 kW.
- 24 Small Business Energy Efficiency Kits were issued.
- Project Type: 100% lighting.

**Chart 15.1**



**Chart 15.2**



**Table 15.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
425,024	6,971,994	6.10%	89.60	1,397.02	6.41%	\$57,195	\$1,077,495	5.31%

# Large Commercial & Industrial Solutions

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## Offering Description

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

## Offering Highlights

In Q1, the Large C&I offering completed 1,469,847 kWh, achieving 6.08% of the goal. At the close Q1, the offering had an estimated 9,341,492 kWh in the pipeline, resulting in a current forecast of 39% to goal for PY10. The Large Commercial & Industrial offerings are down slightly from Q1 of PY9 due primarily to the COVID-19 situation although the Large Commercial & Industrial offerings saw less of an impact from COVID-19 than the Small Commercial offering.

Beginning in Q1, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduces barriers to participation by eliminating the need for calculations and intends to increase participation. support the transition from a historically custom-based approach, a prescriptive trade ally bonus will be offered throughout PY10. Trade allies can receive a bonus based on 25% of the uncapped prescriptive incentives for their projects. Several of the leading trade allies who have expressed interest in the bonus and the Energy Smart team expects this bonus offering to further increase program participation through the remainder of PY10.

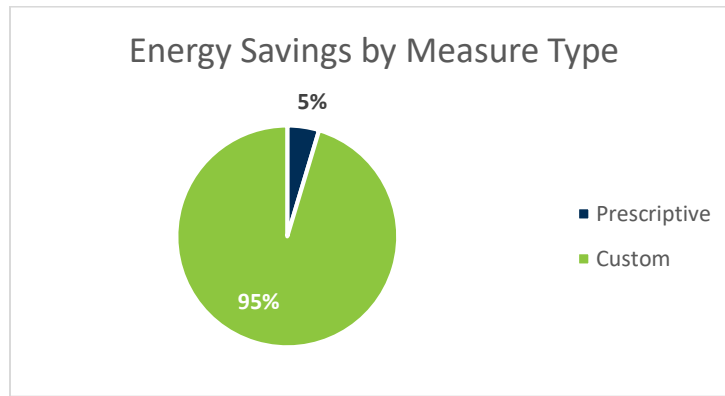
Energy Smart released changes to the Retro-commissioning offering that provide a more simplified and streamlined approach. This new model compensates RCx service providers for the investigation study and revised incentive caps are designed to make the offering more attractive for customers and service providers.

Annual incentive caps were increased from \$100,000 to \$150,000 per account per year and the customer caps were doubled from \$250,000 to \$500,000 to encourage customers to implement more energy efficiency projects at their facilities, particularly large and multi-site customers.

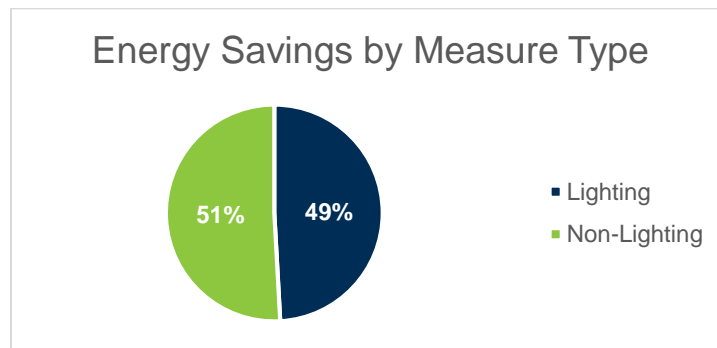
## Offering Performance

- A total of 4 projects were completed during the first quarter of PY10.
- The offering reached 6.08% of the kWh goal, achieving 1,469,847 kWh.
- The offering reached 6.75% of the kW goal, achieving 219.03 kW.
- Measure Mix: 49% lighting and 51% non-lighting.

**Chart 16.1**



**Chart 16.2**



**Table 16.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
1,469,847	24,180,632	6.08%	219.03	3,245.61	6.75%	\$190,982	\$3,304,809	5.78%

# Publicly Funded Institutions

## Offering Description

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

## Offering Highlights

The PFI offering completed one project during Q1 which resulted in 265,499 kWh of energy savings, achieving 15.87% of the goal. The PFI project pipeline is currently at 1,999,631 kWh which surpasses the total PY10 goal and equates to a current forecast of 120% to goal for PY10. Non-lighting projects make up the majority of the PFI pipeline at 86% while lighting projects account for 14% of the project pipeline.

Beginning in Q2, many measures that were previously offered through the custom process were transitioned to the prescriptive application process. The prescriptive process is used for common measures with deemed savings that do not require energy savings calculations. Moving to a more prescriptive approach reduces barriers to participation by eliminating the need for calculations and intends to increase participation. To support the transition from a historically custom-based approach, a prescriptive trade ally bonus will be offered throughout PY10. Trade allies can receive a bonus based on 25% of the uncapped prescriptive incentives for their projects

## Offering Performance

- 1 project was completed during the first quarter of PY10.
- The offering reached 15.87% of the kWh goal, achieving 265,499 kWh.
- Project Type: 100% non-lighting.

Table 17.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
265,499	1,672,804	15.87%	-	219.73	0.00%	\$39,825	\$275,268	14.47%



# Commercial & Industrial Construction Solutions

## Offering Description

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

## Offering Highlights

The Commercial & Industrial Construction Solutions offering was a new addition to the program beginning in Q1 of PY10. The Energy Smart team worked with several developers who had expressed interest in an offering that provides incentives for new building construction or gut rehab projects and several strong leads have been established during Q1. New construction projects typically have longer timelines than retrofits and savings are expected to be achieved later in PY10.

During Q1, the Energy Smart team launched a dedicated webpage on the program website that provides details on eligibility, participation guidelines and incentives available. The team developed a dedicated incentive application and measure calculator to facilitate the unique process for new construction projects.

## Offering Performance

Table 18.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	230,403	0.00%	-	44.53	0.00%	-	\$35.438	0.00%

# EasyCool for Business

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## Offering Description

The Small C&I DR offering is a Bring Your Own Thermostat (BYOT) demand response offering that leverages the built-in capabilities of many connected thermostats to slightly adjust the HVAC temperature set-backs of enrolled customers' thermostats. In response to a peak load event called in advance by ENO, participants' thermostats will be adjusted during the peak event, and in the aggregate will shave load peaks during periods where generation and transmission capacity is stressed. Small businesses participating in the offering will receive an incentive upon enrollment, as well as an additional annual incentive upon confirmation of ongoing involvement.

## Offering Highlights

During Q1, the Energy Smart team began preparing for the launch of the new EasyCool offering for Small C&I customers that will commence in Q2. In Q1, the team focused on developing marketing materials and messaging, as well as developing the BYOT platform. The team also developed the program website pages that will go live when the offering launches in Q2.

To grow the base of connected devices, the team began offering incentives for demand response-enabled smart thermostats to small business customers. This offering allows small businesses to receive incentives for purchasing and installing new smart thermostats in their facilities. In Q2, the BYOT platform will launch and the program will mass market to customers with connected smart thermostats, directing them to enroll their devices in EasyCool. The team will also continue to promote the new smart thermostat incentive provided through the Small C&I energy efficiency offering and encourage enrollment in EasyCool.

When EasyCool launches in early Q2, the program will offer customers an incentive for enrolling their device in the offering and an incentive for each year they participate. The Energy Smart team will use several tactics to generate enrollment, including messaging from thermostat manufacturers, direct outreach to customers and advertising.

# Large Commercial & Industrial Demand Response

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## Offering Description

The Large Commercial & Industrial Demand Response (DR) offering launched in April with an objective to secure a total of 9.3 megawatts (MW) of commercial demand shed over term of the program cycle. Large commercial customers (exceeding 100kW peak demand) are being recruited and enrolled for an automated turn-key DR solution.

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

## Offering Highlights

The Energy Smart team developed a dedicated webpage on the program website and collateral to market the new offering. In addition, coordination with commercial account managers is being conducted to identify, recruit and enroll customers in the offerings. Outreach includes email, webinars, customer presentations and meetings.

Outreach to the existing Trade Ally Network is also being conducted to recruit new HVAC, controls and building maintenance contractors to assist in identifying, developing and installing DR equipment and software. Local, existing knowledge of facilities has proven to reduce time and cost of project selection, validation and installation.

Since launching the new offering, 5 large DR surveys have been performed that will total 1.3MW in demand reduction after project installation. Surveys identify large energy-consuming equipment and develop a customized electrical load shedding strategy based on each customer facility's unique characteristics.



# MARKETING, OUTREACH & ENGAGEMENT

# Marketing, Outreach & Engagement

## Residential Marketing and Outreach

The first quarter of PY10 the Energy Smart team faced the unique challenges of the COVID-19 pandemic. The program website was continuously updated with information regarding impacts of the pandemic on the program and information on available offerings. With the city and state under mandatory Stay-At-Home orders, the team halted all in-home assessments and trade ally activities. As a result of the restriction, the Energy Smart team focused on driving customer engagement and conversions on the new Energy Smart Online Marketplace and updating and developing program collateral and messaging to support new and existing offerings. The Energy Smart Residential landing page was redesigned to reflect the new program offerings and include the Online Marketplace. The Retail Lighting and Appliances page was updated to include new Smart Thermostat, Dehumidifier and Water Cooler rebates. Additionally, the EasyCool landing page messaging was changed to communicate the upcoming changes to the offering and to encourage interested customers to sign-up for notifications when more information was available.

The team focused a heavily on driving residential traffic to the new Energy Smart Online Marketplace and supporting manufacturer promotions, as detailed in the table below.

**Table 21.1: Online Marketplace Promotions**

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
<b>Online Marketplace Launch</b>	No Expiration Date	Tricklestar Advanced Powerstrip - \$9.99 Smart Thermostats - \$69.99 LED Light Bulbs - \$2.49
<b>50% Off Specialty Led Bulbs</b>	4/22/2020 - 4/29/2020	LED PAR - \$1.50 Globe LED - \$1.50 Candelabra LED - \$1.50
<b>Earth Day - Up To \$30 Off ecobee Smart Thermostats</b>	4/16/2020 - 4/29/2020	ecobee3 Lite - \$49 ecobee with Voice Control - \$119
<b>May Thermostat Promo - Up To \$30 Off Ecobee Smart Thermostats</b>	5/8/2020 - 5/23/2020	ecobee3 Lite - \$49 ecobee with Voice Control - \$119
<b>75% Off Water Savers</b>	5/22/2020 - 5/29/2020	Water Saving Shower Heads - 75% off Faucet Aerators - 75% off
<b>Free Emerson Smart Thermostat</b>	4/1/2020 – 7/10/2020	Emerson Sensi Smart Thermostat - Free
<b>\$50 Off Smart Thermostat with Voice Control</b>	6/22/2020 - 6/30/2020	ecobee with Voice Control - \$99

Google retargeting ads were implemented to direct visitors to the Energy Smart site over to the online marketplace. Energy Smart team members also submitted social engagement posts on the NextDoor App directing their neighbors to visit the Online Marketplace. Additionally, emails and social media ads were deployed to promote each sale.

**Table 21.2: Email Campaigns**

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
<b>Eno OLM Launch 2020</b>	4/6/2020	1542	39.6%	6.4%	16.2%
<b>Earth Day Promo – April 2020 - Lead Generation</b>	4/22/2020	110686	15.6%	1.4%	8.7%
<b>50% Off Specialty Bulbs Promo – April 2020 - Lead Generation</b>	4/24/2020	109346	24.4%	2.0%	8.2%
<b>50% Off Specialty Bulbs Promo – April 2020 - Remarketing</b>	4/29/2020	109099	23.5%	2.1%	8.9%
<b>Earth Day Promo – April 2020 - Remarketing</b>	4/29/2020	109186	21.9%	1.7%	7.5%
<b>Thermostat Promo – May 2020 - Remarketing</b>	5/13/2020	108005	23.7%	1.3%	5.4%
<b>Thermostat Promo – May 2020 - Lead Generation</b>	5/14/2020	108888	19.6%	1.1%	5.5%
<b>75% Off Water Savers Promo – May 2020 - Lead Generation</b>	5/26/2020	108597	20.5%	1.9%	9.3%
<b>75% Off Water Savers Promo – May 2020 - Remarketing</b>	5/26/2020	108401	15.1%	1.0%	6.8%
<b>Free Emerson Smart Thermostat – June 2020 - Lead Generation</b>	6/17/2020	108303	20.3%	2.8%	13.8%
<b>Free Emerson Smart Thermostat Email- June 2020 - Remarketing</b>	6/19/2020	105271	25.5%	4.7%	18.6%
<b>\$50 Off Smart Thermostat with Voice Control Promo- June 2020 - Lead Generation</b>	6/23/2020	107986	24.3%	1.0%	4.1%
<b>\$50 Off Smart Thermostat with Voice Control Promo – June 2020 - Remarketing</b>	6/25/2020	107445	22.6%	0.9%	3.9%
<b>Free Emerson Smart Thermostat Email – June 2020 - Remarketing 2</b>	6/26/2020	100109	16.1%	1.7%	10.3%
<b>Free Emerson Smart Thermostat Email – June 2020 - Remarketing 2</b>	6/29/2020	84480	11.3%	0.7%	6.5%

The Energy Smart team also worked directly with Entergy New Orleans Communication department to draft a press release regarding the Online Marketplace. The two also provided Earth Day messaging that was shared on Entergy New Orleans social media pages.

In support of Entergy New Orleans COVID-19 local response efforts, the Energy Smart team provided support during aid and food distribution events hosted by New Orleans City Councilmembers. During the events Energy Efficiency kits were given away to local residents along with 4-pack and single LED bulbs. The Energy Smart team designed custom labels for both the 4-pack and single bulb LED boxes in order to brand the items as part of the Energy Smart program. The kit distribution activity was featured in a news segment on WDSU on April 25, 2020.

The team also supported local education outreach efforts with the design of five education workbooks to be distributed at food drops and online.

Although trade ally field work was paused in Q1, the team held a Residential Trade Ally Network Program Year 10 kick-off meeting with an eblast announcement. Following the webinar, the team sent an email with meeting with the video recording of the webinar. The email was sent to all trade allies regardless if they attended the webinar, to ensure the information was sent to all trade ally partners.

The final residential initiative in Q1 was the development of a 30-second public service announcement (PSA). The messaging focused on helping Entergy New Orleans residential customers control energy cost after the impacts of COVID-19. Local media personality, Camille Whitworth, acted as the voice over talent. The spot is being distributed to local radio stations to attempt to secure no-cost PSA airtime. The team is also investigating budgeting options for paid placement on digital radio platforms.

### **Marketing Collateral/Assets**

- General Energy Smart Overview Brochure
- The Residential Customer Authorization Form
- General Energy Smart Handout
- Rebate Forms
- Customer Surveys
- Smart Thermostat Leave Behind
- Broken Item Leave Behind
- Earth Day Content
- 30-second radio spot
- Single and 4-pack LED Giveaway Labels
- Smart Thermostat Rebate landing page
- Dehumidifier Rebate landing page
- Water Cooler Rebate landing page

### **Marketing Tactics**

- Content for *Circuit* e-newsletter
- Digital advertising
- Paid Google search
- Social media posts
- Webinars
- Email campaigns to residential customers and trade allies
- Free and paid radio placement
- Web banner ads on Energy Smart Online Marketplace

## **Community Outreach**

Due to the COVID-19 pandemic, all in-person community events were cancelled in Q1. In response, the Energy Smart team took community outreach 100% online and attended virtual meetings run by community groups as available, offering flexible content options, from 5-minute briefings to 60-minute energy efficiency lessons. In the presentations, the Energy Smart team covered the new Online Marketplace and promoted smart thermostats for both residential and Small C&I customers. In lessons for LA Green Corps, the Energy Smart team facilitated several student-led experiments that were educational and fun.

The team utilized existing community partner relationships to submit Energy Smart newsletter items to nearly 30 program partners to republish program links and images. In one instance, partners at the Young Leadership Council distributed Online Marketplace information to over 900 unique social media followers.

During Q1, the team attended 16 virtual meetings including Central Circle Virtual Coffee Break, GNO Interfaith Climate Coalition, Fairground Neighborhood Zoom Association meeting and the Jericho Road Housing Summit.

The Greater New Orleans Interfaith Climate Coalition (GNOICC) is working to help Energy Smart sign up community churches for the small C&I program and engage their members in residential program offerings in the coming months using social incentives and strategies.

The presentation from the Housing Summit will be reused in a monthly Energy Smart Info Session hosted by the team. The first scheduled session will be held the last week of July.

## **Commercial Marketing and Outreach**

### **Marketing**

Due to the COVID-19 pandemic, in-person outreach was paused, and the Energy Smart team focused on virtual outreach and digital marketing. The program website was continuously updated with information regarding impacts of the pandemic on the program and information on available offerings.

During Q1 of PY10, the Energy Smart team developed new collateral and messaging to support the new program offerings and to drive customer participation. The Energy Smart Business landing page was redesigned to accommodate the new offerings and provide a better customer journey when navigating the webpage. Tiles and landing pages were created for new offerings including Commercial Real Estate, Demand Response, New Construction and Small Business Solutions. Within the Small Business Solutions page, pages were created for new sub-offerings including Small Business Energy Efficiency Kits and Smart Thermostats offerings, and the existing Small Business Direct Install offering. The landing pages for the Prescriptive and Custom Incentive offerings were merged into one tile. The Energy Smart team also updated existing Small Business Direct Install, Prescriptive and Retro-commissioning collateral to reflect the changes to these offerings in PY10.

The Energy Smart team designed kit labels and the inserts for the Small Business Energy Efficiency Kits. Three kits, each with differing energy saving measures, were made available to small business owners in restaurant, retail and office segments. To drive awareness of this offering, the Energy Smart team developed ads for a paid media campaign that ran throughout Q1 utilizing digital banner ads, social media posts and Google paid search. Content for newsletters about the Small Business Energy Efficiency Kits were sent to various business and trade associations. As a result of these combined efforts, Energy Smart team sent 32 free kits to small business customers Q1. To drive awareness and interest in the small business smart thermostat rebate and the new \$500K annual customer cap, the Energy Smart team developed advertising assets such as Google paid search copy, digital banner ads and social media posts for media buy during Q1.



In addition to paid media buys, the Energy Smart team secured organic social posts and earned media with various partners. Entergy New Orleans messaged the free small business kits and smart thermostat rebates on their Facebook and Twitter pages. The Algiers Economic Development Foundation also posted the free small business kit messaging on their Facebook page. Earned media consisted of a press release on the new Energy Smart offerings on the Entergy New Orleans newsroom, content placed about the small business offerings in Entergy New Orleans May Circuit newsletter, a feature story ad run in Biz New Orleans on the free kits on BizNewOrleans.com and published content in StayLocal's e-newsletter about the free kits and the Energy Smart program offerings in general.

To support the Trade Ally Network, the Energy Smart team developed co-branded logos that include the trade ally tiering for use in the trade ally marketing assets. An eblast was developed and sent to the trade allies informing them of the new trade ally bonus being implemented to help support the transition of measures from custom to prescriptive.

The team also began developing a case study on Andrew H. Wilson Charter School and the Building Automation System project they completed through the Energy Smart program.

### **Marketing Collateral/Assets**

- Small Business Direct Install overview with new incentive rates
- Prescriptive overview with new incentive rates
- New Construction webpage, overview and guidelines
- New Construction digital banner
- Commercial Real Estate webpage, overview and inquiry formstack
- Demand Response webpage
- Small Business Solutions webpage
- Small Business Energy Efficiency Kit webpage and order form
- Small Business Energy Efficiency Kit labels and inserts (restaurant, retail and office)
- Small Business Energy Efficiency Kit content for e-newsletters
- Small Business Energy Efficiency Kit digital banner, social and paid Google search ads
- Small Business Smart Thermostat webpage and rebate form
- Small Business Smart Thermostat social and paid Google search ads
- Digital ads messaging new \$500K annual customer capmedia posts
- Co-branded trade ally tiered logo's
- Earth Day content
- Content for Circuit Newsletter
- Case study in development

## Marketing Tactics

- Content for e-newsletters submitted to:
  - New Orleans Food and Beverage Association
  - Food Policy Advisory Committee
  - Louisiana Restaurant Association
  - Downtown Development District
  - StayLocal
  - Algiers Economic Development
  - Entergy New Orleans' Circuit Newsletter
- Digital advertising
- Paid Google search
- Social media posts
- Webinars
- Eblasts to trade allies

**Table 21.3: C&I Eblasts & Newsletters**

NAME	DATE SENT	OPEN RATE	CTR
Py10 Higher Education Cohort Webinar Eblast	4/10/2020	50%	10.00%
Energy Smart for Facility Management Webinar Eblast	4/19/2020	45%	6.00%
Energy Smart for Facility Management Webinar Eblast	4/30/2020	31%	5.00%
Trade Ally Bonus Eblast	5/15/2020	46%	0%

**Table 21.4: C&I Digital Advertising**

CHANNEL	MESSAGE	DATE	IMPRESSIONS	CLICKS
Google Paid Search	Free Small Business Kits	5/6 - 6/30/2020	21,341	288
Google Paid Search	\$55 Smart Thermostat Rebate	4/28 - 6/30/2020	7,750	262
Facebook	Free Small Business Kits	5/11 - 6/30/2020	95,814	305
Facebook	\$55 Smart Thermostat Rebate	5/11 - 6/30/2020	46,634	220
City Business Journal/The Daily Newsletter	\$500K annual customer cap	6/8/2020		55
City Business Journal/The Daily Newsletter	\$500K annual customer cap	6/22/2020	8,291	83
Biz New Orleans/Morning Biz	Free Small Business Kits	6/9 - 6/30/2020	5,000	18
Biz New Orleans/Bizneworleans.Com	Free Small Business Kits	6/9 - 6/30/2020	24,000	8
The Chamber of Commerce Newsletter	Free Small Business Kits	5/17/2020	N/A	N/A
The Chamber of Commerce Newsletter	Free Small Business Kits	6/1/2020	N/A	N/A
The Chamber of Commerce Local Deal Listing	Free Small Business Kits	5/8 - 6/30/2020	N/A	N/A

## Outreach Events, Presentations and Tactics

As a result of the COVID-19 pandemic and Stay-At-Home orders, in-person outreach was paused in Q1. The Energy Smart team hosted three virtual webinars that included the PY10 Trade Ally Kick-Off Meeting, quarterly Higher Education Cohort meeting and a program overview for facility directors and managers. The webinar targeting facility directors included a testimonial from the Goodwill Industries facility manager. The facility manager talked about the positive experience and ease of participation Goodwill Industries experienced during completing a Building Automation System project with the Energy Smart program. In June, the Energy Smart team was invited to participate in a small business webinar hosted by StayLocal and LCI Workers Comp called “Back to Basics: Negotiating Your Lease and Being Energy Efficient”. Energy Smart was one of three presenters and the team shared information about the small business solutions available to Entergy New Orleans small business customers to help them lower their monthly utility expenses.

Energy Smart conducted direct outreach to owners of small businesses located in Algiers to help the Small Business Energy Efficiency Kit offering as well as the prescriptive incentives available to them. The Energy Smart team contacted over 100 businesses located in Algiers who had no prior experience in working with the program. These businesses included retail shops, offices and restaurants.

**Table 21.5: Outreach Events/Presentations**

DATE	EVENT
4/2/2020	Trade Ally PY10 Kick-Off Meeting
4/26/202	Higher Education Cohort Meeting
5/6/2020	Energy Smart PY10 Overview for Facility Managers
6/30/2020	StayLocal/LCI Webinar to small businesses

### Program Presentations:

- Higher Education – 1 presentation
- Facility Managers – 1 presentation
- Trade Allies – 1 presentation
- Small Business Owners – 1 presentation

### Higher Education Cohort

The goal of the Higher Education Cohort is to develop and nurture 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. On a quarterly basis, institutions are convened to report on current and future energy efficiency projects, share “hands on” knowledge about participation in Energy Smart, demonstrate leadership in the industry to their peers, identify the support they need to implement projects and also receive training on specific relevant topics. The cohort and ongoing engagement with this sector led to some application submittals and to an understanding of how to include Energy Smart into future capital projects for higher energy savings.

The first quarterly meeting of PY10 was held on April 28, 2020 via a webinar.

**Table 21.6**

DATE	LOCATION	TOPIC
4/28/2020	Webinar	Energy Smart PY10 Overview

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 Network

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

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

The Energy Smart program started Q1 with 110 C&I trade allies, 80 of which are headquartered in Louisiana. During Q1, 5 new trade allies were recruited in the network. The Energy Smart team informed C&I trade allies of their new PY10 tier ranking. Trade allies are ranked either as General, Silver, Gold or Platinum based on their level of participation in the program. The rankings will remain in place throughout the remainder of PY10.

**Table 23.1: C&I Trade Ally Tiers**

TIER	# OF TRADE ALLIES
Platinum	7
Gold	5
Silver	22
General	76

On April 8, Energy Smart announced the launch of a tiering system for residential trade allies which will go into effect in Q2.

## Trade Ally Highlights

The Energy Smart team held a PY10 Kick-off webinar in early April to update trade allies on the new program offerings, changes to existing offerings and revisions to the Trade Ally Network. Trade allies that had been inactive in prior years were prompted to renew their registration with the program. Inactive trade allies that did not renew their registration were removed from the network so that customers utilizing the online searchable database are only viewing active trade allies in the program. Throughout Q1, the Energy Smart team worked with C&I trade allies through individual training sessions and group webinars to ensure that the trade allies are trained on the program offerings and communications. Additionally, Energy Smart worked with trade allies to ensure their confidence in working with the combined calculator, which was updated with the new program offerings and incentives.

The Residential Trade Ally Network was directly impacted by the COVID- 19 pandemic forcing field-based programs to be suspended while the Stay-At-Home order was in effect. Multifamily Solutions, Home Performance with ENERGY STAR, A/C Solutions and Income Qualified Weatherization field work was suspended during Q1. On June 24, the program announced the re-opening of all residential offerings and provided health and safety guidelines for performing services in customer homes.

## **Trade Ally Advisory Group (TAAG)**

Energy Smart hosted a C&I Trade Ally Network kick-off webinar on April 2 and 32 trade allies were in attendance. The Energy Smart team covered modifications and enhancements to existing offerings such as:

- An increase in the number of deemed prescriptive measures
- Adjusted incentive levels
- Enhanced retro-commissioning offerings
- Adjustments to the Small Business Direct Install measures and incentives

Energy Smart also discussed new program offerings such as a:

- Dedicated New Construction offering
- Focus on the commercial real estate segment
- Short-term trade ally bonus for prescriptive measures
- New smart thermostat offering for small business customers
- Small Business Energy Efficiency Kits

Trade allies learned about the PY10 kWh goals, budgets and incentive caps. The team announced that annual site caps increased to \$150,000 and customer caps to \$500,000 across all sites. The team also reminded trade allies of the proper documentation needed during project submission to ensure accuracy and efficiency of review.

The Residential Trade Ally Network kick-off webinar was hosted on April 8, with 28 people in attendance from 12 trade ally organizations. The Energy Smart team covered changes to the offerings such as:

- New rebate and incentive amounts
- New income-qualified measures for duct efficiency and attic insulation
- The addition of smart thermostats to the residential offerings
- The effect of the Louisiana Stay-At-Home order on residential offerings

## **Measuring the Network**

Due to the announcement of the Stay-At-Home order for the State of Louisiana and City of New Orleans, residential trade ally activities were paused during Q1.

### *Contractor Engagement*

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

**Table 23.2: Trade Ally Engagement**

CATEGORY	# OF COMPANIES
C&I Network	115
Residential Network	13
<b>Total Engagement</b>	<b>141</b>

### *Contractor Participation*

Participation is defined as registered trade allies who have completed and closed out projects in the first quarter of 2019.

**Table 23.3: Trade Ally Participation**

CATEGORY	# OF COMPANIES
C&I Network	9
Residential Network	0
<b>Total Engagement</b>	<b>9</b>

### **Training Program**

In light of COVID-19, the Energy Smart team committed to engaging trade allies in Q1 through a series of interactive webinars which were designed to help trade allies develop a variety of skillsets while Stay-At-Home orders were in place.

- **Commercial Energy Financing**

On April 14, Energy Smart invited C&I trade allies to a webinar on financing options for commercial energy efficiency upgrades. Representatives from National Energy Improvement Fund (NEIF), the nation's only certified B-Corporation energy efficiency and resiliency lender, detailed various lending options that can help to speed up the adoption of commercial energy efficiency upgrades.

- **Assistance with Diverse Supplier Certifications**

On April 22, Energy Smart hosted a webinar to connect all residential and C&I trade allies with assistance in applying for diverse-supplier certifications. Representatives from the Small Business Administration and the State Department of Transportation advised trade allies on the steps and resources available to help them obtain those certifications.

- **Technical Reference Manual**

On April 24, Energy Smart hosted a webinar to educate C&I trade allies about custom measures in addition to those available in the Energy Smart calculator. Energy Smart engineers discussed the program's Technical Reference Manual and how trade allies can utilize its calculations to bring more energy savings to customers.

- **Get to Know Urban League**

On May 28, Energy Smart invited all residential and C&I trade allies to learn about resources available from the Urban League of Louisiana. Frank Johnson, Business Advisor of the Urban League of Louisiana's Contractor's Resource Center (CRC), provided information about resources to small, disadvantaged business enterprise (DBE) certified, minority and women-owned contracting firms.

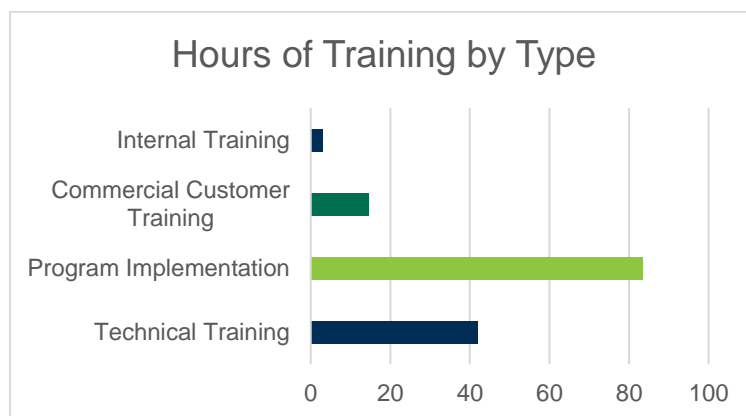
- **Selling Energy Smart and Selling Success Stories**

On June 3, Energy Smart hosted a sales training providing tips to C&I trade allies on how to effectively communicate about the Energy Smart program and responding to frequently-asked questions, proposal tips provided by a special guest facility director and tips on using personal stories to establish immediate credibility with potential clients and the public.

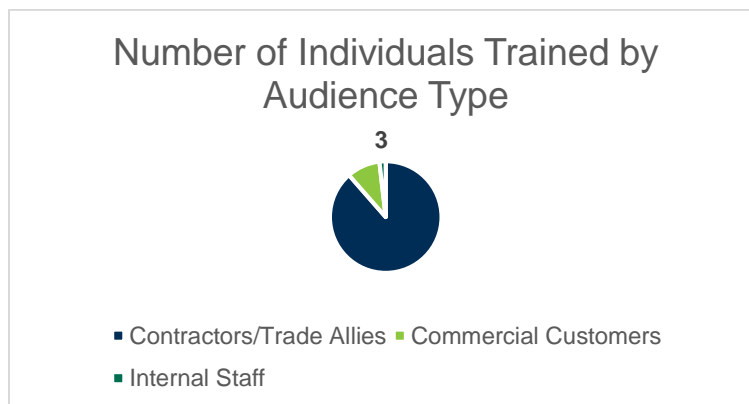
- **Making Your Buildings More Sustainable through Arc Software**

On June 30, Energy Smart hosted a webinar introducing Arc software to building managers and trade allies. Arc Skoru software is a green building technology platform that provides scoring data associated with LEED certification and is affiliated with the U.S. Green Building Council. Guest Gautami Palanki, Director of Arc, discussed how building operators can take advantage of this platform to create better buildings which promote human health and well-being. The Arc (arcskoru.com) scoring framework takes in data and benchmarks performance across consumption and emission patterns on a global scale. Energy, water, waste, transportation, air quality and occupant satisfaction are included as metrics. It can be applied toward CSR reports, ESG and green building certification frameworks such as LEED and GRESB. The platform is currently deployed in over 80 countries.

**Chart 23.1: Hours of Training by Type**



**Chart 23.2: Training by Audience Type**





# Initiatives

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## Workforce Development

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

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

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

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

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

The Energy Smart team facilitated the connection between a trade ally and YouthForce NOLA in Q1. A trade ally focusing in smart-building technology spoke at a digital YouthForce NOLA "Power Hour" where sixteen college-age trainees in the YouthForce network were able to gain perspective on opportunities in the commercial energy efficiency sector and the skills, education and professional traits necessary to succeed in that field. Energy Smart staff participated in this event by providing an overview of how trade allies interact with the program as well as answering questions from students about potential employment opportunities in energy efficiency.

In Q1 the Energy Smart team reached out to ten workforce development agencies, economic development agencies and representatives of community colleges to inform them of an idea in development called Green Tech Month. This concept, which is a partnership between Energy Smart, the ULLA, and the Louisiana Chapter of the U.S. Green Building Council, is a series of webinars facilitated by Energy Smart and targeted at students, trainees and job seekers to gain knowledge on career paths in green technology. Through discussions with these organizations, the Energy Smart team has been able to garner interest in the event as well as to receive insight from the agencies as to their audience demographics and how the webinar series can be tailored to fit their audience's interest and needs. The Energy Smart team began coordinating in Q1 with the Urban League of Louisiana on the planning of this event. ULLA will provide assistance in marketing, promotion, and dissemination of resources pertaining to career pathways in green technology to attendees.

## **Supplier Diversity & Inclusion**

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.

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

In total, Energy Smart spent over \$60,000 of non-incentive program funds on diverse suppliers.

At the start of Q1 the Energy Smart program consisted of 110 C&I trade allies, 19 of which possessed diverse-supplier certifications.

Energy Smart actively recruits contractors in the metropolitan area who possess diverse-supplier certifications to consider becoming trade allies with the program. For instance, the Energy Smart team contacts contractors listed through the City of New Orleans Office of Supplier Diversity database. In Q1 Energy Smart increased by 2 its total of trade allies with diversity certifications, and the program will continue those recruitment efforts in Q2.

Trade allies holding diverse-supplier certifications accounted for 16% of C&I project completions and 31% of total C&I kWh savings in Q1.

The residential program consists of a diverse Trade Ally Network with potential for several trade allies to acquire diverse-supplier certifications. The Energy Smart team is committed to uncovering and addressing hurdles to trade ally acquisition of diverse supplier certifications and to connect those trade allies to the state and federal officials who can assist them.



# FINANCIAL PERFORMANCE



# Incentive Budget Highlights

**Table 25.1**

<b>PROGRAM</b>	<b>INCENTIVES</b>	<b>BUDGET</b>	<b>% TO BUDGET</b>
Small Commercial & Industrial Solutions	\$57,195	\$1,077,495	5.31%
Large Commercial & Industrial Solutions	\$190,982	\$3,304,809	5.78%
Publicly Funded Institutions	\$39,825	\$275,268	14.47%
Commercial & Industrial Construction Solutions	-	\$35,438	0.00%
EasyCool - Small Commercial & Industrial	-	\$5,655	0.00%
Home Performance with ENERGY STAR	-	\$325,004	0.00%
Retail Lighting & Appliances	\$49,067	\$1,237,392	3.97%
Multifamily Solutions	-	\$106,130	0.00%
Income Qualified Weatherization	-	\$269,967	0.00%
A/C Solutions	-	\$246,461	0.00%
School Kits & Community Outreach	-	\$54,206	0.00%
Behavioral	-	-	N/A
Rewards	-	\$100,000	0.00%
EasyCool - Direct Load Control	-	\$57,750	0.00%
EasyCool - Bring Your Own Thermostat	-	\$134,290	0.00%
<b>TOTAL</b>	<b>\$337,069</b>	<b>\$7,229,865</b>	<b>4.66%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from April 1<sup>st</sup> through June 30<sup>th</sup>, 2020.

As of June 30, 2020, ENO Energy Smart account had a negative balance of approximately \$363,455. The Energy Efficiency Cost Recovery (EECR) rider went into effect in April 2020. To date, \$4,464,425 has been collected through the rider.

# Appendices

## Appendix A: School Kits & Education Summary

SCHOOL	DATE	# OF KITS	ENROLLMENT OFFERING
International School of Louisiana	5/18/2020	43	Charter
Lycée Francais	5/18/2020	1	Charter
Energy Wise Alliance	5/27/2020	2	NA
KIPP Believe	5/27/2020	2	Charter
Alice M. Harte Charter School	5/27/2020	1	Charter
Morris Jeff Community School	5/27/2020	20	Charter
Edward Hynes Charter School	5/27/2020	1	Charter
International School of Louisiana	6/1/2020	9	Charter
Morris Jeff Community School	6/1/2020	2	Charter
Rosenwald Recreation Center	6/4/2020	39	NA
Sanchez Community Center	6/5/2020	37	NA
Joe Brown Community Center	6/5/2020	26	NA
Energy Wise Alliance	6/16/2020	5	NA
Bricolage Academy	6/29/2020	34	Charter
<b>Total</b>		<b>222</b>	

## Appendix B: Community Outreach Summary

Start Time	Title	Location	# of Participants	# Leads Generated	Owner	Sub-Category
4/14/20	Greater New Orleans Housing Authority (GNOHA)	Online	28		Energy Wise	Presentation
4/15/20	LA Green Corps Training		20		Energy Wise	Training
4/21/20	LA Green Corps Training		20		Energy Wise	Training
4/22/20	LA Green Corps Training		20		Energy Wise	Training
4/23/20	Louisiana Fair Housing Action Center (LAFHAC)	Online	10		Energy Wise	Presentation
5/12/20	New Orleans Chamber Meeting	Internet	30		Energy Wise	Presentation
5/14/20	Central Circle Coffee Update	Internet	18		Energy Wise	Presentation
5/14/20	Carrollton Riverbend Neighborhood Association Meeting	Internet	20		Energy Wise	Presentation
5/20/20	GNO Interfaith Climate Coalition	Internet	16		Energy Wise	Presentation
5/26/20	Mayor's Round Table	Internet	34		Energy Wise	Presentation
5/27/20	GNO Interfaith Climate Coalition	Internet		15	Energy Wise	Presentation
5/28/20	Central Circle Coffee Update	Internet	18		Energy Wise	Presentation
6/15/20	Fairgrounds Neighborhood Association Zoom Meeting	Internet	18		Energy Wise	Presentation

## Appendix C: Training and Education

DATE	TITLE	AUDIENCE	ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
4/2/2020	C&I Trade Ally Training	Energy Smart PY10 Kickoff	32	90	Kickoff of PY10 to inform trade allies of program goals and offerings	Trade allies received updates on new programs and incentive goals by a variety of staff
4/6/2020	C&I Trade Ally Training	Trade Ally Individual Training -- Digital Lumens	1	60	Program Overview and implementation advice	Met with Ben Rukavina to discuss program marketing materials and steps for project submission
4/10/2020	C&I Trade Ally Training	Trade Ally individual training - Motion industries onboarding	1	30	Program Overview and implementation advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications
4/14/2020	C&I Trade Ally Training	Webinar -- commercial energy financing	20	45	Provide information about options for commercial financing	Representative of NEIF spoke about lending options for commercial energy efficiency projects
4/20/2020	C&I Trade Ally Training	Individual Trade ally training -- new construction training	1	60	Overview of New Construction incentives	Trade ally NOLA Electric learned about new construction offerings along with customer project manager
4/20/2020	C&I Trade Ally Training	New Construction incentive discussion -- kern family	2	60	Overview of New Construction incentives	Part II of new construction training, including additional customer representatives
4/21/2020	C&I Trade Ally Training	Trade Ally individual training - Balthazar Elektriks calculator training	1	30	Calculator Training	Provided assistance with a calculator overview for a new trade ally
4/22/2020	C&I Trade Ally Training	Webinar -- Diverse Supplier Certification Assistance	14	45	Technical Assistance with Diverse Supplier Applications	State and Federal representatives provided information about DBE and other certifications
4/27/2020	C&I Trade Ally Training	Trade ally individual training - Brotherhood way on SBDI	1	30	Calculator Training	Provided assistance with a calculator overview for a new trade ally
4/29/2020	C&I Trade Ally Training	Technical Reference Manual Training	16	60	Technical Training on Technical Reference Manual	Engineering department provided assistance with custom measures found in Technical Reference Manual

4/30/2020	C&I Trade Ally Training	Trade Ally Individual Training -- Balthazar Electricis	1	30	Calculator Training	Provided assistance with a calculator overview for a new trade ally
5/4/2020	Commercial Customer	New Orleans Baptist Theological Seminary	1	30	Program Overview and Calculator Training	Facility Director received program overview of updates to the program
5/5/2020	C&I Trade Ally Training	Trade Ally individual training - Magnetite	1	60	Program Overview and implementation advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications
5/8/2020	Residential Trade Allies	Residential Trade ally kickoff PY 10	12	60	Program overview and kickoff	Provide updates to the program for the new year for PY 10
5/11/2020	C&I Trade Ally Training	Trade Ally Individual training - Rhodium	1	30	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
5/13/2020	C&I Trade Ally Training	APTIM Staff Training -- Computrols webinar on re-occupying after COVID	1	30	Internal Staff Training	Gain insight on building facility directors and their energy efficiency goals during COVID
5/13/2020	C&I Trade Ally Training	Trade Ally Individual Training -- 3D Service Group	1	15	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
5/19/2020	C&I Trade Ally Training	Individual Trade Ally Training -- Site Logic	1	15	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
5/20/2020	C&I Trade Ally Training	Individual trade ally training -- Melink corporation	1	15		
5/22/2020	C&I Trade Ally Training	Individual trade ally training -- southern style heating	1	15	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips



5/22/2020	C&I Trade Ally Training	Individual trade ally training -- Palco	1	30	Program Overview re-education of existing trade ally	Review of Project submission guidelines for existing trade ally
5/22/2020	C&I Trade Ally Training	Individual trade ally training -- Natals	1	30	Program Overview re-education of existing trade ally	Review of Project submission guidelines for existing trade ally
5/26/2020	C&I Trade Ally Training	Individual trade ally training -- Paul Poole	1	30	Program Overview with new trade ally	Onboarding of a new trade ally -- marketing materials, project submission, and communications
5/28/2020	C&I Trade Ally Training	Training -- Get to Know Urban League	6	60	Technical Training on resources available from Urban League	Business Advisor with Urban League provided an overview of resources available from Contractor Resource Center
5/29/2020	C&I Trade Ally Training	Individual Trade Ally Training -- Dorothy with Magnetite Panels	1	60	Program Overview and implementation advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications
6/2/2020	Commercial Customer	Commercial customer Port Orleans owner Pat Jackson	1	30	Program Overview for a commercial customer	Discuss prescriptive incentives, SBDI, project submission process, and the searchable database
6/2/2020	C&I Trade Ally Training	Individual trade ally training -- Chris Nochan of C&O plumbing	1	30	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
6/3/2020	C&I Trade Ally Training	Sales Training -- June 3	20	60	Sales Training for Trade allies	Sales training focused in telling successful stories and using Energy Smart marketing materials
6/3/2020	C&I Trade Ally Training	Retro-commissioning overview -- Paul Adkins	1	15	RCx overview	Review of RCx updates in PY10 with existing trade ally

6/8/2020	Commercial Customer	Commercial customer Christian Labat with The Building on OC Haley	1	30	Program Overview for a commercial customer	Discuss prescriptive incentives, SBDI, project submission process, and the searchable database
6/10/2020	Commercial Customer	Convention Center sustainability staff and electricians	4	60	Calculator Training	General Calculator training for project submission
6/11/2020	C&I Trade Ally Training	Individual Trade Ally Training -- Ingrid with Citi Approved	1	30	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
6/12/2020	C&I Trade Ally Training	Individual Trade Ally Training -- Computrols	1	45	Review of sales training with trade ally	Follow-up on sales training that trade ally attended, focusing on equating energy efficiency with customer goals
6/15/2020	C&I Trade Ally Training	Individual Trade Ally training -- Triple HHH	1	30	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
6/15/2020	C&I Trade Ally Training	Individual trade ally training -- Salas O'Brien	1	15	Program Overview for existing trade ally	Brief overview of project submission guidelines for an existing trade ally
6/16/2020	C&I Trade Ally Training	Individual Trade Ally Training -- DSL LLC	1	30	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
6/16/2020	C&I Trade Ally Training	Enernet LLC	1	30	Program Overview and implementation advice	Onboarding of a new trade ally -- marketing materials, project submission, and communications
6/17/2020	C&I Trade Ally Training	Individual Trade Ally Training -- Scott's Electrical Solutions	1	30	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips

6/26/2020	C&I Trade Ally Training	Individual Trade Ally Training -- Moses Engineers	1	30	Program Overview and implementation advice	Potential trade ally provided with an overview of incentive values, project submission guidelines, and communication tips
6/30/2020	C&I Trade Ally Training	June 30 Arc Software Training	10	60	Technical training on energy-efficiency software	Overview of Arc software, the LEED certification software associated with USGBC and provided by Arc Skoru
6/30/2020	Commercial Customer	June 30 Arc Software Training	9	60	Technical training on energy-efficiency software	Overview of Arc software, the LEED certification software associated with USGBC and provided by Arc Skoru
6/30/2020	Internal Staff	June 30 Arc Software Training	1	60	Technical training on energy-efficiency software	Overview of Arc software, the LEED certification software associated with USGBC and provided by Arc Skoru

# Appendix D: Marketing Collateral

## Residential Collateral

### April Facebook Ad

**Entegy New Orleans**  
Sponsored

Like Page

Celebrate Earth Day and get up to an additional \$30 off Energy Smart's special pricing on the ecobee3 Lite and ecobee Voice Control thermostats.

Save up to  
**\$30 on ecobee**  
smart thermostats

Celebrate Earth Day with an additional \$30 off.  
Offer valid April 16-20, 2020.

[HTTPS://SHOP.ENERGYSMARTNOLA.COM/THERMOSTATS/](https://shop.energysmartnola.com/thermostats/) **Shop Now**

20 562 Comments 311 Shares

Like Comment Share

**Entegy New Orleans**  
Sponsored

Spring into water savings and reduce your utility costs with 75% off water-saving products.

**Spring Savings Sale**  
75% Off  
Water-Saving  
Products

Offer valid: May 22 - 29, 2020

[SHOP.ENERGYSMARTNOLA.COM](http://SHOP.ENERGYSMARTNOLA.COM)  
**Shop 75% Off Water-Saving Products.** **Shop Now**

Offer Valid May 22-29, 2020.

Like Comment Share

**Entegy New Orleans**  
Sponsored

Stay cool and save big on your energy bill this summer with \$50 off the ecobee Smart Thermostat with Voice Control. Sale ends June 30.

**SUMMER SALE:**  
**GET UP TO \$50 OFF**  
ecobee Smart Thermostats.

[SHOP.ENERGYSMARTNOLA.COM/](http://SHOP.ENERGYSMARTNOLA.COM/)  
**Get \$50 Off the ecobee Smart Thermostat with Voice Control** **Get Offer**

Like Comment Share

## Rebate Forms Window Air Conditioner Rebate Form

# Get a \$50 Rebate

### Energy Smart Window Air Conditioner Rebate

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



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

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

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



## Available for Entergy New Orleans Customers

### Entergy New Orleans Residential Electric Customer Information

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

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

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

Size of area to be cooled: \_\_\_\_\_ sq. ft.

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

Cooling Capacity: (Btu/hr) \_\_\_\_\_ Is system reverse cycle:  Yes  No CEER: \_\_\_\_\_ Window or wall installation: \_\_\_\_\_

Louvered Sides:  Yes  No

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

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

**Please send this application along with a copy of your dated sales receipt to:**  
**Energy Smart**  
 524 Elmwood Park Blvd., Suite 140  
 New Orleans, LA 70123-3308

**Email:** [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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005-0018-10-00

## Pool Pump Rebate Form

# Get a \$300 Rebate

## Energy Smart In-ground Pool Pump Rebate

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



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

To search for qualified products and to verify eligibility, go to: [energystar.gov/products/other/pool\\_pumps](http://energystar.gov/products/other/pool_pumps).

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



## Available for Entergy New Orleans Customers

## Entergy New Orleans Residential Electric Customer Information

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

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

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

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

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

Daytime phone: \_\_\_\_\_

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

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

Pool Pump Horsepower: \_\_\_\_\_    Type of Pump:     Two Speed     Variable Speed    Approx. hours of operating per day in **filtering** mode: \_\_\_\_\_

Age of replaced pump: \_\_\_\_\_    Estimate of pool square footage: \_\_\_\_\_    Approx. hours of operating per day in **cleaning** mode: \_\_\_\_\_

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

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

**Please send this application along with a copy of your dated sales receipt to:**  
**Energy Smart**  
 524 Elmwood Park Blvd., Suite 120  
 New Orleans, LA 70123-3308  
 Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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## Dehumidifier Rebate Form

# Get a \$25 Rebate

## Energy Smart Dehumidifier Rebate

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



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

To search for qualified products and verify eligibility, go to: [www.energystar.gov/products/appliances/dehumidifiers](http://www.energystar.gov/products/appliances/dehumidifiers).

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



**Available for Entergy New Orleans Customers**

## Entergy New Orleans Residential Electric Customer Information

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

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

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

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

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

Daytime phone: \_\_\_\_\_

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

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

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

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

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

Please send this application along with a copy of your dated sales receipt to:  
**Energy Smart**  
524 Elmwood Park Blvd., Suite 140  
New Orleans, LA 70123-3308

Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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063-0026-10-00

## Heat Pump Water Heater Rebate Form

# Get a \$400 Rebate

### Energy Smart Heat Pump Water Heater Rebate

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



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

Water heater must be certified as a heat pump ENERGY STAR water heater product. Certification can be found on the ENERGY STAR website: [energystar.gov/products/water\\_heaters/heat\\_pump\\_water\\_heaters](http://energystar.gov/products/water_heaters/heat_pump_water_heaters).

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



Available for Entergy New Orleans Customers

### Entergy New Orleans Residential Electric Customer Information

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

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

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

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

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

Daytime phone: \_\_\_\_\_

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

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

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

**Existing water heater type and age:**  Electric Water Heater  Gas Water Heater  Heat Pump Water Heater Approx. Age: \_\_\_\_\_

**Installation location:**  Inside Conditioned Space  Unconditioned Garage  Unconditioned Basement  Others (Specify) \_\_\_\_\_

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

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

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

**Energy Smart**  
 524 Elmwood Park Blvd., Suite 140  
 New Orleans, LA 70123-3308

Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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065-0025-10-00



## Smart Thermostat Rebate

# Get a \$100 Rebate

## Energy Smart Smart Thermostat Rebate

Complete this form and mail to the address listed on the back with a copy of your dated sales receipt or email to [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com). Limit two rebates per customer per year. This rebate offer cannot be used towards purchases from the Energy Smart Online Marketplace. See reverse side for complete terms and conditions. Submitted product must be **ENERGY STAR® Qualified** to receive a rebate.



Receive up to \$100 rebate on ENERGY STAR® Qualified Smart Thermostats.

To search for qualified products and to verify eligibility, go to:  
[https://www.energystar.gov/products/heating\\_cooling/smart\\_thermostats](https://www.energystar.gov/products/heating_cooling/smart_thermostats).

### Smart Thermostat Rebate Qualifying Products List

BRAND	MODEL
Alarm.com	B1
Alarm.com	AI
American Standard	AI
American Standard	G
Braeburn	73
Braeburn	72
Braeburn	73
Braeburn	73
Bryant	T4
Carrier	TF
Côr®	TS
Côr®	TS
Deriva	IN
ecobee	EE
ecobee	EE
ecobee	EE
ecobee	EE
ecobee	EE
ecobee	EE
ecobee	EE
ecobee	EE
EcoFactor	SI

Please send this application along with required documents to:  
**Energy Smart**  
 524 Elmwood Park Blvd, Suite 140  
 New Orleans, LA 70123

For more information about this and other programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868. Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Energy New Orleans, LLC. ©2020

## Energy New Orleans Residential Electric Customer Information

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

Energy Customer's Name: \_\_\_\_\_ Energy Customer's Email: \_\_\_\_\_

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

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

Daytime phone: \_\_\_\_\_

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

**How is the residence currently heated and cooled:** (check all that apply): **Heat**  Gas Heated  Electrically Heated  Heat Pump System

**Cool**  Air Conditioned (Central or Room A/C)  No Air Conditioning

**Type**  Manual  Programmable  Unknown

**Smart Thermostat Replacement:** Make: \_\_\_\_\_ Model: \_\_\_\_\_ Serial Number: \_\_\_\_\_

**Total Square Footage served by installed thermostat:** Square Footage: \_\_\_\_\_

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

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

Please send this application along with required documents to: Call: 504-229-6868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
**Energy Smart**  
 524 Elmwood Park Blvd, Suite 140  
 New Orleans, LA 70123  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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065-00270-00

## Refrigerator Rebate Form

# Get a \$50 Rebate

## Energy Smart Refrigerator Rebate

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



## \$50 Rebate on ENERGY STAR Qualified Refrigerators

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

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



## Available for Entergy New Orleans Customers

## Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

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

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

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

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

Daytime phone: \_\_\_\_\_

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

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

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

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

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

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

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

Energy Smart  
524 Elmwood Park Blvd., Suite 140  
New Orleans, LA 70123-3308

Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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## Water Cooler Rebate Form

# Get up to \$50 Rebate

## Energy Smart Water Cooler Rebate

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



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

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

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



**Available for Entergy New Orleans Customers**

## Entergy New Orleans Residential Electric Customer Information

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

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

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

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

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

Daytime phone: \_\_\_\_\_

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

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

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

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

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

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

**Energy Smart**  
 524 Elmwood Park Blvd., Suite 140  
 New Orleans, LA 70123-3308

Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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## Income Qualified Weatherization Rebate Form

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

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

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

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

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

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

**How is the residence primarily heated and cooled:**

**Heating:**  Electric Resistance Heated (Furnace, Baseboard, etc.)  Heat Pump System (Air Source, Mini-Split, etc.)  Gas Heated

**Cooling:**  Air Conditioned (Central or Room A/C)  No Air Conditioning **Approximate Age of the HVAC System:** \_\_\_\_\_

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

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

Attic Insulation (For trade ally use only)			
Total Insulation Cost: _____		Total Insulation Sq. ft.: _____	
Starting R value: (R8 or less) _____		Final R value: (R30 or more) _____	
Starting R-value	\$ REBATE per Sq. ft. (per heating fuel type)		
	Gas-Heated	Heat Pump	Electric Strip or Furnace
R-0 to R-4	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.
R-5 to R-8	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.	\$0.85 per Sq. ft.
Total Rebate Amount: _____ X _____ = _____ <small style="display: flex; justify-content: space-between; font-size: 8px;"> <span>Insulation Sq. ft.</span> <span>X</span> <span>Rebate per Sq. ft.</span> </small>			

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

Air Infiltration and Reduction*			
Total Air Sealing Cost: \$ _____		Number of Stories: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3+	
Home Shielding (pick one): <input type="checkbox"/> Normal <input type="checkbox"/> Well <input type="checkbox"/> Exposed			
Starting CFM50	Final Improved CFM50	CFM50 Reduction*	
_____	_____	_____	
*10% CFM50 reduction required for eligibility			
\$ REBATE per CFM50 Reduction (per heating fuel type)			
Gas-Heated	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (No A/C)
\$0.50 per Sq. ft.	\$0.50 per CFM50	\$0.50 per CFM50	Not-Eligible
Total Rebate Amount: _____ X _____ = _____ <small style="display: flex; justify-content: space-between; font-size: 8px;"> <span>CFM50 Reduction</span> <span>X</span> <span>Rebate per CFM50 Reduction</span> </small>			

**Please send this application along with required documents to:** Call: 504-229-6868 / Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)  
 Energy Smart  
 524 Elmwood Park Blvd. Suite 140  
 New Orleans, LA 70123-3308  
 Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.  
 This offer is available through Dec. 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.  
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# Income Qualified Weatherization Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

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

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

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

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

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

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

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

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

## Terms and Conditions

### Rebate Offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC, residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

### Participation Requirements:

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

### Inspection:

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

### Liability:

Entergy New Orleans, LLC or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

### Customer Satisfaction Survey:

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

Send signed application and all required documents to:

### Energy Smart

524 Elmwood Park Blvd, Suite 140  
New Orleans, LA 70123-3308  
Phone: 504-229-6868  
Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

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

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053-0022-10-00



# HPwES Attic Insulation Rebate Form

## Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

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

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

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

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

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

**How is the residence primarily heated and cooled?**

**Heating:**  Electric Resistance Heated (Furnace, Baseboard, etc.)  Heat Pump System (Air Source, Mini-Split, etc.)  Gas Heated

**Cooling:**  Air Conditioned (Central or Room A/C)  No Air Conditioning **Approximate Age of the HVAC System:** \_\_\_\_\_

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

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

Attic Insulation (For trade ally use only)			
Total Insulation Cost: _____	Total Insulation Sq. ft.: _____		
Starting R value: (R8 or less) _____	Final R value: (R30 or more) _____		
Starting R-value	\$ REBATE per Sq. ft. (per heating fuel type)		
	Gas-Heated	Heat Pump	Electric Strip or Furnace
R-0 to R-4	\$0.30 per Sq. ft.	\$0.35 per Sq. ft.	\$0.45 per Sq. ft.
R-5 to R-8	\$0.30 per Sq. ft.	\$0.35 per Sq. ft.	\$0.45 per Sq. ft.
Total Rebate Amount: _____	= _____		
	Insulation Sq. ft. X	Rebate per Sq. ft.	

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

Air Infiltration and Reduction*			
Total Air Sealing Cost: \$ _____	Number of Stories: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3+		
Home Shielding (pick one): <input type="checkbox"/> Normal <input type="checkbox"/> Well <input type="checkbox"/> Exposed			
Starting CFM50	Final Improved CFM50	CFM50 Reduction*	
_____	_____	_____	
*10% CFM50 reduction required for eligibility			
\$ REBATE per CFM50 Reduction (per heating fuel type)			
Gas-Heated	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (No A/C)
\$0.20 per CFM50	\$0.30 per CFM50	\$0.40 per CFM50	Not-Eligible
Total Rebate Amount: _____	= _____		
	CFM50 Reduction X	Rebate per CFM50 Reduction	

**Please send this application along with required documents to:** Call: 504-229-6868 / Email: residentialapps@energysmartnola.com  
 Energy Smart  
 524 Elmwood Park Blvd. Suite 140  
 New Orleans, LA 70123-3308  
 Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing.  
 This offer is available through Dec. 31, 2020 or while funds last.

For more information about this and other energy efficiency programs, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6868.  
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# Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

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

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

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

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

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

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

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

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

## Terms and Conditions

### Rebate Offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC, residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

### Participation Requirements:

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

### Inspection:

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

### Liability:

Entergy New Orleans, LLC or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

### Customer Satisfaction Survey:

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

Send signed application and all required documents to:

### Energy Smart

524 Elmwood Park Blvd, Suite 140  
New Orleans, LA 70123-3308  
Phone: 504-229-6868  
Email: residentialapps@energysmartnola.com

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

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013-0016-10-00



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

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

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

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

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

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

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

Own  Rent (PLEASE NOTE: If you rent, it is necessary to have the owner of the property sign this form.)

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

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

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

The Energy Smart program provides rebates for residential customers to promote the maintenance tune-ups of HVAC equipment. This service must be completed by a participating trade ally.

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

HVAC Tune-up Rebate				
	Type of System	Cost / Rebate	System Performance	Refrigerant Charge Level
<b>Primary System</b>	<input type="checkbox"/> Air Conditioning <input type="checkbox"/> Heat Pump	Tune-up Cost: \$ _____  Rebate Amount: \$ _____	Nominal Tonnage: _____ SEER: _____ Metering Device: <input type="checkbox"/> TXV <input type="checkbox"/> Fixed Orifice BTU/hr. Total: Pre: _____ Post: _____ EER: Pre: _____ Post: _____ Heating Efficiency: (HSPF of heat pump) _____	Nameplate charge: _____ lbs. (4 to 20) Amount of charge added: _____ oz. (up to 64) Amount of charge removed: _____ oz. (up to 64)
	Approximate Age of System _____			
<b>Secondary System</b>	<input type="checkbox"/> Air Conditioning <input type="checkbox"/> Heat Pump	Tune-up Cost: \$ _____  Rebate Amount: \$ _____	Nominal Tonnage: _____ SEER: _____ Metering Device: <input type="checkbox"/> TXV <input type="checkbox"/> Fixed Orifice BTU/hr. Total: Pre: _____ Post: _____ EER: Pre: _____ Post: _____ Heating Efficiency: (HSPF of heat pump) _____	Nameplate charge: _____ lbs. (4 to 20) Amount of charge added: _____ oz. (up to 64) Amount of charge removed: _____ oz. (up to 64)
	Approximate Age of System _____			
<b>Rebate for Single Family:</b> (Up to \$150 per System) _____			<b>Rebate for Multifamily:</b> (Up to \$125 per System) _____	

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

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

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

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

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

**Please send this application along with required documents to:** Call: 504-229-6868 / Email: residentialapps@energysmartnola.com  
 Energy Smart  
 524 Elmwood Park Blvd, Suite 140  
 New Orleans, LA 70123  
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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

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

Available for Entergy New Orleans Customers

Checklist items marked as "NO" have been corrected			
Thermostat has been checked for proper operation.	<input type="checkbox"/>	Thermostat is operating properly.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Air filter has been inspected.	<input type="checkbox"/>	Existing filter is clean or has recently been changed.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Condensate drain has been inspected.	<input type="checkbox"/>	Condensate drain shows no sign of leakage.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Plumbing components and traps intact.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Drains free from obstruction.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Drain pan free from biological growth.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Evaporator coil has been inspected.	<input type="checkbox"/>	Coil free of contaminants that could restrict air flow.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Evaporator fan and motor has been inspected.	<input type="checkbox"/>	Fan or blower has tight connection with blower motor shaft.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Fan can rotate freely.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Blower wheel is free of dust and debris.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Bearings are properly lubricated (if applicable).	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
All accessible refrigerant lines have been inspected.	<input type="checkbox"/>	Line free of any leaks, kinks, crushed sections or restrictions.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Proper insulation in place.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Condenser coil has been inspected.	<input type="checkbox"/>	Condenser coils have been brushed and combed.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Condenser fins have been brushed and combed.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
Condenser fan motor has been inspected.	<input type="checkbox"/>	Fan blade has a tight connection to the blower motor shaft.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Fan can rotate freely.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>
		Fan is properly lubricated (if applicable).	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/>

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

## Terms and Conditions

### Rebate Offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

### Participation Requirements:

Failure to provide any of the required information will prevent processing of your application. The dated sales receipt must match the date of service listed on the rebate program procedures, requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 4-6 weeks from the date all required information is received to process your rebate.

### Inspection:

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

### Liability:

Entergy New Orleans, LLC, or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

### Customer Satisfaction Survey:

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

Send signed application and all required documents to:

### Energy Smart

524 Elmwood Park Blvd, Suite 140  
New Orleans, LA 70123

Phone: 504-229-6868

Email: [residentialapps@energysmartnola.com](mailto:residentialapps@energysmartnola.com)

**Please send this application along with required documents to:**

Energy Smart  
524 Elmwood Park Blvd, Suite 140  
New Orleans, LA 70123

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

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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

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## Duct Efficiency Improvement Rebate Form

# Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

**Choose one:**  I participated in Home Performance with ENERGY STAR®.  
 I participated in Multifamily Solutions.

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

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

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

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

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

**Customer's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
 Please attach copies of dated invoices for the work including installation and materials costs.

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

Duct Sealing Rebate Amount = Reduced CFM25 x Rate Below  
**(\$1.50 Elec Furnace or Heat Pump; x \$0.75 Gas Heated/Others)**  
 Pre- and post-duct leakage to outside testing (duct pressurization and blower door) or total duct leakage (duct pressurization only) is required for qualifying jobs. Test-in value is lesser of **A**) 35% nominal total system airflow **OR B**) actual tested leakage, whichever is less. System must show a 25% CFM25 improvement from lesser test-in value to qualify. Only available for existing non-gutted homes.

### HVAC System Characteristics

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

**Primary Heating System\*** **Secondary Heating System\***

Electric Furnace  Electric Furnace  
 Heat Pump  Heat Pump  
 Gas Furnace  Gas Furnace  
 Other (Please Specify)  Other (Please Specify)

**Heating Efficiency:** (HSPF if heat pump / AFUE if furnace)  
 \_\_\_\_\_ (Primary System) \_\_\_\_\_ (Secondary System)

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

\*For eligibility, heating and cooling characteristics must be included.

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

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

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

**Mailing Address:** \_\_\_\_\_

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

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

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

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

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

**Please send this application along with required documents to:** Call: 504-229-6868 / Email: residentialapps@energysmartnola.com  
 Energy Smart  
 524 Elmwood Park Blvd, Suite 140  
 New Orleans, LA 70123

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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

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# Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

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

## Terms and Conditions

### Rebate Offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between April 1, 2020 and Dec. 31, 2020. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC, residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

### Participation Requirements:

Failure to provide any of the required information will prevent processing of your application. The dated sales receipt must match the date of service listed on the rebate program procedures, requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation location or measure eligibility may result in forfeiture of the rebate. Please allow up to 4-6 weeks from the date all required information is received to process your rebate.

### Inspection:

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

### Liability:

Entergy New Orleans, LLC, or their parents, subsidiaries, employees, affiliates and agents assume no responsibility for the performance of the equipment or equipment warranty, the quality of the work, labor and/or materials supplied, and/or the acts or omissions of the participating trade ally.

### Customer Satisfaction Survey:

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

Send signed application and all required documents to:

### Energy Smart

524 Elmwood Park Blvd. Suite 140  
New Orleans, LA 70123

Phone: **504-229-6868**

Email: **residentialapps@energysmartnola.com**

Please send this application along with required documents to:

Energy Smart  
524 Elmwood Park Blvd. Suite 140  
New Orleans, LA 70123

Call: **504-229-6868** / Email: **residentialapps@energysmartnola.com**

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020 or while funds last.

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

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## Customer Surveys Multifamily Solutions Customer Survey

### Thank you for participating in the Multifamily Solutions offering.

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit [energysmart.multifamily.energysmartfeedback.com](http://energysmart.multifamily.energysmartfeedback.com). Please call **504-229-6868** if you have any questions. Be sure to tell your friends and family about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10. 1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.	Lowest <span style="font-size: small;">—————&gt;</span> Highest										
	1	2	3	4	5	6	7	8	9	10	N/A
Overall, how satisfied are you with the Multifamily Solutions offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with how neat and clean the energy advisor left the site?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with the energy-efficient products installed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the offering to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.  
Email: \_\_\_\_\_

Additional feedback:

What motivated you to participate in the offering?  
 Items and audit were free of charge.  
 Wanted to reduce my utility bill.  
 Wanted to help the environment.  
 Referral from a friend or family member.  
 Other: \_\_\_\_\_

Name of your energy advisor: \_\_\_\_\_



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## Income-Qualified Weatherization Customer Survey

**Thank you for participating in the Income-Qualified Weatherization offering.**

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit [energysmart.iqw.energysmartfeedback.com](http://energysmart.iqw.energysmartfeedback.com). Please call **504-229-6868** if you have any questions. Be sure to tell your friends and family about participating in Energy Smart.

**Please rate the questions below on a scale of 1 to 10.**

1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.

	Lowest <span style="font-size: small;">—————&gt;</span> Highest									
	1	2	3	4	5	6	7	8	9	10
Overall, how satisfied are you with the Income-Qualified Weatherization offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy-efficient products installed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to implement changes recommended by the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the enrollment and scheduling process?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the program to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.

Email: \_\_\_\_\_

Additional feedback:

What motivated you to participate?

- Items and audit were free of charge.
- Wanted to reduce my utility bill.
- Wanted to help the environment.
- Referral from a friend or family member.
- Other \_\_\_\_\_

Name of your energy advisor: \_\_\_\_\_



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## HPwES Customer Survey

### Thank you for participating in the Home Performance with ENERGY STAR® offering.

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit [energysmart.hpwes.energysmartfeedback.com](http://energysmart.hpwes.energysmartfeedback.com). Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

**Please rate the questions below on a scale of 1 to 10.**

1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.

	Lowest <span style="font-size: small;">←</span> <span style="font-size: small;">→</span> Highest									
	1	2	3	4	5	6	7	8	9	10
Overall, how satisfied were you with the Home Performance with ENERGY STAR offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the energy-efficient products installed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to implement changes recommended by the energy advisor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the enrollment and scheduling process?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the program to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.

Email: \_\_\_\_\_

What motivated you to participate?

- Items and audit were free of charge.
- Wanted to reduce my utility bill.
- Wanted to help the environment.
- Referral from a friend or family member.
- Other: \_\_\_\_\_

Name of your energy advisor: \_\_\_\_\_

Additional feedback:



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## A/C Tune-up Survey

### Thank you for participating in the A/C Tune-up offering.

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit [energysmart.actuneup.energysmartfeedback.com](http://energysmart.actuneup.energysmartfeedback.com). Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

**Please rate the questions below on a scale of 1 to 10.**

1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.

Lowest ←————→ Highest

		1	2	3	4	5	6	7	8	9	10
Overall, how satisfied are you with the A/C Tune-up offering?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the professionalism of the contractor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the contractor's knowledge and ability to answer your questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the safety measures taken by the contractor (used ladder, wore gloves, had on safety glasses, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the quality of service provided by your contractor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied were you with the enrollment and scheduling process?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend the program to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yes, I would like to receive emails about other Energy Smart offerings.

Email: \_\_\_\_\_

What motivated you to participate?

- Items and audit were free of charge.
- Wanted to reduce my utility bill.
- Wanted to help the environment.
- Referral from a friend or family member.
- Other \_\_\_\_\_

Additional feedback:

Name of your contractor: \_\_\_\_\_



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## Overview Brochures English

It's time to put your energy into saving money.

Ready to get Energy Smart?  
Visit [energysmartnola.com](http://energysmartnola.com).  
Call 504-229-6868.  
Email [info@energysmartnola.com](mailto:info@energysmartnola.com).



Get Energy Smart and Save



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### WHAT IS ENERGY SMART?

Energy Smart helps to lower your Entergy New Orleans utility bills. The offering uses a comprehensive whole-house approach to improve energy efficiency and comfort through home improvements such as:

- Home energy assessments with direct install measures (LEDs, faucet aerators, low-flow shower heads, etc.).
- A/C tune-up to improve the cooling output and efficiency of your air conditioning unit by up to 30 percent, plus get a \$150 instant rebate.
- Replacement of existing equipment with ENERGY STAR®-qualified models.

Central A/C	Up to a \$200 rebate per system
Air Source Heat Pump	Up to a \$250 rebate per system
Mini-split (Ductless) Heat Pump	Up to a \$500 rebate per system
Window A/C	\$50 rebate
Refrigerator	\$50 rebate
Heat Pump Water Heater	\$400 rebate
In-Ground Pool Pump	\$300 rebate
Attic Insulation	Up to \$45 per sq. ft.
Air Infiltration	Average \$250 per home for 650 CFM50 reduction
Duct Sealing	Average \$400 per home for 200 CFM25 reduction
Dehumidifier	\$25 rebate
Smart Thermostat	Up to \$100 rebate
Duct Efficiency	Average \$350 per home

### WHY CHOOSE ENERGY SMART?

**Savings** - Earn valuable cash rebates for saving energy.

**Choices** - Incentives are available for a wide range of energy-efficiency improvements in your home, apartment or business.

**Ease** - Work directly with a participating contractor who provides instant rebates on qualifying measures.

**Quality** - Energy Smart approves contractors and works with them closely to ensure the highest-quality work.

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

### WHERE DO I START?

1. Call 504-229-6868 or visit [energysmartnola.com](http://energysmartnola.com) to review the offerings and decide what's right for you.
2. Contact Energy Smart to schedule a free home energy assessment.
3. Implement energy-efficiency improvements.
4. Receive Energy Smart rebates.
5. Start saving energy and money.







## Spanish

**¿Listo para obtener Energy Smart?**

Visite [energysmartnola.com](http://energysmartnola.com), llame al **504-229-6868** o envíe un correo electrónico a [info@energysmartnola.com](mailto:info@energysmartnola.com) para obtener más información.

Es el momento de poner toda su energía en **ahorrar dinero.**



**Obtenga Energy Smart y ahorre**



Energy Smart es un programa integral de eficiencia energética del Consejo de la Ciudad de Nueva Orleans y administrado por Entergy Energy Services, LLC. Todas las direcciones reservadas.

043-0054-10-00

### ¿QUÉ ES ENERGY SMART?

Energy Smart le ayuda a reducir sus facturas de electricidad de Entergy New Orleans. La oferta utiliza un enfoque integral de toda la casa para mejorar la eficiencia energética y la comodidad a través de mejoras en el hogar, tales como:

- Evaluaciones energéticas a domicilio con medidas de instalación directa (LEDs, aireadores de grifo, cabezales de ducha de bajo flujo, etc.).
- Ajuste del aire acondicionado para mejorar el rendimiento de enfriamiento y la eficiencia de su unidad de aire acondicionado hasta en un 30 por ciento, además de obtener un reembolso instantáneo de \$150.
- Reemplazo de los equipos existentes por equipos con calificación ENERGY STAR®:

A/C central	Un reembolso de hasta \$200 por sistema
Bomba de calor de fuente de aire	Un reembolso de hasta \$250 por sistema
Bomba de calor mini split (sin ductos)	Un reembolso de hasta de \$500 por sistema
A/C de ventana	Reembolso de \$50
Refrigerador	Reembolso de \$50
Calentador de agua con bomba de calor	Reembolso de \$400
Bomba para piscina construida en el suelo	Reembolso de \$300
Aislamiento del ático	Hasta \$45 por pie cuadrado
Infiltración de aire	Promedio de \$250 por vivienda para una reducción de \$50 CFM25
Sellado de conductos	Promedio de \$400 por vivienda para una reducción de 200 CFM25
Deshumidificador	Reembolso de \$25
Termostato inteligente	Reembolso de hasta \$100
Eficiencia del sistema de ductos	Promedio de \$350 por hogar

### ¿POR QUÉ ELEGIR ENERGY SMART?

**Ahorros** - Gane valiosos descuentos en efectivo por ahorrar energía.

**Opciones** - Los incentivos están disponibles para una amplia gama de mejoras de eficiencia energética en su casa, apartamento o negocio.

**Facilidad** - Trabaje directamente con un contratista participante que ofrezca descuentos instantáneos en medidas elegibles.

**Calidad** - Energy Smart aprueba a los contratistas y trabaja estrechamente con ellos para garantizar un trabajo de la más alta calidad.

Energy Smart reduce el costo inicial de realizar mejoras en su hogar. Dependiendo de los proyectos que elija, Energy Smart puede ofrecerle más de \$5,000 para las mejoras energéticas de su hogar, lo que podría ahorrarle un 20 por ciento o más en su factura anual de energía eléctrica.





### ¿POR DÓNDE EMPIEZO?

1. Llame al **504-229-6868** o visite [energysmartnola.com](http://energysmartnola.com) para revisar las ofertas y decidir lo que es más conveniente para usted.
2. Póngase en contacto con Energy Smart para programar una evaluación de energía gratuita en su hogar.
3. Implemente mejoras de eficiencia energética.
4. Reciba reembolsos de Energy Smart.
5. Empiece a ahorrar dinero y energía.

Vietnamese

**Quý vị sẵn sàng sử dụng Energy Smart chưa?**

Tới trang mạng [energysmartnola.com](http://energysmartnola.com)  
Gọi số **504-229-6868**  
Email [info@energysmartnola.com](mailto:info@energysmartnola.com)



Energy Smart là một chương trình tiết kiệm năng lượng toàn diện do Hội Đồng Thành Phố New Orleans thiết lập và do Hãng Energy New Orleans, LLC quản lý điều hành. ©2020 Entergy Services, LLC. Bảo Lưu Mọi Quyền.

## Đã đến lúc sử dụng năng lượng của bạn để tiết kiệm tiền.



**Sử dụng Energy Smart và Tiết Kiệm**



### ENERGY SMART LÀ GÌ?

Energy Smart giúp quý vị giảm chi phí điện nước Entergy New Orleans của quý vị. Chương trình sử dụng một phương pháp toàn diện cho toàn bộ căn nhà nhằm tăng hiệu quả sử dụng năng lượng và mức độ tiện dụng thông qua các cải tiến giá cũ, chẳng hạn như:

- Đánh giá mức độ sử dụng năng lượng của căn nhà với những thay đổi trực tiếp (đèn LED, vòi nước, máy thông gió, đầu vòi sen dòng chảy chậm v.v...)
- Chính lại hệ thống máy lạnh để tăng hiệu quả làm lạnh và làm cho nó hoạt động tốt hơn đến 30 phần trăm, ngoài ra còn được giảm giá \$150 ngay.
- Thay thế thiết bị hiện tại bằng các thiết bị đủ tiêu chuẩn ENERGY STAR®:

Hệ thống điều hòa không khí trung tâm	Hoàn tiền trở lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Nguồn Khí	Hoàn tiền trở lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Không Ống Dẫn trên của số	Hoàn tiền trở lại tới \$500 cho mỗi hệ thống
Máy điều hoà không khí gắn trên của số	Hoàn tiền trở lại tới \$50
Tủ lạnh	Hoàn tiền trở lại tới \$50
Máy Dun Nước Nóng Bằng Bơm Nhiệt	Hoàn tiền trở lại tới \$400
Máy Bơm Hồ Bơi	Hoàn tiền trở lại tới \$300
Cách Nhiệt Trên Tầng Áp Mái	Tối tới đa \$,40 một feet vuông.
Lọc Khí	Trung bình \$250 mỗi nhà nếu giảm 650 CFM50
Bít Kín Đường Ống	Trung bình \$250 mỗi nhà nếu giảm 200 CFM25
Máy khử độ ẩm	Khuyến mãi hoàn trả \$25
Nhiệt biểu kế thông minh	Khuyến mãi hoàn trả tới tới \$100
Tiết kiệm năng lượng cho đường ống dẫn	Trung bình \$350 một căn nhà

### TẠI SAO NÊN CHỌN ENERGY SMART?

**Nhiều khoản tiết kiệm** – Hưởng các khoản khuyến mãi hoàn tiền mặt quý giá khi tiết kiệm năng lượng.

**Nhiều lựa chọn** – Có các khoản thưởng ưu đãi cho nhiều công trình tiết kiệm năng lượng khác nhau trong nhà, khu nhà vườn, hoặc cơ sở thương mại của quý vị.

**Tiện lợi** – Làm việc thẳng với một nhà thầu mà đang tham gia với các hoàn tiền. Những cách thức tiết kiệm năng lượng ưu đãi hiện thì họ sẽ lập tức cho ngay.

**Chất lượng** – Energy Smart xác nhận các nhà thầu và làm việc với họ chặt chẽ để bảo đảm chất lượng công trình tốt nhất.

Chương trình Energy Smart giúp giảm chi phí ứng trước để cải tiến căn nhà của quý vị. Tùy thuộc dự án quý vị lựa chọn, Energy Smart có thể dành cho quý vị hơn \$5,000 để trang trải các khoản chi phí cải tiến tiết kiệm năng lượng cho nhà, qua đó có thể giúp quý vị tiết kiệm được ít nhất 20 phần trăm hoặc là hơn trên hóa đơn dịch vụ điện nước hàng năm.

### TÔI CÓ THỂ BẮT ĐẦU THẾ NÀO?

1. Gọi **504-229-6868** hoặc lên mạng website [energysmartnola.com](http://energysmartnola.com) để xem các khuyến mãi của chương trình và có lựa chọn phù hợp với quý vị.
2. Liên lạc với Energy Smart để sắp xếp một buổi hẹn miễn phí.
3. Thực hiện các cải tiến để tiết kiệm năng lượng.
4. Nhận các hoàn tiền của Energy Smart.
5. Bắt đầu tiết kiệm năng lượng và chi phí.






## Program Offering Handout



### Energy Smart Step-By-Step Guide During the Assessment

#### Home Performance with ENERGY STAR®

Through the Home Performance with ENERGY STAR offering, you'll receive a **free** Home Energy Assessment with recommendations for ways to improve your home's energy efficiency. Rather than focusing on a single problem (like an old heater or cooling system, insufficient insulation or leaky windows), the Home Performance with ENERGY STAR offering helps you improve your home's whole system. **Free** installation of energy-saving upgrades\* in your home may include:



##### LED Light Bulbs\*\*

- LEDs can only replace incandescent or halogen light bulbs.
- Lighting cannot be replaced in rarely used spaces such as an attic or closet.
- Bulbs will not be replaced if in a location that may be a safety hazard.



##### Smart Thermostats

- Usually a follow-up measure installed at a later date.



##### Smart Power Strips



##### Low-Flow Showerheads

- Electric water-heated areas only.
- Handheld showerheads cannot be replaced.



##### Hot Water Pipe Insulation

- Electric water-heated areas only.
- Limit of 10 ft. of pipe insulation at the heater source only.



##### Low-Flow Bathroom Aerators

- Electric water-heated areas only.
- Specialty faucet types cannot be replaced.



##### Low-Flow Kitchen Aerators

- Electric water-heated areas only.
- Specialty faucet types cannot be replaced.

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

\*\*Number of LED bulbs installed is dependent on availability.

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

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#### About the Assessment

Energy Smart offers home energy assessments and instant rebates to residential Entergy New Orleans electric customers who are looking to invest in energy improvements in their homes. With the help of a participating trade ally, if you make home improvements to upgrade your equipment and reduce your energy bills, you'll also be helping to protect the environment. Energy Smart approves trade allies and works with them closely to ensure the highest quality work.

- If you are a renter, it is necessary to have the owner of the property sign an approval form.
- Service must be performed between April 1, 2017, and Dec. 31, 2020.
- The application must be submitted within 45 days of the service being provided.
- We may ask for you to fill out a questionnaire to provide feedback regarding satisfaction with your experience.





## Energy Smart Step-By-Step Guide More Opportunities to Save

### Energy Smart Online Marketplace

As an Entergy New Orleans customer, you're eligible to receive instant discounts on energy-saving products that we'll ship right to your door. In addition to products, the Energy Smart Online Marketplace has educational blog posts on more ways to save. Shop and start saving today at [shop.energysmartnola.com](http://shop.energysmartnola.com).

### Service Rebates

(Work must be completed by a participating trade ally, except for lighting discounts.)

#### In-Store Lighting Discounts

- Visit [energysmartnola.com](http://energysmartnola.com) for a list of participating retailers.

#### Central A/C Replacement

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

#### Attic Insulation

- Up to \$.45 per square foot.

#### Central A/C Duct Sealing

- Up to \$1.50 per CFM50 reduction.

#### Home Air Sealing

- Up to \$.40 per CFM50 reduction.

#### Central A/C Tune-Up

- Up to \$150 per unit.
- All Entergy New Orleans residential customers are eligible.
- System must be at least one year old.
- The unit must be in working order at the time of the tune-up.
- Rebates do not cover adding new refrigerant, or repairing or replacing any mechanical parts.
- The same A/C system is eligible for a second rebate only after two years have elapsed.

### Purchase Rebates

#### ENERGY STAR Window A/C Units

- \$50 Mail-In Rebate.

#### ENERGY STAR Refrigerators

- \$50 Mail-In Rebate.

#### ENERGY STAR Pool Pumps

- \$300 Mail-In Rebate.

#### ENERGY STAR Heat Pump Water Heaters

- \$400 Mail-In Rebate.

#### ENERGY STAR Dehumidifiers

- \$25 Mail-In Rebate.

#### ENERGY STAR Water Coolers

- Up to \$50 Mail-In Rebate.

#### ENERGY STAR Smart Thermostats

- Up to \$100 Mail-In Rebate.

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

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

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## Customer Authorization Form

# Energy Smart Customer Authorization Form

Please print clearly

Customer Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Alternate Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

I am the  Owner or  Tenant residing at the above described Property. *PLEASE NOTE: If you are a Tenant, it is necessary to have the Owner of the Property sign this authorization form.*

By signing this Authorization, I give permission to Franklin Energy Services, LLC and Eneartouch, Inc. d/b/a Franklin Energy Demand Response ("Franklin Energy"), an independent contractor of Entergy New Orleans, LLC, to enter noted Property to perform a Home Energy Assessment and Improvements Evaluation (the "Evaluation"). Based upon observations made during the Evaluation, Franklin Energy may conduct and/or install any, all or none of the following energy-saving home improvements (hereinafter, the "Work"):

- LED light bulbs (may include decorative bulbs).
- Smart thermostat.
- General air sealing.
- Duct sealing (minor repairs).
- Low-flow shower head.
- Faucet aerators.
- Water heater pipe insulation (electric only).
- Vinyl weather stripping around doors.
- Blower door test.
- Attic insulation (blown-in).

### Combustion Test

Carbon Monoxide Level: \_\_\_\_\_ PASS  FAIL

Note: Before beginning work during all in-home appointments, a carbon monoxide combustion test will be performed for the safety of the homeowner and contractor. In the event of a failing carbon monoxide combustion test, the Evaluation and, if started, the Work will be terminated immediately and all present in the home will be advised to leave the premises and call for immediate assistance.

### Customer Consent

I understand that the specific items to be installed from the above list will be set forth in a Home Energy Audit and Improvements Report (the "Report"), and I hereby authorize Franklin Energy to install, free of charge to me, the selected energy-saving home improvements, as recommended in the Report. I understand that if I have any questions about the Work or the Report, I may call **504-229-6868** or visit **energysmartnola.com** for more information.

In consideration of Evaluation and any Work provided without charge to me, I agree to indemnify, hold harmless, release and waive any and all actions or speculative damages arising from the Evaluation or the Work whether in contract, tort or other legal theory, and further agree that Entergy Corporation or any of its subsidiaries, including Entergy New Orleans, LLC, and Franklin Energy and its affiliates, will not be liable for losses or indirect, special, punitive, consequential, incidental or speculative damages resulting from or arising from Owner/Tenant participation in the Evaluation or Work.

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

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# Energy Smart Customer Authorization Form

I understand that the installation of attic insulation may occur up to ninety (90) business days following the date of the assessment. To the extent applicable, the Owner/Tenant agrees to clear the attic and/or areas where installation will occur and in a manner that allows for such installation and for the contractor to access the attic, sites of installation and other areas of the Property necessary for installation. If necessary access is not provided within the specified time period, attic insulation will not be installed.

I understand that actual energy savings may differ from those estimated on the Report due to variations in individual energy-use habits, home characteristics and any applied energy-efficient measure. If I have been referred to the Home Energy Assessment and Improvements Program via a Social Service Agency (SSA), I understand that information based on my participation in this Program may be shared with SSA, and I consent to Entergy Corporation Entergy New Orleans, LLC or Franklin Energy disclosing such information to the SSA. As a participant in the Program, I consent to the disclosure of pertinent customer information, type of cooling system at the home and other information necessary to implement and monitor the Program to Entergy New Orleans, LLC; Franklin Energy; and their agents, contractors, and measurement and verification vendors as applicable.

I have reviewed the income guidelines and, to the best of my knowledge, I represent that my total household income is at or below the qualifying income levels based on the number of income-earning residents living in this home. I understand this information is being used only to verify eligibility for the Program and neither Entergy New Orleans, LLC, nor Franklin Energy will record or store the income information contained therein.

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

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



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

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065-0029-10-00



## Broken Item Leave Behind

Multifamily Solutions



# Please be careful as you enter.



Multifamily Solutions



Dear Resident of Unit \_\_\_\_\_:

Today, we installed energy-saving products in your home on behalf of the Multifamily Solutions offering.



**Unfortunately, during the installation process, we accidentally broke a \_\_\_\_\_ (which belonged to either Energy Smart or your building's management company) in your \_\_\_\_\_.**

While we have cleaned up the broken pieces, thoroughly vacuumed and surveyed the surrounding area, please proceed with caution in the upcoming days to ensure your safety. If you have any questions, please call us anytime at \_\_\_\_\_.

On behalf of the entire program team, we sincerely apologize for this inconvenience. We appreciate your understanding and participation in this program.

Sincerely,

Energy Smart Program Team

Energy Advisor Name: \_\_\_\_\_  
(please print)

Witness Name: \_\_\_\_\_  
(please print)

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

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HPwES Completion Survey

# Certificate of Completion

## Home Performance with ENERGY STAR®

This property has successfully made energy efficiency improvements that meet the standards of the **Energy Smart Home Performance with ENERGY STAR Program.**

**Home Performance Solutions:**

- Air sealing.
- Duct sealing.
- Attic insulation.
- Energy-efficient light bulbs.
- Smart power strips.
- Low-flow showerheads.
- Faucet aerators.
- Smart thermostat(s).

**Location:**

\_\_\_\_\_

\_\_\_\_\_

**Date Completed:**

\_\_\_\_\_



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Labels

Energy Efficiency Kit Label



**Energy Smart**  
**Energy Efficiency Kit**

Install today to save today.

*EnergySmart*   
A New Orleans Program

 *Entergy*

Four Pack Bulb Label



# Energy Smart LED Bulb Kit

Install today to start saving.



[energysmartnola.com](http://energysmartnola.com) • 504-229-6868

Single Bulb Label

# Energy Smart LED Light Bulb



[energysmartnola.com](http://energysmartnola.com)  
504-229-6868

Trade Ally Bonus Announcement Email – Sent 5/15/202

Ellerd, Dawn

From: dawn.ellerd@aptim.com  
Sent: Tuesday, July 21, 2020 5:59 PM  
To: Ellerd, Dawn  
Subject: Mailchimp Template Test - "Trade Ally Bonus Announcement"



Trade Ally Bonus



project. The Prescriptive Trade Ally Bonus will be available until December 31, 2020.

For more information about the Prescriptive Trade Ally Bonus, please contact Kevin Fitzwilliam at [kevin.fitzwilliam@aptim.com](mailto:kevin.fitzwilliam@aptim.com) or by phone at 504-377-5905.

Thank you,

Energy Smart



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Our mailing address is:  
Energy Smart  
900 Camp Street, Suite 364  
New Orleans, LA 70130

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

Dear Energy Sm

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**Trade Ally Bon**  
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## Smart Thermostat Rebate Form

# SMALL BUSINESS SMART THERMOSTAT REBATE

Complete the following information and mail to the address listed below with a copy of your dated sales receipt, or email this form and your receipt to [commercialapps@energysmartnola.com](mailto:commercialapps@energysmartnola.com). Limit **two** rebates per customer account. Complete terms and conditions are included below. A list of qualified products can be found on the back of this form, or visit [energysmartnola.com/smart-tstats](http://energysmartnola.com/smart-tstats).



Receive up to a **\$55** rebate on ENERGY STAR® Qualified Smart Thermostats. Rebate amount cannot exceed the actual cost of the thermostat.

## Energy Smart Small Business Electric Customer Information

Please fill out completely. All information is required:

Purchaser's Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

Electric Account Number: \_\_\_\_\_ Building Type: \_\_\_\_\_

Ownership:  Own  Rent

Existing Thermostat: Brand: \_\_\_\_\_ Model: \_\_\_\_\_

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

HEAT:  Gas Heated  Electrically Heated  Heat Pump System  Unknown

COOL:  Air Conditioned (central or room A/C)  No Air Conditioning

Type:  Manual  Programmable  Unknown

Smart thermostat replacement: Brand: \_\_\_\_\_ Model: \_\_\_\_\_ Serial Number: \_\_\_\_\_

Total square footage served by installed thermostat: Square Footage: \_\_\_\_\_

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

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

**SEND THIS APPLICATION ALONG WITH A COPY OF YOUR DATED SALES RECEIPT TO:**

- [commercialapps@energysmartnola.com](mailto:commercialapps@energysmartnola.com)
- Energy Smart
- 900 Camp Street, Suite 364
- New Orleans, LA 70130

All rebate forms must be received within 45 days of the purchase date. All purchased thermostats must be new. Used or rebuilt thermostats are not eligible for a rebate. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2020, or while funds last.



## SMART THERMOSTAT REBATE QUALIFYING PRODUCTS LIST

BRAND	MODEL NUMBER
Alarm.com	B36-T10
Alarm.com	ADC-T3000
American Standard	ACONT824AS52DB
American Standard	Gold 824
Braeburn	7320
Braeburn	7205
Braeburn	7300
Braeburn	7305
Bryant	T6-WEM01-A
Carrier	TP-WEM01-A
Côr®	TSTWHA01
Côr®	TSTWRH01
Deriva	IntelliSync
ecobee	EB-STATE4
ecobee	EB-STATE3
ecobee	EB-STATE3LT
ecobee	EB-STATE5-01
ecobee	EB-STATE5C-01
ecobee	EB-STATE5P-01

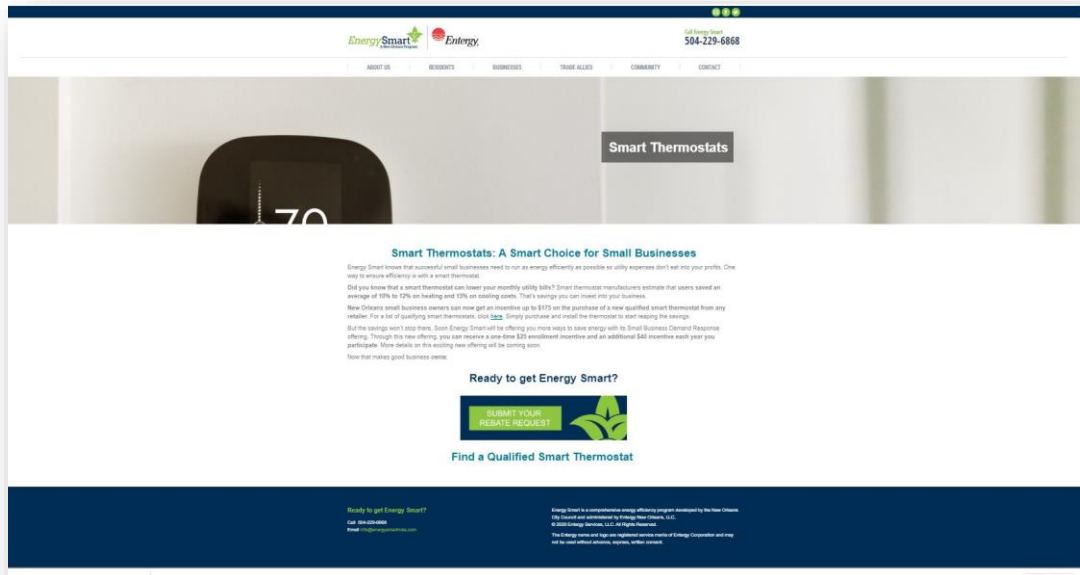
BRAND	MODEL NUMBER
ecobee	EB-STATE5PC-01
ecobee	EB-STATE5PB-01
ecobee	EB-STATE5VP-01
EcoFactor	Simple S100 B
EcoFactor	Simple S100
Emerson	ST55U; ST55
Emerson	ST75U; ST75
Emerson	ST75WU; ST75W
HIVE	SLT4
Honeywell	Lyric
Honeywell	TH6220WF
Honeywell	TCC
LUX	GEO
LUX	KONO
LUX	GEOx
PROSTAT	PRS7325WF
Trane	TCONT824AS52DB
Venstar	T2000
Venstar	T7900

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



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## Smart Thermostat Landing Page



## Smart Thermostat Google Paid Search – Ran 4/26 – 6/30/2020

Highlight the products and services you offer, and what makes your business unique

Energy Smart for Small Biz | \$55 Rebate on a Smart T-Stat | A Smart Choice for Business

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

Lower your monthly utility bill. Buy a smart thermostat. Start saving with Energy Smart. visit [www.energysmartnola.com/smart-tstats](http://www.energysmartnola.com/smart-tstats)

Smart Thermostats | \$55 Rebate from Energy Smart | The Smart Choice for Business

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

Lower your monthly utility bill. Buy a smart thermostat. Start saving with Energy Smart. visit [www.energysmartnola.com/smart-tstats](http://www.energysmartnola.com/smart-tstats)

Small Businesses Get a | \$55 Rebate on a Smart T-Stat | It Pays to Be Energy Smart

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

Lower your monthly utility bill. Buy a smart thermostat. Start saving with Energy Smart. visit [www.energysmartnola.com/smart-tstats](http://www.energysmartnola.com/smart-tstats)

## Smart Thermostat Facebook Ad – Ran 5/11 – 6/30/2020

The advertisement is a sponsored post from Energy New Orleans. It features a black smart thermostat with the number 72 on its display. The headline reads "SMART THERMOSTAT A Smart Choice for Small Business." and includes a "\$55 Rebate\*" offer. A note specifies a limit of two rebates per account. Logos for EnergySmart and Entergy are shown at the bottom. A call to action button says "LEARN MORE" and the URL "ENERGYSMARTNOLA.INFO" is provided.

Energy New Orleans  
Sponsored · 🌐

Get a \$55 incentive when you purchase a new qualified smart thermostat from any retailer. Simply purchase and install to start ...See More

**SMART THERMOSTAT**  
A Smart Choice for Small Business.

**\$55 Rebate\***

\*Limit of two (2) thermostat rebates per account.

EnergySmart A New Orleans Program | Entergy

ENERGYSMARTNOLA.INFO  
Smart thermostats. A smart choice for small business. [LEARN MORE](#)

## Small Business Solutions Landing Page

The landing page features a navigation bar with links for ABOUT US, RESIDENTS, BUSINESSES, TRADE ALLIES, COMMUNITY, and CONTACT. The main header includes the EnergySmart and Entergy logos and a phone number: 504-229-6868. The central banner shows a group of diverse people in a meeting, with the text "Small Business Solutions". Below this are three featured services: "Small Business Direct Install", "Small Business Kits", and "Smart Thermostats". The footer contains contact information and a disclaimer.

EnergySmart A New Orleans Program | Entergy

Call Energy Smart  
504-229-6868

ABOUT US | RESIDENTS | BUSINESSES | TRADE ALLIES | COMMUNITY | CONTACT

Small Business Solutions

Small Business Direct Install | Small Business Kits | Smart Thermostats

Ready to get Energy Smart?  
Call: 504-229-6868  
Email: [info@energysmartnola.com](mailto:info@energysmartnola.com)

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# Small Business Energy Efficiency Kit Landing page

**EnergySmart** **Entergy** Call Energy Smart 504-229-6868

ABOUT US RESIDENTS BUSINESSES TRADE ALLIES COMMUNITY CONTACT

## Small Business Energy Efficiency Kits

Energy Smart understands that small businesses need to be energy efficient to save energy and money. To start you on your journey toward saving energy and money, Energy Smart is offering Entergy New Orleans small business customers a FREE energy efficiency kit. This kit is packed with energy-saving measures such as LED light bulbs, faucet aerators and LED exit signs.

There are three kits to choose from:

- Small Business Kit for Restaurants
- Small Business Kit for Retail
- Small Business Kit for Offices

To receive your FREE Small Business Energy Efficiency kit, click [here](#) to sign up. Your kit will be delivered within three to four weeks of receipt of your order.

But don't stop there. Energy Smart has many other [offerings](#) for small businesses that will help you save more energy and money.

**Ready to get Energy Smart?**

**SIGN UP HERE**

**Ready to get Energy Smart?**  
Call: 800-254-6868  
Email: [ENR@energyneworleans.com](mailto:ENR@energyneworleans.com)

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## Small Business Energy Efficiency Kit Insert

### ENERGY NEW ORLEANS SMALL BUSINESS CUSTOMER



Please enjoy your **FREE energy-saving kit, compliments of the Energy Smart program.** Energy Smart, Entergy New Orleans' energy efficiency program, understands that small businesses need to be energy efficient to save energy and money. The products included in this FREE kit can help jump start your energy savings.

But don't stop there. Energy Smart has many other offerings for small businesses that will help you save more energy and money.



#### SMART THERMOSTAT REBATES

Get a rebate for purchasing a new qualifying smart thermostat and start saving. Smart thermostat manufacturers estimate that **users saved an average of 10% to 12% on heating and 15% on cooling costs.** That's money you can invest into your business.



#### SMALL BUSINESS DIRECT INSTALL

Our Small Business Direct Install offering provides enhanced incentives for certain prescriptive measures. Work with one of our approved trade ally that can do all the work for you. Find a trade ally at [energysmartnola.com/trade-allies](http://energysmartnola.com/trade-allies).



#### PRESCRIPTIVE INCENTIVES

Earn prescriptive incentives for common measures such as interior and exterior lighting, lighting controls, HVAC and refrigeration. Visit [energysmartnola.com/prescriptive](http://energysmartnola.com/prescriptive) for a complete list of prescriptive measures and incentives.



#### CUSTOM INCENTIVES

For deeper energy savings, **get incentives for custom upgrades** such as building automation systems, premium efficiency motors, variable frequency drives, compressed air optimization, demand control ventilation and more.

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



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### Small Business Kit Google Paid Search Ads – Ran 5/6 – 6/30/2020

Free energy efficiency kits | for small business customers | compliments of Energy Smart.

[www.energysmartnola.info](http://www.energysmartnola.info)

Free energy efficiency small business kits packed with energy-saving measures for restaurants, retail and offices such as LED light bulbs, aerators and LED exit signs.

Save energy. Save money. | Free energy efficiency kits | for small businesses.

[www.energysmartnola.info](http://www.energysmartnola.info)

Free energy efficiency kits packed with energy-saving measures from Energy Smart. Free LED light bulbs, aerators and LED exit signs for restaurants, retail and offices.

### Small Business Kit Facebook Post Copy A – Ran 5/11 – 6/30/2020



The image shows a Facebook post from the page 'Energy New Orleans'. The post is sponsored and features a woman in a dark blazer holding a white box of energy efficiency kits. The text of the post reads: 'FREE to small business customers. Energy efficiency kits filled with energy-saving products. Compliments of Energy Smart.' Below the image, there is a call to action: 'ENERGYSMARTNOLA.INFO Save energy. Save money. Order your kit here.' and a 'LEARN MORE' button.

**Energy New Orleans**  
Sponsored

FREE to small business customers. Energy efficiency kits filled with energy-saving products. Compliments of Energy Smart.

ENERGYSMARTNOLA.INFO  
**Save energy. Save money.**  
Order your kit here.

LEARN MORE

Small Business Kit Facebook Post Copy B – Ran 5/11 – 6/30/2020

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Entergy New Orleans small business customers. Get a FREE energy efficiency kit packed with energy-saving ... See More

ENERGYSMARTNOLA.INFO  
FREE Energy Efficiency Kits

LEARN MORE

New Construction Landing Page

Energy Smart Entergy

504-225-6868

Home | About Us | Services | Resources | Your Account | Community | Contact Us

## New Construction Solutions

The Energy Smart New Construction offering provides incentives to qualify projects to deliver and implement energy-efficient design and construction that save money for the building owner in order to qualify, applications must be submitted during the design phase of the new construction project. Annual Customer Incentive Cap of \$50,000 across all projects and customer accounts.

### NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS

- 1. Project Eligibility**  
• New buildings (commercial, institutional, multi-family, etc.)  
• Addition or replacement of air handling building  
• Significant new building replacement of all electrical systems, including HVAC, lighting or process equipment  
• "Green Start" projects, where the building envelope, central mechanical system and core building systems are included in the design and construction. All Construction work is subject to inspection and approval requirements.
- 2. Pre-Construction Meeting**  
• The incentive will be calculated by identifying the highest incentive from the following:  
• Lowest energy or building cost, as a % of project cost  
• Highest percentage of building envelope or HVAC improvement to Customer Building code at time of project initiation  
• Lowest design or building energy compliance at the time of project initiation
- 3. Design & Construction**  
• The Energy Smart team will provide incentives to customers for building energy modeling for any situations that does not fit the size of these categories.
- 4. Construction**  
• Incentive: \$10,000  
• Incentive: \$10,000  
• Incentive: \$10,000  
• Incentive: \$10,000
- 5. Commissioning**  
• Incentive: \$10,000  
• Incentive: \$10,000  
• Incentive: \$10,000  
• Incentive: \$10,000
- 6. Post-Construction**  
• Incentive: \$10,000  
• Incentive: \$10,000  
• Incentive: \$10,000  
• Incentive: \$10,000

Ready to start your New Construction project? Email [customerservice@entergy.com](mailto:customerservice@entergy.com) or call 504-225-6868.

### Program Documentation

- [New Construction Overview](#)
- [New Construction Checklist](#)
- [New Construction Manual](#)

Ready to call Entergy Smart?  
Call 504-225-6868  
Email [customerservice@entergy.com](mailto:customerservice@entergy.com)

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New Construction Digital Ad for City Business – Ran 6/8/2020 and 6/22/2020



Incentives available for increasing energy efficiency in new building design and construction. **\$500K annual customer cap** across all projects and accounts.

**EnergySmart** A New Orleans Program | **Entergy**

Small Business Kit Chamber of Commerce Ad – Ran 5/17/2020 and 6/1/2020




**FREE Energy Efficiency Kits**

New Orleans' small business customers: **Get a FREE energy efficiency kit** packed with energy-saving products for your **restaurant, retail or office space**. Compliments of Energy Smart.


[For more information, click here.](#)

**EnergySmart** A New Orleans Program | **Entergy**

## Higher Education Cohort Webinar Invitation – Sent 4/10/2020



**Higher Education Cohort Meeting**



Energy Smart kicked off its new three-year program cycle on April 1, 2020.

1

To learn about the new Commercial and Industrial offerings for the next cycle and how they can benefit your institutions, please join our webinar on April 28 from 3 to 4:30 p.m.

#### Webinar Details

April 28

3 - 4:30 p.m.

[Join Microsoft Teams Meeting](#)

[+1 346-249-3218](#)

Conference ID: 273 440 228#

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

Topics covered will include:

- Program Year 9 Wrap-Up.
- Program Year 10 Review.
- Goals/Budgets.
- Changes to Existing Offerings/Measures.
- New Offerings/Measures.
- Q&A/Roundtable.

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

Thank you,  
The Energy Smart Program

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Our mailing address is:  
Energy Smart

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## Prescriptive Overview



# COMMERCIAL & INDUSTRIAL PRESCRIPTIVE INCENTIVES

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

Visit [energysmartnola.com](http://energysmartnola.com) to find a registered trade ally and required offering documents.

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



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



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



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## Small Business Kit Box Stickers



### ENERGY EFFICIENCY KIT FOR RETAIL

Install to start saving today.



### ENERGY EFFICIENCY KIT FOR RESTAURANTS

Install to start saving today.



### ENERGY EFFICIENCY KIT FOR BUSINESS

Install to start saving today.





# Prescriptive Incentive List

## ENERGY SMART PRESCRIPTIVE INCENTIVE RATES

As of July 16, 2020 (may change at program's discretion).

Measure	Requirements	Small Commercial Solutions	Large Commercial & Industrial	Unit
<b>Interior Lighting</b>				
1-6W LED Screw-in Replacing Incandescent/CFL	ENERGY STAR® certified.	\$2	\$2	per lamp
7-12W LED Screw-in Replacing Incandescent/CFL		\$4	\$4	per lamp
13-17W LED Screw-in Replacing Incandescent/CFL		\$5	\$5	per lamp
18-W LED Screw-in Replacing Incandescent/CFL		\$6	\$6	per lamp
LED Exit Sign	< 5 watts; must meet state fire marshal codes and be UL rated.	\$12	\$12	per lamp
T8/T12 Upgrade to LED Linear-4 ft.	DLC listed. For retrofitting AND replacing existing fixtures: Quantity (# of units) is based on number of EXISTING LAMPS being replaced.	\$7	\$6	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear-4 ft.		\$10	\$10	per lamp
T5 Upgrade to LED Linear-4 ft.		\$6	\$5	per lamp
T5 High Output (HO) Upgrade to LED Linear-4 ft.		\$10	\$10	per lamp
T8/T12 Upgrade to LED Linear-8 ft.		\$15	\$15	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear-8 ft.		\$20	\$20	per lamp
T8/T12 Upgrade to LED Linear-2 ft.		\$3	\$3	per lamp
T5 Upgrade to LED Linear-2 ft.		\$3	\$2	per lamp
T5 High Output (HO) Upgrade to LED Linear-2 ft.		\$6	\$5	per lamp
T8/T12 Upgrade to LED Linear-U-Tube		\$9	\$8	per lamp
LED replacing < 175W HID (lamp wattage)		\$37	\$37	per fixture

<b>Exterior Lighting</b>					
Commercial Duct Sealing	<ul style="list-style-type: none"> <li>Eligible only for system with central air conditioning with less than 50% of ducts in the conditioned space.</li> <li>Total Leakage is the only accepted method of duct testing.</li> <li>Minimum 25% leakage rate reduction required. Incentives capped at 25% leakage rate reduction.</li> <li>Ducts sealed with long-lasting materials such as UL 181A or UL 181B-approved foil tape. Fabric-based duct tape is not allowed.</li> </ul>	\$0.60	\$0.60	per cfm leakage reduction	
High Efficiency Air-Cooled Chiller	<ul style="list-style-type: none"> <li>Air-Cooled Chiller (&lt; 150 tons): min full-load EER, 15.8 IPLV EER.</li> <li>Air-Cooled Chiller (&gt; 150 tons): min 9.7 full-load EER, 16.1 IPLV EER.</li> </ul>	\$43	\$43	per ton	
High Efficiency Positive Displacement Water-Cooled Chiller	<ul style="list-style-type: none"> <li>Water-Cooled PD Chiller (&lt; 75 tons): min full-load kW/ton 0.28, IPLV kW/ton 0.5.</li> <li>Water-Cooled PD Chiller (75 to 150 tons): min full-load kW/ton 0.25, IPLV kW/ton 0.49.</li> <li>Water-Cooled PD Chiller (150 to 300 tons): min full-load kW/ton 0.68, IPLV kW/ton 0.44.</li> <li>Water-Cooled PD Chiller (&gt; 300 tons): min full-load kW/ton 0.63, IPLV kW/ton 0.41.</li> </ul>	\$17	\$17	per ton	
High Efficiency Centrifugal Water-Cooled Chiller	<ul style="list-style-type: none"> <li>Water-Cooled Cent. Chiller (&lt; 300 tons): min full-load kW/ton 0.635, IPLV kW/ton 0.4.</li> <li>Water-Cooled Cent. Chiller (300 to 600 tons): min full-load kW/ton 0.595, IPLV kW/ton 0.39.</li> <li>Water-Cooled Cent. Chiller (&gt; 600 tons): min full-load kW/ton 0.585, IPLV kW/ton 0.38.</li> </ul>	\$23	\$23	per ton	
Commercial AC Tune-Up	<ul style="list-style-type: none"> <li>Must include refrigerant charge adjustment.</li> <li>-See New Orleans Technical Reference Manual V.3 (section D.3.4) for checklist of required maintenance activities.</li> </ul>	\$26	\$48	per ton	
Commercial Heat Pump Tune-Up	<ul style="list-style-type: none"> <li>Must include refrigerant charge adjustment.</li> <li>-See New Orleans Technical Reference Manual V.3 (section D.3.4) for checklist of required maintenance activities.</li> </ul>	\$26	\$58	per ton	
<b>Refrigeration</b>					
ECM Motor for Freezer or Cooler	Applicable only to refrigerated cooler and freezer fans.	\$96	\$96	per unit	
Evaporator Fan Controller for Freezer or Cooler	Controller must turn on fan only when the system's thermostat is calling for the compressor to operate.	\$60	\$60	per motor controlled	
Anti-Sweat Heater Controls for Freezer or Cooler	<ul style="list-style-type: none"> <li>Controller must sense dew point temperature of case exterior environment and vary power supplied to heaters accordingly.</li> <li>Applicable for retrofit only; not applicable for new equipment with integrated controls.</li> </ul>	\$30	\$30	per linear ft. of case	
Refrigerated Case Night Covers	Applicable for retrofit only; not applicable for new cases with integrated night covers.	\$17	\$17	per linear ft. of case	
ENERGY STAR Solid Door Refrigerator	ENERGY STAR certified.	\$94	\$94	per unit	
ENERGY STAR Solid Door Freezer	ENERGY STAR certified.	\$165	\$165	per unit	
Strip Curtains for Walk-In Coolers	Applicable to coolers with damaged strip curtains or without preexisting strip curtains.	\$4	\$4	per sq. ft. covered	
Strip Curtains for Walk-In Freezers	Applicable to freezers with damaged strip curtains or without preexisting strip curtains.	\$8	\$8	per sq. ft. covered	
Strip Curtains for Refrigerated Warehouse Doors	Applicable to doors with damaged strip curtains or without preexisting strip curtains.	\$8	\$8	per sq. ft. covered	
<b>Commercial Kitchen</b>					
ENERGY STAR Commercial Electric Fryer	Electrically heated and ENERGY STAR certified.	\$223	\$223	per unit	
ENERGY STAR Commercial Electric Steam Cooker		\$1,868	\$1,868	per unit	
ENERGY STAR Electric Convection Oven		\$239	\$239	per unit	
ENERGY STAR Electric Griddle		\$45	\$45	per linear ft. of width	

LED replacing < 175 W HID (lamp wattage)		\$28	\$23	per fixture
LED replacing 175 W to 250W HID (lamp wattage)		\$46	\$38	per fixture
LED replacing 251 W to 400W HID (lamp wattage)	DLC listed.	\$104	\$87	per fixture
LED replacing 401 W to 1000W HID (lamp wattage)		\$239	\$199	per fixture
LED replacing > 1000W HID (lamp wattage)		\$300	\$300	per fixture

**Lighting Controls**

Daylighting Controller (Controlling < 500 Watts)		\$25	\$21	per unit
Daylighting Controller (Controlling > 500 Watts)		\$75	\$62	per unit
Occupancy Sensor (Controlling < 500 Watts)	Quantity (# of units) is based on number of INSTALLED units. Integrated sensors built in to proposed fixtures do not qualify.	\$32	\$31	per unit
Occupancy Sensor (Controlling > 500 Watts)		\$32	\$32	per unit
Occupancy Sensor - Daylighting Control (Controlling < 500 Watts)		\$44	\$36	per unit
Occupancy Sensor - Daylighting Control (Controlling > 500 Watts)		\$131	\$109	per unit

**HVAC**

High Efficiency AC Unit	<ul style="list-style-type: none"> <li>AC Unit (&lt; 5.4 tons): min 12.3 EER, 15 SEER.</li> <li>AC Unit (5.4 to 11.2 tons): min 12.2 EER, 14.8 SEER.</li> <li>AC Unit (11.3 to 20 tons): min 12.2 EER, 14.8 SEER.</li> <li>AC Unit (20.1 to 63.3 tons): min 10.8 EER, 12.4 SEER.</li> <li>AC Unit (&gt; 63.3 tons): min 10.4 EER, 11.75 SEER.</li> <li>Must be AHRI Certified.</li> </ul>	\$68	\$68	per ton
High Efficiency Heat Pump Unit	<ul style="list-style-type: none"> <li>HP Unit (&lt; 5.4 tons): min 12.3 EER, 15 SEER, 90 HSPF.</li> <li>HP Unit (5.4 to 11.2 tons): min 11.3 EER, 13.7 SEER, 120 HSPF.</li> <li>HP Unit (11.3 to 20 tons): min 10.9 EER, 12.8 SEER, 120 HSPF.</li> <li>HP Unit (&gt; 20.1 tons): min 10.3 EER, 11.6 SEER, 120 HSPF.</li> </ul>	\$72	\$72	per ton

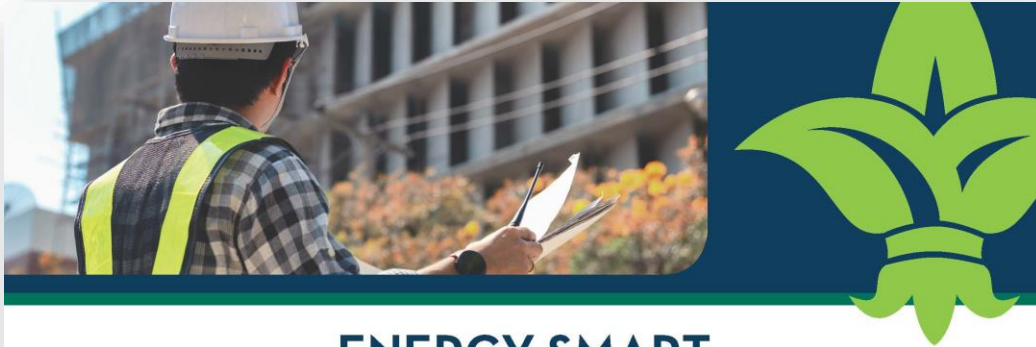
High Efficiency Pa	Food Service Kitchen Exhaust Controls	Controls must automatically adjust flow of exhaust ventilation system using variable speed fan motor.	\$581	\$581	per exhaust fan HP
	ENERGY STAR Commercial Dishwasher	Electrically heated and ENERGY STAR certified.	\$554	\$554	per exhaust fan HP
	Pre-Rinse Spray Valves	<ul style="list-style-type: none"> <li>Maximum flow rate of 1.07 GPM.</li> <li>Applicable only to equipment supplied with electrically heated water.</li> </ul>	\$35	\$35	per unit
	<b>Miscellaneous</b>				
High Efficiency Pa	Computer Power Management	Software must put the computer equipment into a reduced power state (sleep mode) when the computer is inactive.	\$22	\$22	per unit
	Window Film	<ul style="list-style-type: none"> <li>Applicable only to windows with SHGC &gt; 0.66. Not applicable to Low E windows, windows with existing films, solar screens.</li> <li>Not applicable to windows with exterior curtains, exterior blinds or any other exterior shading device.</li> <li>Film must meet the following standards: ASTM E408, ASTM E308, ASTM E903, ASTM G90, ASTM G26, ASTM E84.</li> </ul>	\$1	\$1	per sq. ft. of window area
Guestroom PTAC	Advanced Power Strips	Multiplug power strip that automatically disconnects loads depending on the power draw of a specified "master" load.	\$7	\$7	per unit
Smart Thermosta	Refrigerated Vending Machine Controls	<ul style="list-style-type: none"> <li>Applicable only to refrigerated beverage machines manufactured and purchased prior to August 31, 2012.</li> <li>Applicable to other refrigerated vending machines regardless of manufacture and purchase date.</li> <li>Controller must reduce refrigeration compressor power and shut down lighting based on lack of human activity or programmed schedule.</li> </ul>	\$135	\$135	per unit
	Non-Refrigerated Vending Machine Controls	Controller must shut down lighting based on lack of human activity or programmed schedule.	\$41	\$41	per unit
	Low-Flow Faucet Aerators	<ul style="list-style-type: none"> <li>Maximum flow of 1.0 GPM.</li> <li>Applicable only to faucets supplied with electrically heated water.</li> </ul>	\$6	\$6	per unit
	Low-Flow Shower Heads	<ul style="list-style-type: none"> <li>Maximum flow rate of 1.75 GPM.</li> <li>Applicable only to showers supplied with electrically heated water.</li> </ul>	\$6	\$6	per unit

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



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## New Construction Overview



# ENERGY SMART NEW CONSTRUCTION OFFERING

The Energy Smart New Construction offering provides incentives for qualifying projects to adopt and implement energy-efficient design and construction that goes beyond the design baseline. In order to qualify, applications must be submitted during the design phase of the new construction project.

### PROJECT ELIGIBILITY

- New building/ground-up construction.
- Addition or expansion of an existing building.
- Gut rehabs that include replacement of all electrical systems, including HVAC, lighting or process equipment.
- “Warm Shell” projects, where the building envelope, central mechanical system and core lighting systems are included in the design and construction, but future buildout work or tenant improvements are permitted separately.

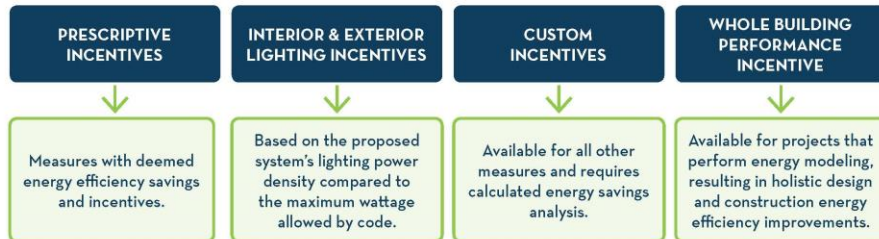
### BASELINE DETERMINATION

The baseline will be established by identifying the highest baseline from the following:

- Local energy or building code at time of project initiation.
- Baseline for state-owned buildings is 30% improvement vs. Louisiana building code at time of project initiation.
- Current design if building design is complete at the time of project initiation.

The Energy Smart team will have the discretion to determine the building design baseline for any situation that does not fall into one of these categories.

### INCENTIVE OFFERINGS



Visit [energysmartnola.com](http://energysmartnola.com) to find a registered trade ally.





# OFFERING INFORMATION



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

Small Businesses | Nonprofit Organizations | Large Commercial and Industrial Facilities | Publicly Funded Institutions

### PRESCRIPTIVE

- Prescriptive incentives are paid a predefined amount per unit based on deemed energy efficiency savings.
- Incentives are capped at the incremental measure cost.

### WHOLE BUILDING PERFORMANCE

- Whole Building Performance incentives are available for projects that perform energy modeling resulting in holistic design and construction energy efficiency improvements.
- Projects must reduce overall building electrical usage by at least 10% from the modeled and constructed building relative to minimally code compliant baseline building.
- Projects can receive incentives at tiered level relative to the overall building efficiency achieved.
  - <20% energy savings: \$0.02/kWh
  - 20-30% energy savings: \$0.03/kWh
  - >30% energy savings: \$0.04/kWh
- Incentives are capped at \$50,000 per project.

### CUSTOM

- Custom incentives are available for all other measures beyond prescriptive and interior and exterior lighting.
- Custom incentives require pre-approval prior to the purchase or installation of equipment.
- Applications must include a detailed energy savings analysis or energy model to document kWh reduction.
- Applications for custom incentives will undergo technical review to verify energy savings and cost-effectiveness.
- Qualifying measures will be paid \$0.08 per kWh reduced.
- Incentives are capped at the incremental measure cost.

### INTERIOR AND EXTERIOR LIGHTING

- Lighting incentives are available for installed lighting power density (LPD) that consumes lower watts per square foot than the maximum wattage allowed.
- Projects must reduce the lighting power density by at least 10% from the baseline.
- Projects can receive \$0.35 per watt below the approved wattage baseline.
- Incentives are capped at the incremental measure cost.

## NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS



<sup>1</sup>Customers must adhere to the incentive process and requirements based on incentive offering requirements.

<sup>2</sup>Incentives are available for eligible equipment purchased and/or installed after April 1, 2020.

<sup>3</sup>Equipment must be installed and operational upon submittal of the final incentive application.

<sup>4</sup>The final incentive application and completion documents must be submitted within 90 days of construction completion, or December 31, 2022, whichever is sooner.

<sup>5</sup>Incentives will be capped according to their incentive measure type and at no more than measure cost.

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



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## New Construction Guidelines

# NEW CONSTRUCTION GUIDELINES



The Energy Smart New Construction offering provides incentives for qualifying projects to adopt and implement energy-efficient design and construction that goes beyond the design baseline. In order to qualify, applications must be submitted during the design phase of the new construction project.

### PROJECT ELIGIBILITY

- New building/ground-up construction.
- Addition or expansion of an existing building.
- Gut rehabs that include replacement of all electrical systems, including HVAC, lighting or process equipment.
- “Warm Shell” projects, where the building envelope, central mechanical system and core lighting systems are included in the design and construction, but future buildout work or tenant improvements are permitted separately.

### BASELINE DETERMINATION

The baseline will be established by identifying the highest baseline from the following:

- Local energy or building code at time of project initiation.
- Baseline for state-owned buildings is 30% improvement vs. Louisiana building code at time of project initiation.
- Current design if building design is complete at the time of project initiation.

The Energy Smart team will have the discretion to determine the building design baseline for any situation that does not fall into one of these categories.

### NEW CONSTRUCTION GUIDELINES & APPLICATION PROCESS

- 1. Apply:** Customer<sup>1</sup> submits application during the design phase of the new construction project.
- 2. Set Baseline:** Program determines design baseline for calculating energy savings and incentives.
- 3. Submit Pre-Approval:** Program approves custom incentives<sup>2</sup> prior to the purchase and installation of equipment.
- 4. Execute:** Once approved, materials are ordered and installed.<sup>3</sup>
- 5. Review:** Program performs post-installation engineering review after submittal of the final incentive application<sup>4</sup> and required completion documents.
- 6. Receive:** Payment Incentives<sup>5</sup> will be paid upon receipt of certificate of occupancy.

<sup>1</sup>Customers must adhere to the incentive process and requirements based on incentive offering requirements.

<sup>2</sup>Incentives are available for eligible equipment purchased and/or installed after April 1, 2020.

<sup>3</sup>Equipment must be installed and operational upon submittal of the final incentive application.

<sup>4</sup>The final incentive application and completion documents must be submitted within 90 days of construction completion, or December 31, 2022, whichever is sooner.

<sup>5</sup>Incentives will be capped according to their incentive measure type and at no more than measure cost.

### INCENTIVE OFFERING DETAILS

#### Prescriptive

- Prescriptive incentives are paid a predefined amount per unit based on deemed energy efficiency savings.
- Incentives are capped at the incremental measure cost.

#### Interior and Exterior Lighting

- Lighting incentives are available for installed lighting power density (LPD) that consumes lower watts per square foot than the maximum wattage allowed.
- Projects must reduce the lighting power density by at least 10% from the baseline.
- Projects can receive \$0.35 per watt below the approved wattage baseline.
- Incentives are capped at the incremental measure cost.

#### Custom

- Custom incentives are available for all other measures beyond prescriptive and interior and exterior lighting.
- Custom incentives require pre-approval prior to the purchase or installation of equipment.
- Applications must include a detailed energy savings analysis or energy model to document kWh reduction.
- Applications for custom incentives will undergo technical review to verify energy savings and cost-effectiveness.
- Qualifying measures will be paid \$0.08 per kWh reduced.
- Incentives are capped at the incremental measure cost.

#### Whole Building Performance

- Whole Building Performance incentives are available for projects that perform energy modeling, resulting in holistic design and construction energy efficiency improvements.
- Projects must reduce overall building electrical usage by at least 10% from the modeled and constructed building relative to minimally code-compliant baseline building.
- Projects can receive incentives at tiered level relative to the overall building efficiency achieved.
  - <20% energy savings: \$0.02/kWh
  - 20-29% energy savings: \$0.03/kWh
  - >30% energy savings: \$0.04/kWh
- Incentives are capped at \$50,000 per project.

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## Commercial Real Estate Overview



# ENERGY SMART COMMERCIAL REAL ESTATE OFFERING

Energy Smart provides valuable cash incentives to help reduce utility costs for Entergy New Orleans commercial real estate customers within their multi-tenant office buildings. With energy costs representing approximately one-third of a building's operating costs, implementing energy efficiency upgrades in these properties can result in direct savings to your bottom line as well as increasing the value and occupancy rate of your buildings and enhancing your tenants' comfort levels.

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



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



Customer Cap = \$500,000 across all projects and accounts per year

ENERGY STAR® calculates that a 10% decrease in energy use could lead to a 1.5% increase in net operating income. For example, in a 250,000-square-foot office building that pays \$2 per square foot in energy costs, a 10% reduction in energy consumption can translate into an additional \$50,000 of NOI. At a cap rate of 8%, this could mean a potential asset value boost of \$625,000.

Visit [energysmartnola.com](http://energysmartnola.com) to find a registered trade ally.





# OFFERING INFORMATION



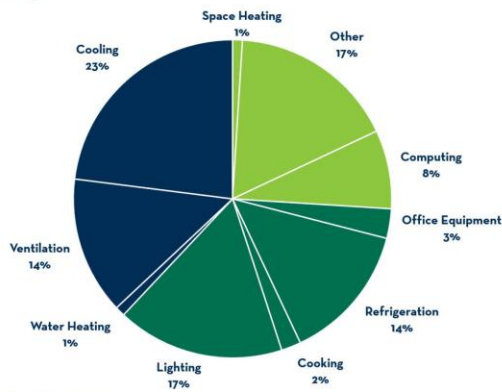
The Energy Smart Program can assist commercial real estate facilities with 250,000+ square footage with the following:

- Help identify energy efficiency opportunities and facilitate engineering reviews.
- Provide application assistance.
- Assist with base building and tenant area projects.
- Market energy efficiency upgrades to building tenants.
- Develop ROI analytics.
- Benchmarking assistance via the Energy Smart Energy Advisor Support Service.

Sample of Commercial Real Estate measures and incentives available:

MEASURE	INCENTIVE
LED Exit Signs	\$12
Retrofitting T5/T8/T12 Lighting with LEDs	up to \$20 per lamp
LED Replacement of HID Fixtures	up to \$300 per fixture
Interior Lighting Controls	\$21 - \$131 per sensor/control unit
High Efficiency A/C and Heat Pump Unit Replacement	\$68-\$72 per ton
High Efficiency PTAC/PTHP Unit Replacement	\$31-\$33 per ton
High Efficiency Air and Water-Cooled Chillers	\$17-\$43 per ton
Low-Flow Sink Aerators and Shower Heads	\$6 per unit
VFDs	Custom application measure paid at \$.12/kWh

Electricity in commercial buildings<sup>1</sup>:



<sup>1</sup>2012 Commercial Buildings Energy Consumption Survey: Energy Usage Summary

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



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## Facility Director Webinar Invite – Sent 4/19/2020



### Webinar Reminder Energy Smart for Facility Management



Energy Smart, Entergy New Orleans' energy efficiency program, is encouraging customers to perform energy-saving upgrades. The program launched its new three-year program cycle.

This new program year brings many exciting changes.

1

incentivize customers to make energy efficiency upgrades that can save on their utility costs.

If you are interested in learning about the program and the valuable cash incentives available for your facilities, then mark your calendar and plan on attending this Energy Smart webinar.

#### Webinar Details

May 6, 2020

9 - 10:30 a.m.

[Join Microsoft Teams Meeting](#)

[+1 346-249-3218](#)

Conference ID: 982 799 379#

To register, click [here](#).

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

Thank you,

The Energy Smart Program

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Our mailing address is:  
Energy Smart  
900 Camp Street, Suite 364  
New Orleans, LA 70130

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

2



## Earth Day Content

2020 Earth Day Content –  
4/8/2020

### Copy Option 1:



April 22 marks the 50<sup>th</sup> anniversary of Earth Day, and Energy Smart wants to help you join in the celebration. And what better way to celebrate than by conserving energy today for a clean energy future.

While the program has currently suspended site assessments and all pre- and post-installation verifications due to the COVID-19 pandemic, New Orleans business customers are encouraged to start the application process to take advantage of energy-saving upgrades to their facilities once the public health pandemic has passed. The Energy Smart Program works with business owners, facility managers and trade ally contractors to identify energy efficiency opportunities and provides valuable cash incentives in the process.

Business participants can receive up to \$150,000 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

Energy-efficient upgrades can help businesses:

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

In addition to the many commercial offerings, residential customers can get valuable rebates on a variety of upgrades. Visit the new [Energy Smart Marketplace](#) for energy-efficient products to help you save energy.

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

Get Energy Smart and conserve on Earth Day and every day.

Copy Option 2:



Looking for ways to celebrate Earth Day on April 22 and every day after? Energy Smart has simple energy and cost-saving tips for your home or business that will help you start today.

- Use energy-saving power strips to reduce standby power usage from electronics.
- Install smart thermostats and occupancy sensors for an efficient way to save energy and give you more control of your energy use.
- Reduce water usage by using aerators on showerheads and kitchen faucets, without sacrificing water pressure.

Energy Smart is a comprehensive energy efficiency program developed by the [New Orleans City Council](#) and administered by [Entergy New Orleans](#). The program incentivizes Entergy New Orleans customers to perform energy-saving upgrades in their homes and businesses. Our team works with residents, business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with measurable and verifiable energy savings.

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

Get Energy Smart and conserve on Earth Day and every day.

# Commercial Real Estate Landing Page

**Energy Smart** **Enervay** Call Energy Smart 504-229-6688

ABOUT US SERVICES BUSINESS TRAILER ALIAS COMMUNITY CONTACT

## Commercial Real Estate

Energy Smart represents approximately one-third of a commercial building's operating costs. Implementing energy efficiency upgrades in these categories can result in direct savings to your bottom line as well as increasing the value and occupancy rate of your buildings and enhancing your overall marketability.

Enervay, New Orleans commercial real estate building owners, operators and property managers can get valuable cash incentives in this market when you utilize these commercial office building:

Benefits are available for equipment upgrades that result in verifiable electric usage reductions such as:

- Lighting & Lighting Controls
- Chillers
- VAV/CO2 sensors & Demand Pumps
- Pellets
- Refr. Compressors

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

- Appliances for building only: up to \$10,000 per year.
- Refrigeration for building only: up to \$10,000 per year.
- Other: up to \$10,000 per year.

Customer Cap: \$500,000 across all projects and amounts per year.

Energy Smart can assist commercial real estate facilities with the following:

- Energy audits/energy efficiency opportunities and technical engineering resources.
- Finance acquisition assistance.
- Assist with lease building and tenant lease projects.
- Market energy efficiency expertise in building tenants.
- Energy CDD assistance.
- Commissioning assistance for the Energy Smart energy project (Energy Smart).

For more information, contact us at [enervay@energy-smart.com](mailto:enervay@energy-smart.com) or visit [www.enervay.com](http://www.enervay.com) and we will contact you.

**Program Documentation**

- [Commercial Real Estate Guidelines](#)
- [Lighting & Lighting Controls](#)

Ready to get Energy Smart?  
Call 504-229-6688  
[enervay@energy-smart.com](mailto:enervay@energy-smart.com)

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## Commercial Real Estate Inquiry Form



### Commercial Real Estate Inquiry Form

Name\*

First Name

Last Name

Title:\*

Phone number:\*

Email:\*

Property Name:\*

Property address:\*

Address Line 1

City

State

ZIP  
Code

Nature of Inquiry:\*

Submit Form

Trade Ally Tier Logos

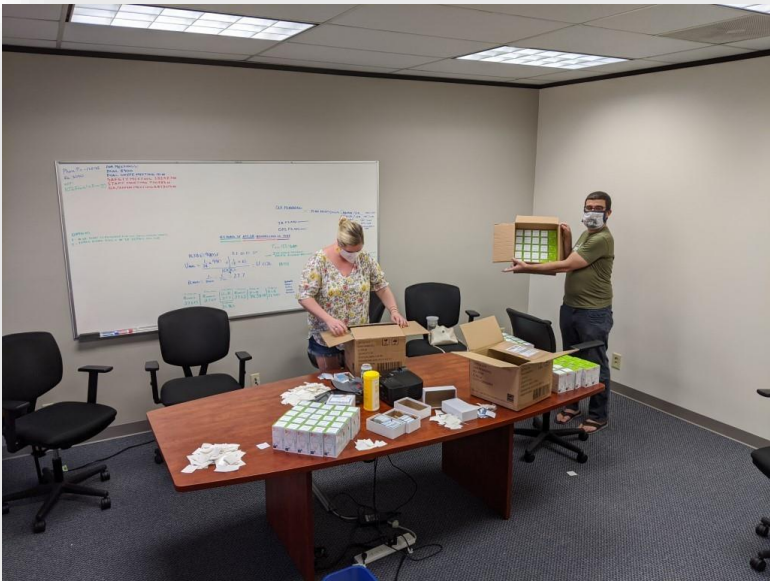


# Appendix E: Program Photos

**Pastor Manning from Greater New Orleans Interfaith Climate Coalition Speaks in a coordinating call to make local churches Energy Smart on 5/20/2020**



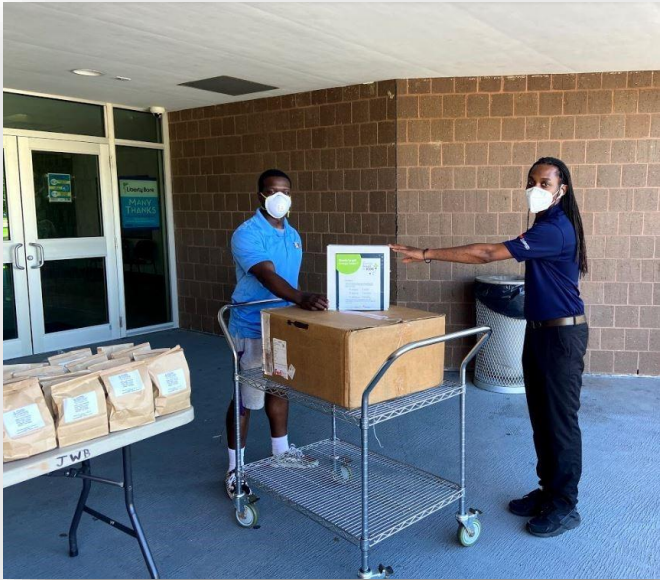
**Preparing LEDs for giveaways at food banks on 5/6/2020**



**Fairground Neighborhood Association asks questions to Energy Smart staff on 6/15/2020**



**School kits that were returned from Lusher are redistributed to a school meal site at Joe Brown Park on 6/5/2020**



**School kits that were returned from Lusher are redistributed to a school meal site at Rosenwald Recreation Center on 6/4/2020**



**School kits that were returned from Lusher are redistributed to a school meal site at Sanchez Community Center on 6/5/2020**

