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November 3, 2020

**VIA ELECTRONIC DELIVERY**

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

***RE: Filing of Entergy New Orleans, LLC's Energy Smart Quarterly Report for the Period of July 1, 2020 to September 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 July 1, 2020 to September 30, 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 blue ink handwritten signature of Brian L. Guillot, consisting of a stylized, cursive script.

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 3  
Submitted: 11/3/2020

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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 strategy/activities, 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 2 (“Q2”): April – June
- Quarter 3 (“Q3”): July – September
- Quarter 4 (“Q4”): October – December

An emphasis on working collaboratively with ENO, the Council’s Advisors, and numerous stakeholders, including local policy advocacy 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
<b>Tom Quasius</b>	TPA Director	APTIM	Chicago, IL
<b>Kristin McKee</b>	Program Director	APTIM	New Orleans, LA
<b>John Krzystowczyk</b>	Commercial Program Manager	APTIM	New Orleans, LA
<b>Dawn Ellerd</b>	Marketing & Outreach Lead	APTIM	New Orleans, LA
<b>Kevin Fitzwilliam</b>	Training & Development Specialist	APTIM	New Orleans, LA
<b>Spencer Kurtz</b>	Energy Engineer	APTIM	Charlotte, NC
<b>Philip Russo</b>	Trade Ally Liaison	APTIM	New Orleans, LA
<b>Tamzen Jenkins</b>	Marketing & Communications Specialist	APTIM	New Orleans, LA
<b>Michael Slaughter</b>	Finance	APTIM	Baton Rouge, LA
<b>Monica Thilges</b>	Program Support	APTIM	Madison, WI
<b>Pragya Niraula</b>	Energy Engineer	ILSI Engineering	New Orleans, LA
<b>Keeley Evans</b>	Commercial Project Coordinator	ILSI Engineering	New Orleans, LA
<b>Jackie Dadakis</b>	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
<b>Joe Ryan</b>	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
<b>Jared Sessum</b>	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
<b>Matt Augustine</b>	Benchmarking Associate	Green Coast Enterprises	New Orleans, LA
<b>Joshua Kruebbe</b>	Residential QA/QC	Baynham Environmental	New Orleans, LA
<b>Jacob Pohlman</b>	Residential QA/QC	Baynham Environmental	New Orleans, LA
<b>Nate Wolf</b>	Residential Program Manager	Franklin Energy Services	New Orleans, LA
<b>Alan Mitchell</b>	Operations Manager	Franklin Energy Services	New Orleans, LA
<b>Karen O'Brien</b>	Program Manager, Special Projects	Franklin Energy Services	New Orleans, LA
<b>Jhané Wilcox</b>	Residential Marketing Manager	Franklin Energy Services	New Orleans, LA
<b>Atom Davis</b>	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
<b>Raven Carr</b>	Operations Analyst	Franklin Energy Services	New Orleans, LA
<b>Bernadelle Tilus</b>	Project Coordinator	Franklin Energy Services	New Orleans, LA
<b>Daniel Franklin</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>James Herman</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>James Phillips</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>Dwayne Haley</b>	Energy Advisor	Franklin Energy Services	New Orleans, LA
<b>Jamie Wine</b>	School Kits & Education Director	Energy Wise Alliance	New Orleans, LA
<b>Emily Snyder</b>	School Kits, Education Manger	Energy Wise Alliance	New Orleans, LA
<b>Kevin Kellup</b>	School Kits, Education Coordinator	Energy Wise Alliance	New Orleans, LA
<b>Brandon Muetzel</b>	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA
<b>Andreas Hoffman</b>	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 TARGET*	% TO TARGET	INCENTIVES	BUDGET	% TO BUDGET
<b>Commercial &amp; Industrial - Energy Efficiency</b>	8,415,451	33,055,833	25.46%	966.85	4,906.89	19.70%	\$951,770	\$4,693,010	20.28%
<b>Commercial &amp; Industrial - Demand Response</b>	-	-	N/A	-	130.50	0.00%	\$100	\$5,655	1.77%
<b>Residential - Energy Efficiency**</b>	6,796,572	23,517,104	28.90%	704.94	2,839.60	24.83%	\$1,236,065	\$2,339,160	52.84%
<b>Residential - Demand Response</b>	-	-	N/A	-	2,830.10	0.00%	\$10,200	\$192,040	5.31%
<b>Total</b>	<b>15,212,022</b>	<b>56,572,936</b>	<b>26.89%</b>	<b>1,671.79</b>	<b>10,707.09</b>	<b>15.61%</b>	<b>\$2,198,136</b>	<b>\$7,229,865</b>	<b>30.40%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from 7/1/2020 through 9/30/2020.

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

**Table 2.2**

	PROGRAM COSTS	PROGRAM BUDGET	% OF PROGRAM BUDGET
<b>Commercial &amp; Industrial - Energy Efficiency</b>	\$2,625,004	\$7,957,510	32.99%
<b>Commercial &amp; Industrial - Demand Response</b>	\$599,456	\$1,100,424	54.47%
<b>Residential - Energy Efficiency</b>	\$1,925,687	\$3,705,272	51.97%
<b>Residential - Demand Response</b>	\$260,967	\$588,223	44.37%
<b>TOTAL</b>	<b>\$5,411,113</b>	<b>\$13,351,430</b>	<b>40.53%</b>

**Table 2.3**

EM&V Spent	EM&V Budget	% of EM&V Budget
\$82,353	\$512,485	16.07%

## **Residential Summary**

The Energy Smart Residential Portfolio began field activities in Q3 after the Stay-At-Home order was lifted in Louisiana and the City of New Orleans. Safety was the key factor to reentering the field at the beginning of Q3. New health and safety protocols specific to COVID-19 were implemented by the Energy Smart team and trade allies. Home Performance with ENERGY STAR<sup>®</sup>, Income Qualified Weatherization, Multifamily Solutions and A/C Solutions resumed field work in Q3. The Program shifted away from energy efficiency kit promotions, LED giveaways and Online Marketplace sales from Q2, in favor of measures that provide deeper savings for customers. Q2 provided a great opportunity to create awareness about Energy Smart, while Q3 promoted deeper energy efficiency measures. Due to the financial hardships caused by the COVID-19 pandemic, the Energy Smart team positioned the program as an important way for customers to control and reduce their energy usage at home.

Trade allies were reengaged in the program, alongside the Energy Smart team, to help drive those deeper savings. Duct sealing, air sealing, attic insulation and A/C tune ups are all measures that were not available in Q2 due to the Stay- At-Home order. In Q3, the trade allies were trained in the new COVID-19 health and safety protocols prior to entering the field on behalf of the Energy Smart program. The team will continue to push deeper energy-saving measures during the final quarter of year, along with the protocols, to ensure the program safely achieves the annual savings goals.

In Q3, EasyCool launched a campaign for customers to “Switch Your Switch,” which allowed customers to opt out of the Direct Load Control (DLC) device on their A/C unit and participate in the EasyCool program Bring Your Own Thermostat (BYOT) offering instead. This allows the demand response event to be conducted through the demand-response-enabled smart thermostat instead of the Direct Load Control A/C cycling device. There was one demand response event called in Q3 for existing DLC participants.

The new Behavioral offering launched in Q3, and the first round of the Home Energy Reports (HERs) were delivered in July. Delays with the implementation of the Customer Engagement Portal prevented distribution of scorecards in Q2. In an attempt to capture savings that might have been missed in Q2, the behavioral team looked for ways to add participants. The team initially ran into challenges adding participants as they tried to maintain the integrity of the cohorts for evaluation. The team worked with the EM&V implementer to address these issues. Additional participants will be added in Q4. The Rewards functionality was developed in Q3 and will be deployed in Q4 to achieve higher levels of savings.

## **Commercial & Industrial Summary**

The third quarter of Program Year 10 saw a continued focus on driving program participation during a time of economic uncertainty due to the COVID-19 pandemic. Many commercial and industrial customers were forced to close their businesses, furlough employees or operate at a reduced capacity which had negative effects on budgets and plans for facility upgrades or renovations. The Energy Smart team continued to take precautions that were implemented in Q2 in order to keep Energy Smart staff, customers and trade allies safe. Virtual site assessments were utilized in order to allow customers to participate in the Energy Smart program without the need for program personnel to physically access their facility.

The Energy Smart team continued to see a lower level of program participation compared to previous program years and decided to institute a customer incentive bonus to help cover an even greater percentage of project costs. On August 24, 2020 the Energy Smart team introduced a 25% customer incentive bonus that would apply to custom and prescriptive incentives and would be offered along with the trade ally prescriptive bonus which was introduced in Q2. A 25% increase in customer incentives made several measures very low or even no cost to customers, so marketing the bonus and increasing outreach efforts to customers and trade allies became a high priority.

The Energy Smart website was updated to include information about the customer incentive bonus and digital banner ads and paid search ads were also utilized to inform customers of the bonus. Over 30 online presentations were held during Q3 and the Energy Smart team used these opportunities to inform customers and trade allies of the customer incentive bonus and how to apply to receive program funding. Energy Smart staff also reached out to customers who had projects with estimated completion dates in PY11 to see if the customer incentive bonus could persuade them to complete their projects in PY10, or if their projects could be separated into phases so they could take advantage of the customer bonus and savings could be claimed in PY10.





# RESIDENTIAL OFFERINGS

# Residential Offerings Summary

**Table 3.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO TARGET	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR	359,689	1,640,521	21.93%	47.00	1,090.19	4.31%	\$17,875	\$325,004	5.50%
Retail Lighting & Appliances	6,164,806	6,890,189	89.47%	510.99	545.38	93.69%	\$1,130,615	\$1,237,392	91.37%
Multifamily Solutions	2,403	437,472	0.55%	0.41	163.70	0.25%	\$1,315	\$106,130	1.24%
Income Qualified Weatherization	109,471	656,208	16.68%	91.68	445.44	20.58%	\$61,442	\$269,967	22.76%
A/C Solutions	105,522	1,312,417	8.04%	47.00	553.29	8.50%	\$17,875	\$246,461	7.25%
School Kits & Community Outreach	54,681	350,297	15.61%	7.86	41.61	18.89%	\$6,943	\$54,206	12.81%
Behavioral**	-	12,230,000	0.00%	-	-	0.00%	\$-	\$-	N/A
Rewards	-	-	N/A	-	-	0.00%	\$-	\$100,000	0.00%
EasyCool - Direct Load Control**	-	-	0.00%	-	764.1	0.00%	\$-	\$57,750	0.00%
EasyCool - Bring Your Own Thermostat**	-	-	N/A	-	2,066.00	0.00%	\$10,200	\$134,290	7.60%
<b>Total</b>	<b>6,796,572</b>	<b>23,517,104</b>	<b>28.90%</b>	<b>704.94</b>	<b>5,669.70</b>	<b>12.43%</b>	<b>\$1,246,265</b>	<b>\$2,531,200</b>	<b>49.24%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from 7/1/2020 to 9/30/2020.

\*\*Demand Response and 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 very little, if any, of common-area space.

## Offering Highlights

The Home Performance with ENERGY STAR offering was able to restart in-home assessments in early July. The team drove engagement with digital marketing, customer outreach and a radio ad to help build awareness about the offering. The digital ad was a new tactic that utilized Spotify, Pandora and iHeart media. The team performed 89 assessments for Entergy customers in Q3 leading to direct install measures and opportunities for trade allies to perform duct sealing, air sealing and attic insulation. In addition to field assessments and direct install, the team processed 4,395 kits that were distributed in Q2 and Q3, which provided a large lift to savings achievement.

Prior to returning to field operations, comprehensive safety protocols were established in response to the COVID-19 pandemic, designed to protect Energy Smart team members, trade allies and customers. Additional PPE, hygiene protocols, equipment and vehicle sanitation and pre-visit questionnaires are all part of the safety plan to prevent the spread of COVID-19. The team quickly found that communicating safety expectations prior to entering the home is an effective way of ensuring safety for all parties involved. Opening doors and clearing space ahead of time are examples of steps that reduce touch points when in the home. If customers are experiencing any symptoms related to COVID-19 at the time of the assessment, they are asked to reschedule for a later date when occupants are free of symptoms. Prior to entering the field, Energy Smart team members provide a health update to ensure they are not experiencing any symptoms, such as a fever, before going to work. With the protocols in place, the team experienced willingness from customers for in-home assessments

In response to the COVID-19 pandemic, the Energy Smart team deployed a Virtual Home Energy Assessment (VHEA). The VHEA is designed to allow the Energy Smart team to serve customers who

would prefer a virtual option. Through this new option, the customer communicates with an Energy Advisor at a pre-scheduled time, via their smart phone or tablet, 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, is delivered to the home for the customer to self-install. After the materials have been delivered, the Energy Advisor performs a follow-up call to confirm installation and provide feedback on customer satisfaction. The VHEA option will continue to be a part of the Home Performance with ENERGY STAR offering going forward.

### Offering Performance

**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
359,689	1,640,521	21.93%	47.00	1,090.19	4.31%	\$17,875	\$325,004	5.50%



# 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

The Retail Lighting and Appliance offering maintained a high level of productivity thanks to the diligence of the program’s essential retail partners and the simplicity and safety of purchasing energy-efficient products through the Energy Smart Online Marketplace.

After a fast start in Q2, The Home Depot remained the highest producing retailer, selling over 30,000 light bulbs resulting in over 975,000 kWh savings in Q3 alone. The pre-labelled pallet promotion at Walmart also maintained momentum, nearly matching bulb sales from Q2, with 14,184 sold, while continuing to increase visibility of the Energy Smart program. Sales at The Green Project resumed later in the quarter with sold a total of 900 LED light bulbs. The team will continue to grow production from this retail partner.

The Energy Smart Online Marketplace generated enormous interest in the Father’s Day/4<sup>th</sup> of July promotions in July, selling 343 smart thermostats and 12,911 LEDs, which were discounted to half-off by the retailer. In response to overwhelming demand, smart thermostat incentive levels were reduced, and marketing efforts ceased in order to throttle back participation and avoid exceeding the budget. Program marketing efforts and instant incentives through the Online Marketplace generated the greatest amount of sales of smart thermostats, the team plans to continue promoting smart thermostats through other retail stores, trade ally installations and during home energy assessments.

## Offering Performance

**Table 6.1**

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
6,164,806	6,890,189	89.47%	510.99	545.38	93.69%	\$1,130,615	\$1,237,392	91.37%

## Retail & Appliance Sales Quantities

**Table 6.2**

PARTICIPATION TYPE	
<b>In-Store</b>	<b>QTY</b>
Lighting	70,944
<b>Online Marketplace</b>	<b>QTY</b>
Advanced Power Strips	902
Smart Thermostats	8161
Smart Thermostat Accessories	853
Insulation	383
Lighting	22672
Water Savers	926
<b>Mail-In Rebates</b>	<b>QTY</b>
Pool Pump	6
Heat Pump Water Heater	1
Refrigerator	89
Window Ac	34
<b>Bulb Giveaways</b>	<b>QTY</b>
Individual 9W	850
9W 4-Pack	6642

**Table 6.3: 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
The Green Project	X		2831 Marais St
Uptown Supermarket	X		1940 Dante St
Rainbow Grocery	X		4837 Magazine St
Rockery Ace Hardware	X		7043 Canal Blvd
Walgreens (Saint Charles)	X		1801 Saint Charles Ave
Walgreens (Decatur)	X		619 Decatur St
Walgreens (Royal)	X		134 Royal St

# 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 saw limited activity in Q3 in terms of acquired savings and had one 5-unit complex participate. The Energy Smart team reached out to and connected with interested properties which will create opportunities for installations and assessments in Q4. The program will begin offering property management companies the opportunity to self-install energy efficiency products rather than directly by the program, and then allow the program team to verify product installation. This new tactic will allow the team to make inroads with property managers that may be concerned with bringing outside parties into their complexes during the COVID-19 pandemic. When the Energy Smart team is performing assessments and direct installs, safety protocols have been created specifically for Multifamily complexes. These measures are in place to ensure tenant safety in each individual unit during the assessment process.

## 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
2,403	437,472	0.55%	0.41	163.70	0.25%	\$1,315	\$106,130	1.24%

# 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

The Income-Qualified Weatherization offering began in-home assessments in Q3 and the team performed 212 assessments for customers during this period. Leads were generated from digital media, email campaigns and community outreach. The Energy Smart team generated awareness for the offering in Q1 through the energy efficiency kits and LED bulb giveaways. The team engaged the New Orleans Redevelopment Authority and Saint Bernard Project which are two organizations that provide low-income housing to qualifying customers. Energy Smart partnered with these organizations to improve the energy efficiency of their residences through home assessments, direct install measures and trade ally weatherization measures.

## 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
109,471	656,208	16.68%	91.68	445.44	20.58%	\$61,442	\$269,967	22.76%

# 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 tune-up measure, which makes up a large portion of savings in this offering, restarted in Q3 when trade allies resumed field work. With new health and safety protocols in place and training for all staff, trade allies were able to reenter the field. A total of 230 tune-ups were performed and 13 A/C replacement rebates were processed in Q3. The Energy Smart team has been working with trade allies to process outstanding rebate applications, as well as recruit new HVAC trade allies. The team will continue working with trade allies to become more active with installing smart thermostats as part of the A/C Solutions offering, as well as cross-promoting EasyCool. Only smart thermostats that are DR-enabled and capable of being controlled qualify for incentives in order to align with the EasyCool offering. The Energy Smart website was updated to encourage customers to take full advantage of the new addition of smart thermostats to the A/C Solutions offering, and cross-promotion of A/C Solutions and EasyCool allows customers to benefit from participating in both energy efficiency and demand response offerings. Duct sealing will be a focal point for the team in Q4 to help bolster savings.

## 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
105,522	1,312,417	8.04%	47.00	553.29	8.50%	\$17,875	\$246,461	7.25%

# 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 the team. During the pandemic, these in-person methods have been swapped with live video conference classes, new material for classroom teachers to add to their own lessons and an online, asynchronous platform to engage classes in an inter-school competition.

## Offering Highlights

The Energy Smart team distributed 14 kits to students' homes directly via their teachers in July, ending the direct-to-home shipped kits for the Spring semester, and resulting in a total of 237 kits distributed. These 14 kits went to students at International School of Louisiana, Bricolage Academy and Louisiana Green Corps. After direct-shipment kits were delivered, the team transitioned fully into recruiting schools for the Fall semester. During Q3, the team conducted outreach to 100% of eligible Orleans Parish schools.

Modal teaching changes (i.e. virtual and in-person classroom modifications) due to the COVID-19 pandemic, led to difficulties and delays in signing schools up for the program in July and August. Even long-time participants in the program were slow to commit to hosting Energy Smart classes in the Fall semester. These teachers widely cited their reluctance as a symptom of teachers' added workload and teaching uncertainty. School teachers were caught in limbo in August and September when the City ordered school buildings to remain closed to students until after September 8<sup>th</sup>. School administrations and teachers had to prepare to both teach remotely and in-person during Q3, but the team worked hard to engage with the schools, sign them up for the program and allocate school kits.

In mid-September, when many kits were finally scheduled to ship to schools, wildfires in California restricted the kit supplier from shipping kits. As a result of this delay, the team was unable to deliver any kits in Q3. Despite several challenges, the Energy Smart team confirmed 491 kits (27%) of 1,800 needed for PY10 and has another 400 kits (22%) in the pipeline. These school booking results are similar to this same time period as in PY9; however, the kit delay restricted any kits from being distributed to students until October. No classes were taught in Q3, but kit orders and allocations are on track to meet distribution goals for PY10.

The COVID-19 pandemic has resulted in both instructional changes and kit delivery challenges. CDC guidelines limit 'non-essential' visitors to K-12 school campuses through the end of COVID-19 Phase 3 reopening. Since the team will not be able to visit students in person, the team has been working to adapt previously used Energy Smart instructional classroom activities to suit a new remote learning model.

The activities include:

1. Live learning workshops presented over Zoom by Energy Smart staff,

2. Energy Smart supplied, classroom teacher-led lesson plans and activities that allow classroom teachers to adapt Energy Smart content to their teaching style and plans, and
3. Online-hosted, asynchronous content for students to participate in an inter-school contest.

Of the three Energy Smart activities, live workshops have been completely developed and are underway. The teacher-led lesson plans are in final design, and the online resources are in initial development for completion in early Q4. The main goals of these three activities are to drive teacher participation, increase energy efficiency kit install rates and increase kWh form return rates. The Energy Smart team spent most of Q3 developing new methods that are flexible and adaptable to teachers’ changing needs.

One new school teaching method addressed with these strategies is the new mixed-modal school class model. Some teachers have been assigned all in-person classes, some have all remote classes, and some have a live hybrid of the two. The Energy Smart team’s three strategies and live teaching environment on Zoom have the flexibility to serve all three types of learning environment with similar content and quality.

Despite concern that Energy Smart would have to ship kits to individual students, that situation has not yet materialized. Delivering the kits to schools is the most cost-effective option for kit distribution, and many schools have systems in place to help deliver physical materials to distance learners. Energy Smart will take advantage of and send kits home via the school facilities when possible but maintains the option to direct ship kits to students if needed.

Adaptation in the program has led to renewed teacher involvement and the program is on track to meet the PY10 target.

## 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
54,681	350,297	15.61%	7.86	41.61	18.89%	\$6,943	\$54,206	12.81%

# 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 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 launched the distribution of Home Energy Reports (HERs) in early July and developed Rewards functionality via the Energy Customer Engagement Portal (CEP), which will launch in early Q4. Since the launch of HERs in July, no additional reports were sent to customers due to challenges with adding more participants to the offering. After working through these challenges, the Energy Smart team has identified ways to add a significant number of additional program participants. Further efforts will continue in early Q4 to expand the quantity of new program participants to achieve the maximum kWh savings possible. The Energy Smart team will reconvene sending HERs at an aggressive pace starting in early Q4 and plans to add more customers as the year progresses.

In addition to HERs, significant efforts to cross-promote other Energy Smart offerings are continually being made by the team. All HERs sent to customers will now include a Rewards section with a call-to-action to complete energy-saving activities in exchange for rewards points in the CEP. An Energy Smart program promotion widget is also being developed and all will launch in Q4. This new widget within the CEP will cross-promote other Energy Smart offerings and drive customers to the program.

## 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	\$0	\$100,000	0.00%

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



# EasyCool for Residents

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## Offering Description

### *Direct Load Control*

The Direct Load Control (DLC) 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 A/C 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

The new Bring Your Own Thermostat (BYOT) component of the EasyCool offering launched at the end of July. Mass marketing was conducted through the thermostat device manufacturers to all customers with a registered and compatible smart thermostat device. The messaging created awareness of EasyCool and instructed customers on how to enroll their thermostat in the offering, which also earns them a \$25 sign-up bonus. The new offering has generated significant interest and is on track to meet the PY10 enrollment target. The Energy Smart team also engaged HVAC trade allies to grow the base of contractors installing smart thermostats as part of A/C Solutions. and to cross-promote EasyCool.

The EasyCool offering launched the “Switch Your Switch” campaign to convert Direct Load Control participants over to the BYOT offering. Active participants were given four options to choose from. Three of those options included removing the direct load control switch and replacing it with a smart thermostat, and the fourth option was maintaining participation with the direct load control device. The team received requests from 12 customers to convert to BYOT and did not receive any new enrollments in the DLC component of the offering in Q3. The switches will remain active for customers who prefer to participate with a DLC switch or for customers that do not have access to Wi-Fi.

The EasyCool offering ran one cycling event in Q3 with only direct load control devices being utilized. The event occurred September 2 with 1,899 active devices from 2:00 to 6:00 p.m. Through Q2 and Q3, the BYOT offering worked to configure program instrumentation for deployment while also marketing to and enrolling customers. Through Q3, 2,065 customers have been enrolled in the BYOT offering.

Offering Performance

Table 11.1

	DEMAND REDUCTION (kW)			BUDGET		
	kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
Direct Load Control	-	764.10	0.00%	\$0	\$57,750	0.00%
Bring Your Own Thermostat	-	2,066.00	0.00%	\$10,200	\$134,290	7.60%

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



# COMMERCIAL & INDUSTRIAL OFFERINGS



# Commercial & Industrial Offerings Summary

**Table 14.1**

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO TARGET	INCENTIVES	BUDGET	% TO BUDGET
<b>Small Commercial &amp; Industrial Solutions</b>	785,266	6,971,994	11.26%	137.84	1,397.02	9.87%	\$103,404	\$1,077,495	9.60%
<b>Large Commercial &amp; Industrial Solutions</b>	6,675,841	24,180,632	27.61%	752.25	3,245.61	23.18%	\$725,152	\$3,304,809	21.94%
<b>Publicly Funded Institutions</b>	954,344	1,672,804	57.05%	76.75	219.73	34.93%	\$123,214	\$275,268	44.76%
<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%	\$100	\$5,655	1.77%
<b>TOTAL</b>	<b>8,415,451</b>	<b>33,055,833</b>	<b>25.46%</b>	<b>966.85</b>	<b>5,037.39</b>	<b>19.19%</b>	<b>\$951,870</b>	<b>\$4,698,665</b>	<b>20.26%</b>

\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achievement and incentive spend from 7/1/2020 to 9/30/2020.



# 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 Q3 the Small Commercial & Industrial offering completed 360,242 kWh, achieving 11.26% of the goal. At the close of Q3, the offering had an estimated 1,493,140 kWh in the pipeline, resulting in a current forecast of 21.42% 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 business customers' ability to remain open or perform upgrades to their facilities.

To increase program participation, the Energy Smart team launched a 25% customer incentive bonus on August 24<sup>th</sup> to help customers cover more of the upfront costs associated with energy-efficient improvements. The customer incentive bonus is available to all Small Commercial & Industrial customers who submit prescriptive or custom applications after the launch date and that complete their project before the end of PY10. Since the customer incentive bonus became available, the Energy Smart team has received 13 new project applications and the customer incentive bonus added a total of \$11,526.25 to the incentives for those projects. The increased incentive rate covers a very high percentage of projects costs, especially for small commercial measures which already have higher rates than large commercial measures. The incentive for smart thermostats increased from \$175 to \$220 and the Energy Smart team used this opportunity to cross-promote the EasyCool offering which was launched in late July.

The Energy Smart team began offering free Small Business Energy Efficiency Kits to small retail, restaurant and office customers in Q2 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 facilities. Energy Smart sent 26 kits to small businesses in Q3 which brings the total small business kits delivered in PY10 to 59.

The team is developing an online retail store for small to medium business customers that will launch in Q4. The store will be a way for customers to shop online for energy-efficient products that will be instantly discounted by the Energy Smart incentives and other manufacturer holiday promotions.

The team will continue to promote the incentive bonus and higher rates for customers, with a focus on low and no-cost measures, smart thermostats and EasyCool. The Energy Smart team will also be increasing outreach efforts to small businesses including delivering kits directly to customers in Q4.

## Offering Performance

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
785,266	6,971,994	11.26%	137.84	1,397.02	9.87%	\$103,404	\$1,077,495	9.60%

- A total of 7 projects were completed during the third quarter of PY10.
- The offering reached 11.26% of the kWh goal, achieving 785,266 kWh.
- The offering reached 9.87% of the kW target, achieving 137.84 kW.
- 26 Small Business Energy Efficiency Kits were issued.
- Project Type: 100% lighting or lighting controls.

Chart 15.1

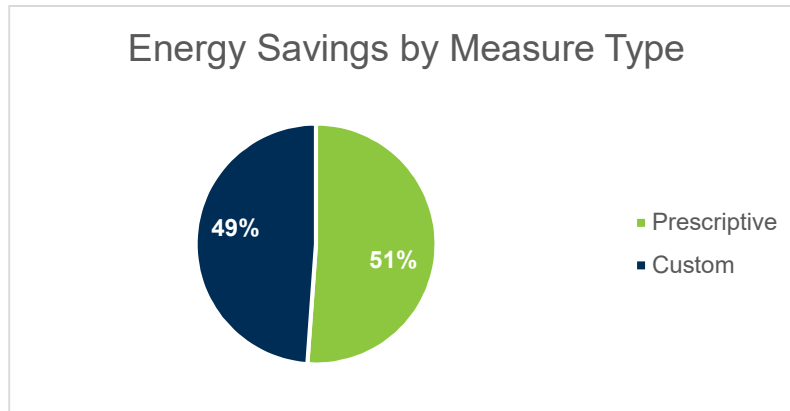
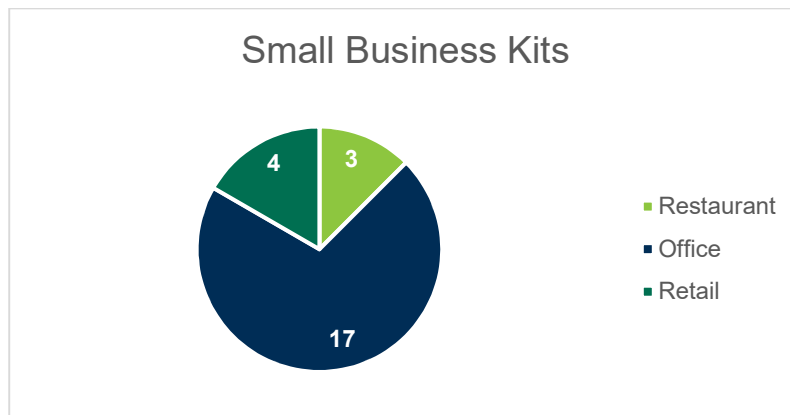


Chart 15.2



# Large Commercial & Industrial Solutions

## 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 Q3, the Large Commercial & Industrial offering completed 5,205,994 kWh, achieving 27.61% of the goal. At the close of Q3, the offering had an estimated 14,038,190 kWh in the pipeline, resulting in a forecast of 58.06% to goal for PY10. The COVID-19 situation has had less of an impact on Large Commercial & Industrial customers' ability to finance facility upgrades compared to Small Commercial & Industrial customers.

A 25% customer incentive bonus was introduced on August 24<sup>th</sup> to encourage program participation and to cover a larger percentage of the upfront costs associated with energy-efficient upgrades. Prior to the introduction of the customer incentive bonus, there were nine project applications. After the bonus was introduced, the Energy Smart team received 15 new applications. The 15 Large Commercial & Industrial project applications received after the bonus was introduced allowed these customers to receive a total of, resulting in an additional \$82,762 in incentives on top of the base incentives.

Measures with large energy savings and quick implementation times were prioritized in Q3 in order to increase the number of projects that can be completed in PY10. Outreach staff focused on finding lighting projects at schools, hospitals and commercial real estate facilities. Exterior lighting measures in parking lots and parking garages were also a priority due to the quick implementation time and fast payback period associated with the increased incentives due to the 25% bonus. In Q3 the Energy Smart team received applications for several interior lighting projects and non-lighting projects, such as building automation systems, chiller and AC replacements, Variable Frequency Drives (VFDs) and Electronically Commutated Motors (ECMs) for refrigeration equipment.

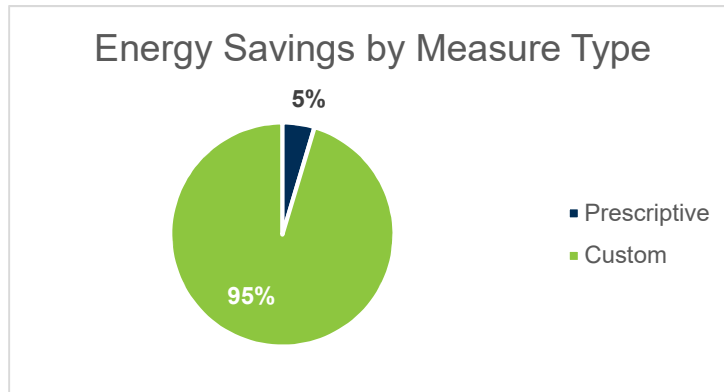
## Offering Performance

Table 16.1

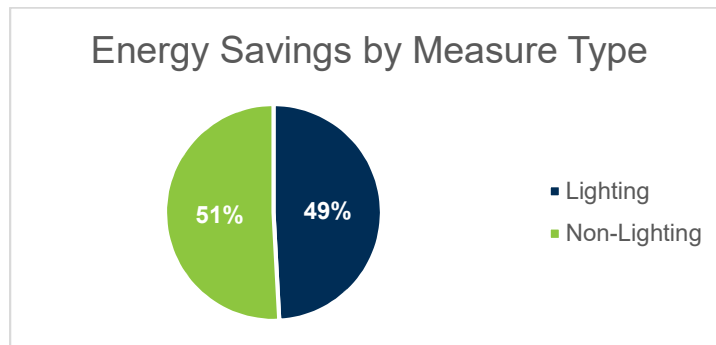
ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
6,675,841	24,180,632	27.61%	752.25	3,245.61	23.18%	\$725,152	\$3,304,809	21.94%

- A total of 7 projects were completed during the third quarter of PY10.
- The offering reached 27.61% of the kWh goal, achieving 6,675,841 kWh.
- The offering reached 23.18% of the kW goal, achieving 752.25 kW.
- Measure Mix: 92.4% lighting and 7.6% non-lighting.

**Chart 16.1**



**Chart 16.2**





# Publicly Funded Institutions

## Offering Description

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

## Offering Highlights

The Publicly Funded Institutions offering completed 954,344 kWh of energy savings, achieving 57.05% of the goal. At the close of Q3, the offering had 1,893,684 kWh in the pipeline, which surpasses the total PY10 goal and equates to a current forecast of 113.20% to goal and at 100% of budget for PY10. Lighting projects make up 54% of the PFI pipeline while non-lighting projects make up 46% of the project pipeline.

While the COVID-19 pandemic had a significant impact on the ability of business customers to implement energy efficiency projects, the volume of PFI applications received remained consistent. The Energy Smart team received several project applications from the New Orleans Recreation Development Authority for exterior lighting projects at parks, playgrounds, driving ranges and tennis courts. John F. Kennedy Senior High School also submitted a very large interior lighting project in Q3 which included retrofitting over 4,000 T8 fluorescent bulbs with linear LEDs, saving the school over 338,000 kWh.

With the PFI having reached the offering’s incentive budget, any additional PFI projects will be claimed under either the Large or Small C&I offerings. During Q3, the team re-assigned a total of 11 projects from the PFI pipeline, 8 of which were re-assigned to the Large Commercial & Industrial offering and 3 were re-assigned to the Small Commercial & Industrial offering.

## Offering Performance

Table 17.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
954,344	1,672,804	57.05%	76.75	219.73	34.93%	\$123,214	\$275,268	44.76%

- 4 projects were completed during the third quarter of PY10.
- The offering reached 57.05% of the kWh goal, achieving 954,344 kWh.
- Project Type: 25% lighting, 75% non-lighting.

# 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

Commercial & Industrial Construction Solutions is a new offering in PY10, and the Energy Smart team saw a lot of interest in this offering almost immediately. The Energy Smart team had held meetings with a variety of customers and developers during Q3 to discuss potential Construction Solutions projects at Mardi Gras Den’s facilities, multifamily properties, healthcare and educational buildings. These meetings covered topics ranging from project eligibility, establishing baseline efficiency standards and the application process. There were no completed Construction Solutions projects during Q3 due to the nature of longer timelines for new construction projects, no projects have been completed yet in PY10. However, the pipeline for the Construction Solutions offering climbed to 228.79% of the kWh goal, which highlights the interest in this offering as well as the savings the Energy Smart team expects to achieve in PY10. The team also continues to see interest in the offering and receive applications for projects that will complete in PY11 and PY12.

## 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

## Offering Description

The Small C&I demand response 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 setbacks 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

The Energy Smart team launched the EasyCool offering for Small C&I customers in Q3 and focused efforts on marketing and outreach to drive participation. Facebook and Google search ads were used to build awareness of the EasyCool offering and directed customers to the EasyCool webpage where they could learn more about how to enroll. Entergy New Orleans also helped to build awareness of the offering by issuing a press release on the Newsroom section of their website.

Marketing efforts were also focused on promoting the \$220 rebate for purchasing and installing new smart thermostats and enrolling in the EasyCool demand response offering. Energy Smart outreach staff worked on recruiting and training new HVAC trade allies that can install smart thermostats and educate their customers on how to enroll in the EasyCool offering. The team also focused on developing a new online retail store for small business customers that will launch in Q4. Customers will be able to purchase new smart thermostats from the online store and will receive messaging about EasyCool. Customers who purchase a smart thermostat from the online store will be directed to the EasyCool website via the thank you email they will receive after placing their order and a marketing insert will also be included in the product package they receive.

Through Q3, 29 customers have been enrolled in the BYOT offering.

## Offering Performance

Table 19.1

DEMAND REDUCTION (kW)			BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	130.50	0.00%	\$100	\$5,655	1.77%

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

# 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

During Q3, the team conducted five surveys totaling 938kW in demand reduction after project installation. Surveys are the first step in project cycle that identify large energy consuming equipment that can shed during energy savings events. Two customers have enrolled and have been commissioned or are being installed for a total 564kW.

An effort to integrate with Entergy electrical meters is in progress. Integration will allow Concerto® to produce same day consumption and demand baselines to monitor customer performance. Daily monitoring will allow the customer and Energy Smart to maximize energy savings.





# MARKETING, OUTREACH & ENGAGEMENT

# Marketing, Outreach & Engagement

## Residential Marketing and Outreach

During the third quarter of PY10, the Energy Smart team faced challenges due to the COVID-19 pandemic. While the city of New Orleans moved into Phase 2 on June 13, the Energy Smart team still dealt with employee furloughs and safety retraining. Q3 also began with the team working directly with the Entergy New Orleans Communications team to distribute a press release announcing that all energy efficiency programs were reopened. After safety trainings, in-person visits by program staff and trade allies resumed on July 24. With the restart of field work, the team focused marketing efforts on supporting both in-person and Virtual Home Energy Assessments (VHEA). Language on the Energy Smart Residential Home Performance with ENERGY STAR® and Income-Qualified Weatherization pages were modified to include VHEA messaging, steps, and terms and conditions. The A/C Tune-up page went through a redesign to reflect A/C Solutions' renaming and adjusted PY10 offerings. The team also developed additional landing pages for A/C Tune-up, Central Air Conditioner Rebates and Smart Thermostats. Additionally, the EasyCool landing page was redesigned by the team to incorporate the Smart Thermostat option. The team created separate EasyCool pages for Smart Thermostats and Cycling Switch options. In support of the new VHEA offering, the team developed additional product installation instruction pages to instruct customers on how to properly and safely self-install their VHEA items.

Due to the Energy Smart Marketplace's overwhelming response in Q2, the team reduced the number of promotions in Q3 and redirected marketing efforts to promote other offerings.

**Table 21.1: Online Marketplace Promotions**

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
50% Off Dimmable LEDs	7/2 - 7/8	<ul style="list-style-type: none"> <li>• Dimmable Candelabra LED 5w</li> <li>• Dimmable LED 9W, 11W, 25W</li> <li>• Dimmable LED Globe, 6W</li> <li>• Dimmable LED Par 30, 11W</li> </ul>

Email campaigns were implemented throughout Q3 to promote the Online Marketing, IQW and HPwES offerings. In August, the team implemented a campaign targeting 26,724 Entergy New Orleans customers that are \$50 or more in arrears. The campaign encouraged these customers to sign up for a HPwES assessment, A/C Tune-up, and/or EasyCool offering to help lower their electric bill. The customers in arrears were also included in the email send of the Home Comfort Digital Campaign.

The Home Comfort Digital Campaign focused on the substantial impact the HPwES offering can have on home comfort year-round. The campaign focused on A/C tune-ups, heat pump water heater and dehumidifier rebates and HPwES assessments. The Home Comfort Digital Campaign was also sent to customers in zip codes with a high propensity for HPwES-qualified homes.

**Table 21.2: Email Campaigns**

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
50% Off Dimmable LEDs - Lead Generation	7/3/2020	107,497	16.28%	2.29%	14.07%
50% Off Dimmable LEDs - Remarketing	7/6/2020	30,666	15.60%	2.09%	13.42%
50% Off Dimmable LEDs - Lead Generation - 2nd Send	7/6/2020	56,827	14.14%	1.91%	13.49%
Trade Ally Kick-Off Webinar Follow-Up - August 2020	8/3/2020	73	41.10%	12.33%	30%
We're Here to Help - Customers in Arrears	9/11/2020	16,469	10.39%	0%	0%
Home Comfort Email - HPwES Target Audience	9/25/2020	1,325	16.50%	2.22%	13.43%
Home Comfort Email - Customers in Arrears	9/25/2020	16,225	7.16%	0.06%	0.86%
October TAAG Meeting Reminder	9/29/2020	75	29.73%	9.46%	31.82%

In addition to email marketing, the offerings were supported by streaming radio, Google ads and social media ads. The 30-second radio ad, recorded by local media personality Camille Whitworth, ran on streaming radio platforms iHeart Media, Spotify and Pandora. The streaming radio platform provided a relatively low-cost means to raise brand awareness for the program and received over 260,000 impressions.

CHANNEL	MESSAGE	DATES	IMPRESSIONS	CLICKS
Spotify	Energy Smart Restart	8/3 - 8/14	95,203	179
Pandora	Energy Smart Restart	8/4 - 8/14	55,644	119
iHeart media	Energy Smart Restart	8/5 - 8/21	114,317	1
Google display	Home Comfort	9/25 - TBD	2,273	0
Facebook ads	Home Comfort	9/25 - TBD	n/a	n/a

Additionally, the Energy Smart team worked directly with the Entergy New Orleans Communications team to develop a monthly Energy Efficiency Tip to post on ENO's social media channels. The September post, which focused on the A/C Tune-up offering, resulted in 20 pageviews.

The team also created a series of program offering text messages for the Hoffman Triangle Neighborhood Development Foundation. The text messages supported the EasyCool and IQW offerings and provided information on in-person and virtual assessments.

With trade ally activity resuming in Q3, the team sent an eblast to trade allies with information on industry trainings and the October Trade Ally Advisory Group meeting.

The team also supported an EasyCool cycling switch event on September 2 with notifications on the Energy Smart website. The event announcement was posted to the Residents, EasyCool, A/C Tune-up, Central A/C and A/C solutions pages.



The team also developed a COVID-19 Safety Video to inform customers of the health and safety protocols the program is implementing. The new safety video was added to the program website's COVID-19 messaging.

### **Marketing Collateral/Assets**

- Virtual Home Energy Assessment Product Instructions
- EasyCool “Switch Your Switch” Letter
- EasyCool Switch Envelope
- Streaming Radio Banner Ad
- COVID-19 Safety Video

### **Marketing Tactics**

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

### **Community Outreach**

Due to the Stay-at-Home Order, all the usual in-person community events the Energy Smart team attends were cancelled. Community outreach in Q3 was strictly online via webinar presentations and training sessions. The Energy Smart team presented virtually at 30 webinars, which included 10 trainings and 20 presentations. Presentations were virtual meetings run by community groups or hosted as an Energy Smart webinar. As many online events have fewer than 20 attendees, the number of attendees was dramatically lower than previous program years that usually saw thousands of people interacting with the Energy Smart team. Typically, the program team attends large festivals and fairs with thousands of attendees, all of which were cancelled. With fewer festivals, fairs and events available, the team explored ways to develop more in-depth outreach opportunities.

Training sessions were energy efficiency lessons with the intention of job training, with or without a certification for participants at the end. Many community groups have decided not to meet at all, so new steps were taken to offer new and adapted programming such as the new Energy Smart hosted workshops called “Power Trip, Your Journey to Energy Efficiency.” This offering had low attendance in its initial debut, but the Energy Smart team is offering Power Trip every month and plans to build momentum over time. The team also conducted training through Louisiana Green Corps and taught a Green Professional (GPRO) Fundamentals of Building Green course in partnership with the Urban



League of Louisiana. GPRO reached adult participants, many of which were mid-career, with the goal of helping to improve their depth of knowledge in green building and energy efficiency at their workplace and in business-owners' long-term plans. Students left with a certification after this class.

Neighborhood associations reached during this period include the Hoffman Triangle Neighborhood Association, Harmony Oaks Neighborhood Association, Central Circle and Delassize Neighborhood Association. Community groups included RRA: Janes Place, Greater New Orleans Interfaith Climate Coalition and Iris Development.

## **Commercial Marketing and Outreach**

### **Marketing**

The Energy Smart team continued its focus on virtual outreach and digital marketing in Q3 to continue driving program awareness and participation during the continued COVID-19 restrictions on businesses. The website was updated to include a COVID-19 safety video, highlight the launch of a 25% customer incentive bonus, add a Benchmarking tile and landing page and add a landing page for EasyCool for Business, the new demand response offering for small businesses. The Energy Smart team worked with the marketing teams at Honeywell, implementor of the Large Commercial and Industrial Demand Response offering, and EnergyHub, partner in the EasyCool for Business offering, to ensure the marketing content and assets were aligned with brand guidelines. Large Commercial and Industrial Demand Response assets consisted of a microsite, DR overview and brochure. EasyCool assets consisted of an enrollment microsite, FAQ section, standard and manufacturer marketing enrollment emails and acceptance/rejection emails. EasyCool for Business was added to the Demand Response landing page and incorporated into the Smart Thermostat landing page to cross-sell this demand response offering to customers who already own or are interested in purchasing a smart thermostat.

The Energy Smart team continued to drive awareness of the Small Business Energy Efficiency Kits throughout Q3 utilizing paid media channels such as digital banner ads, social media posts, and Google paid search. Content for newsletters and social posts about the Small Business Energy Efficiency Kits were sent to various business and trade associations and an email campaign was sent to over 1,000 small businesses. As a result of these combined efforts, the Energy Smart team received 58 submissions for free kits in Q3.

A smart thermostat campaign was supported with Google paid search copy, social media posts and an email campaign to small business customers. The campaign launched on July 17 with a \$175 rebate but was updated in mid-August with a \$220 rebate, to reflect the 25% customer bonus. The rebate increase resulted in an increase in rebated submissions. At the end of Q3, the program received five smart thermostat rebate submissions and 20 thermostats enrolled in the EasyCool offering.

General program awareness ads were developed and implemented in Q3. The Energy Smart team developed a full-page advertorial print ad for the September issue of Biz New Orleans and a static leaderboard digital ad, messaging the new customer caps, ran in the top page position of the City Business Journal. Digital ads for the 25% incentive bonus were developed and will start running October 3 in the City Business Journal.

In addition to paid media buys and email campaigns, the Energy Smart team secured organic social posts and earned media with various partners. Posts on the free small business kits ran on The Chef's Brigade Facebook and Twitter pages on July 17 and in the Downtown Development District July 31<sup>st</sup> e-newsletter. Earned media consisted of a press release about EasyCool offering on the Entergy New Orleans newsroom.

New marketing collateral was also developed in Q3. To support the Trade Ally Network, the Energy Smart team developed a Trade Ally Certificate for trade allies to display in their businesses and to legitimize themselves when meeting with customers. The certificate recognizes that the trade ally is authorized to act as a 2020 Energy Smart trade ally and displays their trade ally tier ranking. To show appreciation to customers that participated in the Energy Smart program, a "Proud Participant in the Energy Smart Program" window cling was developed for customers to display at their business locations. The window cling will be mailed to customers after incentive checks have been mailed. The team completed a case study on the Andrew H. Wilson Chart School Building Automation System project and added it to the Success Stories section of the Energy Smart landing page.

The Energy Smart team is developing new marketing assets for Q4 such as a Small Business Solutions overview, EasyCool for Business digital ads, Google paid search and an offering overview and insert to be included in product orders from the new small business online store which is scheduled to launch in November. The launch of the online store will be supported with social posts, digital display, paid search ads and email campaigns. In addition, the program team is developing post-purchase customer email communications that include order confirmation, tracking and shipping notification, notifications if a customer does not qualify as a small business and notifications if customer order is over the limit.

### **Marketing Collateral/Assets**

- Smart Thermostat
- Updated social, paid search ads and website with \$220 rebate
- Overview for newsletters
- Small Business Kits
- Social and digital banner ads
- Overview for newsletters
- Energy Smart program awareness full-page print advertorial
- Digital banner ads messaging new customer incentive caps
- \$150,000 per site, per year
- \$500,000 across all projects and accounts per year
- 25% incentive bonus
- Added to website
- Digital banner ads and paid search
- Overview for newsletters
- EasyCool for Business
- Landing page added to Demand Response website
- Offering Incorporated into Smart Thermostat landing page
- Benchmarking
- Add a landing page and inquiry Formstack

- Andrew H. Wilson case study
- Trade Ally Certificate
- “Proud Participant in the Energy Smart Program” window cling

### Marketing Tactics

- Content for e-newsletters and organic social posts submitted to:
  - Downtown Development District e-newsletter
  - Chef’s Brigade Facebook and Twitter social media
  - Entergy New Orleans
  - Algiers Economic Development Foundation
  - Full-page print advertorial in Sept. Biz New Orleans
- Digital banner advertising
- Paid Google search
- Social media posts
- Webinars
- Eblasts to trade allies
- Eblasts to business customers

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

NAME	DATE SENT	OPEN RATE	CTR
Small Business Kit	7/6/2020	13.3%	2.4%
Trade ally quarterly Newsletter	7/7/2020	21.3%	3.9%
Energy Advisor Support Service	8/24/2020	35.7%	14.3%
Smart Thermostats	8/26/2020	27.2%	.6%
Incentive Bonus to Trade Allies and Customers	8/24/2020	21.1%	3.2%
Incentive Bonus to Facility Directors	9/1/2020	25.4%	2.7%
Higher Education Cohort Meeting Announcement	9/8/2020	24%	2.0%

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

CHANNEL	MESSAGE	DATE	IMPRESSIONS	CLICKS
Google Paid Search	Free Small Business Kits	7/1 - 9/30/2020	98,000	868
Google Paid Search	Smart Thermostats \$175 incentive	7/17 - 8/25/2020	7,700	370
Google Paid Search	Smart Thermostats \$220 incentive	8/26 - 9/30/2020	6,980	298
Facebook	Free Small Business Kits	8/5 – 8/31/2020	283,109	1871
Facebook	Smart Thermostats \$175 incentive	8/18 - 8/31/2020	4,553	60
Facebook	Smart Thermostats \$220 incentive	9/3 - 9/30/2020	157,045	860
Biz New Orleans Morningbiz.Com	Free Small Business Kits	7/1 - 7/9/2020	N/A	8
City Business Journal.Com	Free Small Business Kits	7/4 - 7/17/2020	N/A	54
City Business Journal.Com	Customer Incentive Caps	9/1 - 9/11/2020	N/A	19

## Outreach Events, Presentations and Tactics

During Q3, the Energy Smart team focused on developing new partnerships and expanding existing partnerships to help increase awareness and participation of the program to new audiences. The team engaged and collaborated with five non-profits and one government entity. Meetings were held with LifeCity, ThriveNOLA, Urban Conservancy, The Water Collaborative, LaunchNOLA and the Mayor’s Office of Economic Development. The meeting with THRIVE resulted in the team presenting a program presentation on the benefits and available offerings to leaders of the Hoffman Triangle Neighborhood Association. Marketing content was provided to the Mayor’s Office of Economic Development for distribution to the Small Business Services Office and weekly internal Monday and Wednesday business calls. During Q3 the Energy Smart team hosted virtual webinars: to groups that included trade allies, the quarterly Higher Education Cohort meeting and a meeting with members of AIA New Orleans Chapter.

The team continued to only perform virtual outreach during Q3 and made 425 calls to small businesses and held 26 calls or virtual meetings with large commercial customers. Outreach to small business segment targeted businesses that never participated in the program and cross-promoted other offerings for active participants. The goal was to introduce the Energy Smart program and push the free energy efficiency kits and 25% bonus incentive. Large commercial outreach targeted facility directors, building engineers and commercial property managers. The segments targeted were commercial real estate, hospitals, higher education and the hospitality sector.

The team also continued to conduct outreach to Large C&I customers to promote the new demand response offering through the Energy Smart website, Trade Ally Network, inter-company coordination, webinars and presentations. The team also worked with Entergy’s Account Managers to coordinate site visits or communication with managed accounts. Coordination with local building controls contractors, as well as existing non-DR customers has led to new outreach and interest in the offering. Six surveys, four webinars, and numerous meetings and site visits have been conducted to further advertise the program and recruit customers.

**Table 21.5: Outreach Events/Presentations**

DATE	EVENT
7/8/2020	Trade Ally Quarterly Meeting
7/15/2020	UNO Alumni Association
7/15/2020	LifeCity
7/21/2020	AIA New Orleans Chapter
8/4/2020	Mayor's Office of Economic Development
8/5/2020	Urban Conservancy
8/6/2020	Christ Temple Church
8/7/2020	Concordia
8/10/2020	Urban Properties
8/11/2020	IRIS Development
8/12/2020	The Water Collaborative
8/12/2020	House of Refuge

8/14/2020	THRIVE
8/14/2020	Housing Authority of New Orleans
8/26/2020	Mayor's Office of Economic Development
8/28/2020	The Front LLC
8/28/2020	Lafitte Redevelopment
8/31/2020	4 Dimensions LLC
8/31/2020	Housing & Complex Care
9/1/2020	LaunchNOLA
9/1/2020	Hertz Investment Group
9/3/2020	Silocaf
9/3/2020	WWII Museum
9/4/2020	Jerusalem Missionary Baptist Church
9/4/2020	McDonald's on Carrollton
9/9/2020	Quality Inn
9/15/2020	LSU Health System
9/16/2020	Orleans Tower
9/17/2020	Children's Hospital
9/17/2020	Landry High School
9/18/2020	Poydras Center
9/18/2020	Poydras Properties
9/18/2020	City Church
9/22/2020	Mayor's Office of Economic Development
9/22/2020	Higher Education Cohort Meeting
9/27/2020	Loew's Hotel
9/27/2020	Xavier University

### Program Presentations:

- Trade Allies – 1 presentation
- Higher Education – 2 presentation
- K-12 – 1 presentation
- Associations – 2 presentations
- Museum – 1 presentation
- Small Business – 1 presentation
- Commercial Real Estate – 3 presentations
- Religious/Faith Based – 4 presentations
- Government – 4 presentations
- Healthcare – 2 presentations
- Hotels – 2 presentations
- Manufacturing – 1 presentation
- Non-profit – 6 presentations
- Real Estate Development – 6 presentations
- Restaurant – 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 second quarterly meeting of PY10 was held virtually on September 22. The Energy Smart team presented on program updates, status to program goals and incentive budgets, status of the higher education cohort’s savings goals and savings and the new 25% incentive bonus. The webinar also included a presentation from Linda Baynham, Director of Sustainability for the Morial Convention Center, on about their energy and sustainability projects, and a presentation from Craig Henry, Honeywell Program Manager, on Large Commercial and Industrial demand response for higher education.

**Table 21.6**

DATE	LOCATION	TOPIC
Q3 - 9/22/2020	Webinar	Recap of new offerings; Status to goals and budgets; Discuss the 25% customer bonus; Energy and Sustainability at the Morial Convention Center; Large C&I Demand Response offering overview
Q2 - 4/26/2020	Webinar	Program Year 10 Kick-Off and new offerings 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 team recruited six new C&I trade allies, bringing the total network up to 119 total trade allies by the end of Q3.

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

TIER	# OF TRADE ALLIES
Platinum	7
Gold	5
Silver	22
General	85
<b>TOTAL</b>	<b>119</b>

Residential trade ally field work resumed in early Q3, and the Energy Smart program finished the quarter with 13 active residential trade allies. The Energy Smart team is also developing a residential trade ally tiering system which will launch in Q4.

## Trade Ally Highlights

The Energy Smart team facilitated several training opportunities for trade allies via webinars in Q3. The quarterly Trade Ally Advisory Group meeting was conducted on July 8. Energy Smart staff notified trade allies of changes to existing offerings, provided an update regarding incentive funding and discussed recent and upcoming educational opportunities. The team also offered a training specific to retro-commissioning service providers on July 6 regarding updates to the incentive structure and process for submitting projects. Throughout Q3, the Energy Smart team onboarded six new C&I trade allies through individual training sessions to ensure that they are trained on the program offerings and communications.

In early Q3, the Energy Smart team worked with previously active residential trade allies to re-enroll in the network. The Energy Smart team focused on customer assignments and scheduling customer referrals with active trade allies for the month of July. In August and September, the Energy Smart team focused on providing in-person and virtual training with trade allies to encourage the health of their businesses and ensure proper completion of services in the program. The Energy Smart team continuously engaged the trade allies to ensure the best possible operations and adherence to health and safety protocols in response to the COVID-19 pandemic.

Energy Smart staff recommended the following safe work practices for all trade allies:

- Trade allies who feel sick with symptoms including a cough, fever, or runny nose shall not work onsite or in customers' businesses.



- All trade allies are responsible for taking their own temperature at home to ensure it is below 100.4, prior to commuting to work
- Trade allies should perform pre-screens before the customer visits via phone or email. During the pre-screening all parties should confirm if the site visit is warranted and conditions are safe, all parties should also confirm that no sickness or potential illness exist to individuals who have been exposed, possibly exposed or quarantined. Trade allies may be asked to complete confidential health screenings or questionnaires by the customer or site location and may have to comply to be admitted on site.
- All trade allies should use protective equipment, known as PPE, when working on site.

The Energy Smart team distributed an instructional COVID-19 safety video to trade allies. Residential trade allies were required to confirm that they had reviewed the COVID-19 safety guidelines prior to resuming work for the program. Energy Smart staff reviewed safety guidelines with commercial trade allies during the Q3 Trade Ally Advisory Group meeting and included the information in the Q3 newsletter.

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

Energy Smart hosted a quarterly C&I Trade Ally Network webinar on July 8 and 18 trade allies were in attendance. The Energy Smart team provided the following updates:

- The program implemented a 25% bonus to trade allies for prescriptive projects submitted and completed in PY10.
- Due to the COVID-19 pandemic, site visits are no longer required but photographs or other supporting documents may be required for pre- or post-approval.
- Virtual site walk-throughs are available to customers who would like assistance in identifying energy-saving opportunities.
- Trade allies were invited to attend an upcoming training on the professional certifications through LEED (Leadership in Energy and Environmental Design) for energy efficiency professionals.

During the quarterly meeting, the Energy Smart team requested feedback from trade allies on business impacts they have experienced since the Stay-at-Home Orders went into effect and any other hurdles to participating in the program. The team offered to provide individual assistance to trade allies on project submission and calculator training.

The Energy Smart team hosted the Residential Trade Ally Network restart webinar on July 1 and 16 trade allies were in attendance. The Energy Smart team discussed the following topics:

- New rebate and incentive amounts
- New income-qualified measures for duct efficiency and attic insulation
- The addition of smart thermostats to A/C Solutions
- Smart thermostat products that are compatible with demand response

- Trade ally tiering system being developed for the Residential Trade Ally Network
- COVID-19 safety protocols for all trade allies when working in or around customer homes
- Virtual site inspections are available to ensure customer safety and smooth operation

## Measuring the Network

### *Contractor Engagement*

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

**Table 23.2: Trade Ally Engagement**

CATEGORY	# OF COMPANIES
C&I Network	119
Residential Network	13
<b>Total Engagement</b>	<b>132</b>

### *Contractor Participation*

Participation is defined as registered trade allies who have completed and closed out projects in the third quarter of PY10.

**Table 23.3: Trade Ally Participation**

CATEGORY	# OF COMPANIES
C&I Network	22
Residential Network	7
<b>Total Engagement</b>	<b>29</b>

## Training Program

Q3 began with many field and virtual trainings held for residential trade ally technicians that work in customers' homes. The two main areas of focus were air sealing best practices and diagnostic testing. The Energy Smart team also offered multiple direct meetings with trade allies to train staff on rebate forms and following program processes.

On July 6, Energy Smart provided an overview to retro-commissioning service providers of the retro-commissioning (RCx) incentives. The Energy Smart staff covered the following topics:

- Property eligibility requirements
- Types of systems considered for optimization

- The 4 phases of the RCx process and their required documentation
- Incentive structure for RCx providers and the customer

In addition to the quarterly Trade Ally Advisory Group meeting and the retro-commissioning training, Energy Smart facilitated a webinar about LEED (Leadership in Energy & Environmental Design (LEED) credentials. The Energy Smart team welcomed the Director of Corporate Education with Green Building Energy Services discussed:

- The difference between LEED certification and LEED credentials
- The various levels and types of LEED credentials
- Testimonials from local professionals who have obtained LEED credentials
- LEED exam preparation and fees

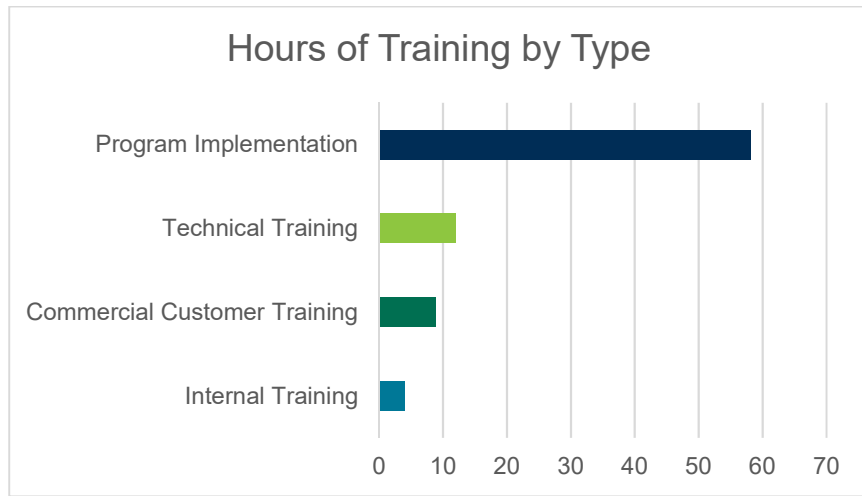
In late August and early September, Energy Smart staff coordinated with Energy Wise staff to co-teach the GPRO Green Professional Building Skills Training course entitled “Fundamentals of Building Green.” GPRO is a series of courses and exams that teach the people who build, renovate and maintain buildings the principles of sustainability and trade-specific green construction knowledge. GPRO was developed by Urban Green Council. The goal is to teach the people who directly affect building energy the principles of sustainability, and construction techniques that will use resources more efficiently, create more resilient buildings, and make buildings healthier for occupants. During this 6-day course, Energy Smart staff taught a mix of customers, trade allies and other working professionals interested in careers in energy efficiency. There were 8 attendees in the class.

On September 29<sup>th</sup> Energy Smart provided an overview training on air sealing and duct sealing in residential customer homes. The Energy Smart staff covered the following topics:

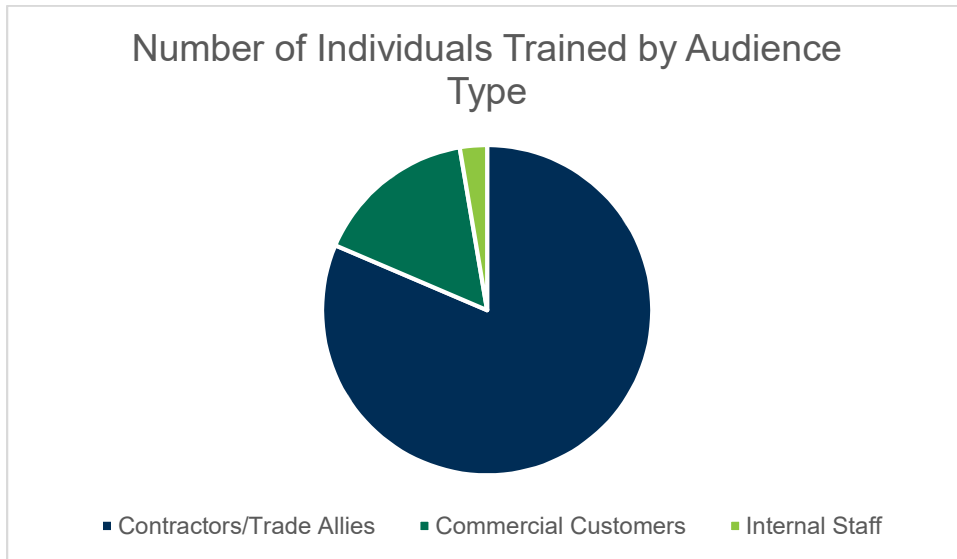
- Best practice requirements
- Locations of leakage in homes and their priority
- Longevity of air sealing and duct sealing services
- The required materials to succeed
- Risks to the system and the customer when work is performed improperly

The Energy Smart team also provided “Train the Trainer” style training on the Energy Smart program and Residential Lighting & Appliances offering. Trainings included available rebates for sales with retail managers and staff, and outreach on program details to interested customers who were present. These trainings were also an opportunity to provide marketing materials and signage to employees.

**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

In Q3 the Energy Smart team partnered with Urban League and with the Louisiana Chapter of the U.S. Green Building Council to promote careers in energy efficiency through a first-time series of webinars called Green Tech Month. Energy Smart staff facilitated three of the five webinars:

- September 10: Kickoff to Green Tech Month
- September 17: Careers in Commercial Energy Efficiency
- September 22: Careers in Residential Energy Efficiency

The audience for these webinars consisted of administrators at high schools, students at universities and community colleges, trainees in a variety of workforce development agencies and working professionals who have been impacted by the COVID-19 pandemic.

## **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. The Energy Smart program spent nearly \$230,000 of non-incentive program funds on diverse suppliers in Q3.

Energy Smart is committed to building a diverse workforce in energy efficiency. The team connects trade allies with state and local officials who can assist them in applying for diverse-supplier certifications. The team also focuses on recruiting contractors from socially and economically disadvantaged businesses to the Trade Ally Network and trains them how to incorporate energy efficiency and Energy Smart incentives into their business model.





# FINANCIAL PERFORMANCE





## Incentive Budget Highlights

**Table 25.1**

PROGRAM	INCENTIVES	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	\$103,404	\$1,077,495	9.60%
Large Commercial & Industrial Solutions	\$725,152	\$3,304,809	21.94%
Publicly Funded Institutions	\$123,214	\$275,268	44.76%
Commercial & Industrial Construction Solutions	\$-	\$35,438	0.00%
EasyCool - Small Commercial & Industrial	\$100	\$5,655	1.77%
Home Performance with ENERGY STAR	\$17,875	\$325,004	5.50%
Retail Lighting & Appliances	\$1,130,615	\$1,237,392	91.37%
Multifamily Solutions	\$1,315	\$106,130	1.24%
Income Qualified Weatherization	\$61,442	\$269,967	22.76%
A/C Solutions	\$17,875	\$246,461	7.25%
School Kits & Community Outreach	\$6,943	\$54,206	12.81%
Behavioral	\$-	\$-	N/A
Rewards	\$-	\$100,000	0.00%
EasyCool - Direct Load Control	\$-	\$57,750	0.00%
EasyCool - Bring Your Own Thermostat	\$10,200	\$134,290	7.60%
<b>TOTAL</b>	<b>\$2,198,136</b>	<b>\$7,229,865</b>	<b>30.40%</b>

*\*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show incentive spend from 7/1/2020 to 9/30/2020.*

As of September 30, 2020, the ENO Energy Smart account had a negative balance of approximately \$1,479,001. The Energy Efficiency Cost Recovery (EECR) rider went into effect in April 2020. To date, \$10,365,055 has been collected through the rider.

# Appendices

## Appendix A: Community Outreach Summary

DATE	GROUP	LOCATION	# OF ATTENDEES	FORMAT
7/20/2020	LA Green Corps	Webinar	12	Training
7/21/2020	Central Circle Meeting	Webinar	14	Presentation
7/21/2020	LA Green Corps	Webinar	12	Training
7/22/2020	Harmony Oaks	Webinar	17	Presentation
7/22/2020	LA Green Corps	Webinar	12	Training
7/29/2020	Central Circle Updates	Webinar	14	Presentation
8/4/2020	Iris Development Lower Garden District Meeting	Webinar	36	Presentation
8/12/2020	Renters Rights Assembly	Webinar	18	Presentation
8/18/2020	GPRO	Webinar	12	Training
8/18/2020	Hoffman Triangle	Webinar	19	Presentation
8/19/2020	GPRO	Webinar	12	Training
8/19/2020	Renters Rights Assembly	Webinar	12	Presentation
8/20/2020	GPRO	Webinar	12	Training
8/26/2020	Central Circle Updates	Webinar	17	Presentation
8/26/2020	Renters Rights Assembly	Webinar	14	Presentation
8/31/2020	Healthy Homes Housing and Complex Care Roundtable	Webinar	25	Presentation
9/1/2020	GPRO	Webinar	12	Training
9/2/2020	GPRO	Webinar	12	Training
9/2/2020	RRA - Jane Place	Webinar	8	Presentation
9/3/2020	GPRO	Webinar	12	Training
9/3/2020	Power Trip	Webinar	4	Training
9/9/2020	RRA - Jane Place	Webinar	9	Presentation
9/16/2020	RRA - Jane Place	Webinar	16	Presentation
9/16/2020	Season of Creation: A Jubilee for the Earth	Webinar	23	Presentation
9/23/2020	Delassize Neighborhood Association Meeting	Webinar	22	Presentation
9/23/2020	RRA - Jane Place	Webinar	17	Presentation
9/23/2020	Season of Creation: A Jubilee for the Earth	Webinar	19	Presentation
9/30/2020	Central Circle	Webinar	13	Presentation
9/30/2020	RRA - Jane Place	Webinar	16	Presentation
9/30/2020	Season of Creation: A Jubilee for the Earth	Webinar	28	Presentation

## Appendix B: Training and Education

DATE	TITLE	AUDIENCE	ATTENDEES	LENGTH (MIN)	OBJECTIVE	DESCRIPTION
7/1/2020	Residential Program Restart Webinar	Residential Trade Allies	29	45	Outreach and discussion with trade allies on the state of the program	The Energy Smart team presented a COVID-19 recap, available rebates, program changes, A/C Tune-ups and qualifying smart tstats
7/1/2020	Retail Training - Home Depot-Central #385	Retail Employees	3	60	An outreach and overview training with retail staff and customers	Instruction on product knowledge and program benefits
7/1/2020	Retail Training - Walmart- Behrman #1163	Retail Employees	1	60	An outreach and overview training with retail staff and customers	Instruction on product knowledge and program benefits
7/2/2020	Retail Training -- Chef Menteur #3167	Retail Employees	2	60	An outreach and overview training with retail staff and customers	Instruction on pricing discrepancies
7/2/2020	Retail Training - Walmart- Bullard #912	Retail Employees	2	60	An outreach and overview training with retail staff and customers	Instruction on product knowledge, program benefits and pricing discrepancies
7/2/2020	Retail Training - Rainbow Grocery	Retail Employees	2	60	An outreach and overview training with retail staff and customers	Instruction on product knowledge and program benefits
7/2/2020	Retail Training - Rockery Ace Hardware	Retail Employees	2	60	An outreach and overview training with retail staff and customers	Instruction on product knowledge
7/2/2020	Retail Training - Uptown Supermarket	Retail Employees	4	60	An outreach and overview training with retail staff and customers	Instruction on product knowledge, program benefits and pricing discrepancies
7/6/2020	RCx Overview for RSPs	C&I Trade Allies	16	60	Overview of RCx incentive structure and process for service providers	Provided a review of application phase, investigation phase, implementation, and measurement & verification
7/8/2020	Quarterly Trade Ally Group Meeting	C&I Trade Allies	18	60	Quarterly program overview of goals, updates, and feedback	Energy Smart staff reviewed the status of program funding to date and discussed educational opportunities

7/8/2020	Individual Trade Ally Training - J&R A/C and Heating	Residential Trade Allies	1	60	A technical training with trade ally staff while performing program services	Instruction on A/C Tune-ups and working in the program
7/8/2020	Individual Trade Ally Training - J&R A/C and Heating	Residential Trade Allies	1	60	A technical training with trade ally staff while performing program services	Instruction on program guidelines and standards, Tune-up tutorial and how to complete A/C Tune-up rebate forms
7/8/2020	Individual Trade Ally Training - J&R A/C and Heating	Residential Trade Allies	1	60	A technical training with trade ally staff while performing services	Instruction on btu/hr and EER
7/13/2020	Individual Trade Ally Training - Perle Construction	C&I Trade Allies	1	45	Program overview for potential commercial & industrial trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
7/15/2020	Trade Ally Training LEED Credentials	C&I Trade Allies	12	60	Facilitate training beneficial to C&I trade allies	Hosted a training with a guest speaker who covered LEED credentials, continuing education and exam procedure
7/15/2020	APTIM Staff Training - LEED Credentials	Energy Smart Staff	1	60	Facilitate training beneficial to Energy Smart staff	Hosted a training with a guest speaker who covered LEED credentials, continuing education, and exam procedure
7/15/2020	Community Outreach Program Overview - UNO Alumni	Community Outreach	12	60	Present an overview about the program to the general public	Presented to UNO alumni about program incentives from customer and trade ally perspective
7/20/2020	Potential Trade Ally Individual Training - Chester Electric	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
7/21/2020	APTIM Staff Training - Trane Fundamentals	Energy Smart Staff	1	180	Technical training on non-lighting fundamentals	Energy Smart staff trained on HVAC fundamentals pertinent to non-lighting category of incentives
7/21/2020	Potential Trade Ally Training - AIA	C&I Trade Allies	6	60	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management

<b>7/21/2020</b>	Customer Training - Deer Park Condo Association	C&I Trade Allies	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting and non-lighting incentives
<b>7/23/2020</b>	Potential Trade ally Training - GTI Services	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
<b>7/23/2020</b>	Potential Trade Ally Training - Lucas Construction	C&I Trade Allies	1	30	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
<b>7/27/2020</b>	Customer Training - Atchafalaya Restaurant	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting and non-lighting incentives
<b>7/28/2020</b>	Individual Trade Ally Training - Capital Area Construction	C&I Trade Allies	1	30	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
<b>7/28/2020</b>	Customer Training - Edinburgh Williams Beauty Salon	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting and non-lighting incentives
<b>7/29/2020</b>	Potential Trade Ally Training - Air Service Air Conditioning	C&I Trade Allies	1	30	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
<b>7/30/2020</b>	Potential Trade Ally Training - Expert Air	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
<b>7/30/2020</b>	Individual Trade Ally Training - Trane Technologies	C&I Trade Allies	1	15	Program implementation review	Reviewed updates to incentives and project submission

<b>7/30/2020</b>	Potential Trade ally Training - Energy Wise in Baton Rouge	C&I Trade Allies	1	15	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
<b>7/31/2020</b>	Customer Training - Union Brew Pub, LLC	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting and non-lighting incentives
<b>8/4/2020</b>	Iris Development Lower Garden District Meeting	Residential & Commercial Customers	36	60	Program overview of incentives for residential and commercial customers	Provided an overview of all incentives available to customers
<b>8/6/2020</b>	Customer Training - Christ Temple Church	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
<b>8/6/2020</b>	Potential Trade Ally Individual Training - Rite Hite	C&I Trade Allies	1	30	Provide a program overview to a potential trade ally	Reviewed incentives, bonus, and the process for submitting applications with company management
<b>8/7/2020</b>	Trade ally Individual Training - Concordia	C&I Trade Allies	2	30	Onboarding of new trade ally	Review of all incentives, the process for submitting projects, and timeline for incentives
<b>8/10/2020</b>	Customer training - Urban Properties	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting and non-lighting incentives
<b>8/12/2020</b>	Trade Ally Individual Training - Synergy	C&I Trade Allies	1	30	Program process review	Reviewed updates to incentives and project submission
<b>8/12/2020</b>	Customer training - House of Refuge	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting and non-lighting incentives



<b>8/18/2020</b>	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillset	Educate attendees about skills needed to become an energy-efficiency professional and how to use the Energy Smart program
<b>8/19/2020</b>	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillset	Educate attendees about skills needed to become an energy-efficiency professional and how to use the Energy Smart program
<b>8/20/2020</b>	GPRO Training	C&I Trade Allies	8	120	Educate potential trade allies about energy-efficiency skillset	Educate attendees about skills needed to become an energy-efficiency professional and how to use the Energy Smart program

## Appendix C: Marketing Collateral

### Residential Marketing Collateral

#### 50% LEDs Promotion: Home Page Banner



(JPG version)

## Radio Banner Ad

**Energy New Orleans**  
Sponsored · 🌐

Celebrate 4th of July with dimmable LEDs for as low as \$0.13.

Independence Day Sale:  
**Take 50% Off**  
Dimmable LED bulbs.

SHOP.ENERGYSMARTNOLA.COM/  
**Get 50% Off Dimmable LEDs**  
Offer valid July 2-8, 2020. Limits apply.

Get Offer

👍 Like    💬 Comment    ➦ Share

## Assets

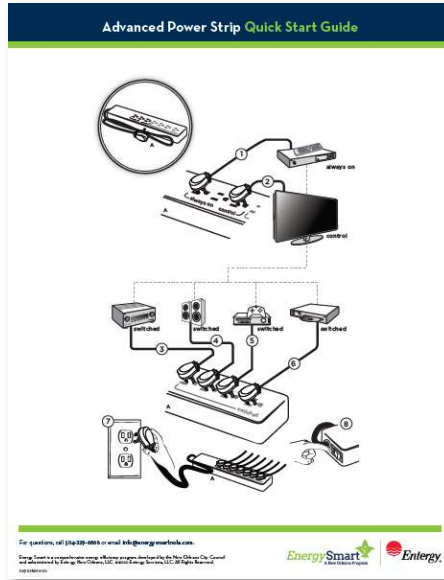
Energy Smart  
A New Orleans Program

Get started: Visit [energysmartnola.com](http://energysmartnola.com) or call (504) 229-6868

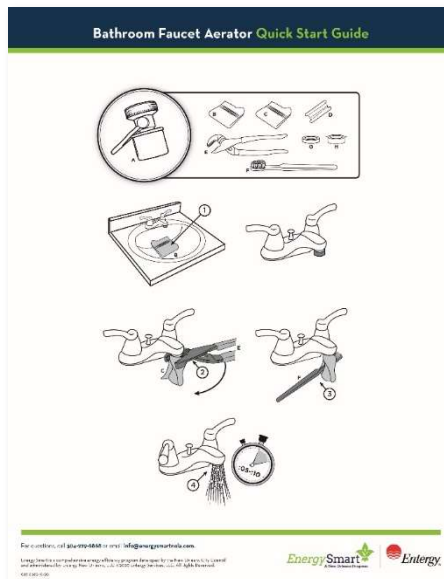
Energy  
A New Orleans Program

## Product Instruction Pages

### Advanced Power Strip



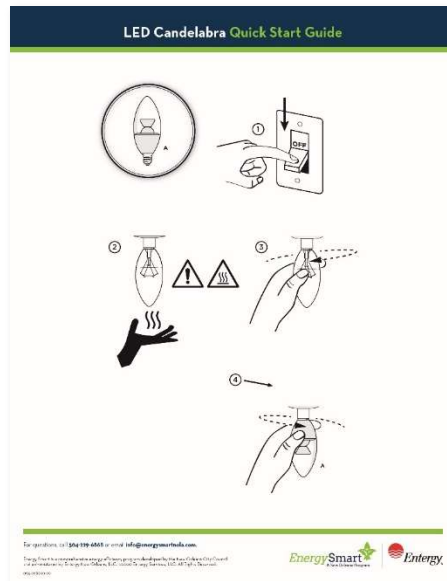
### Bathroom Faucet Aerator



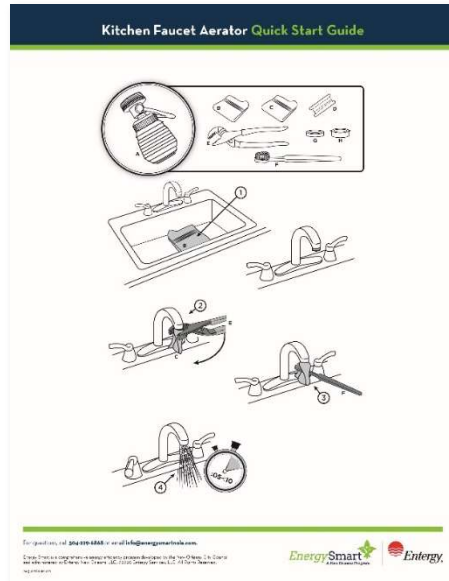
## LED BR30



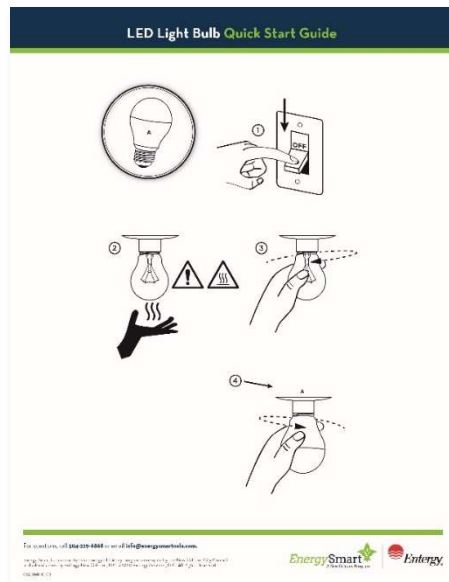
## LED Candelabra



## Kitchen Faucet Aerator

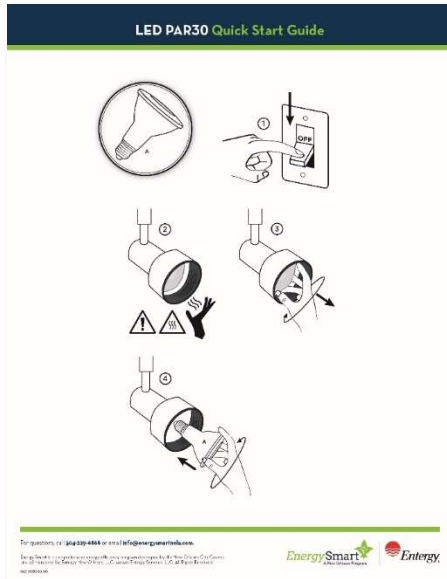


## LED Light Bulb

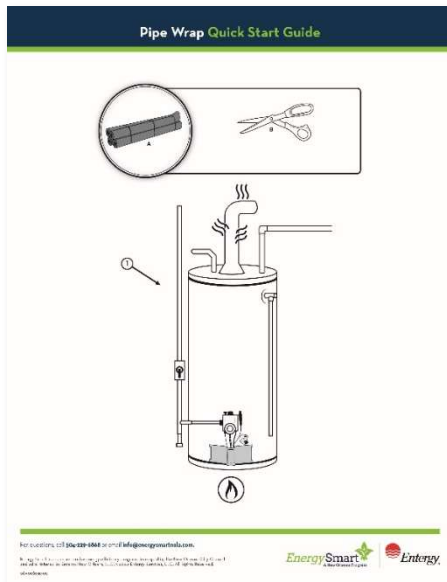




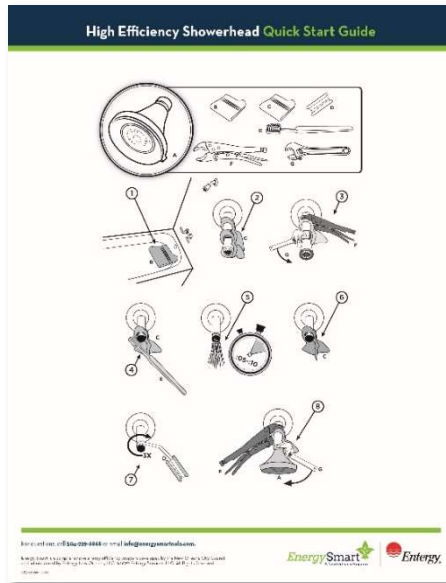
# LED PAR30



# Pipe Wrap



# High Efficiency Showerhead



# Easy Cool Switch Letter and Envelope

## Letter



- 3) If you'd like to purchase a new smart thermostat, you can do so from any retailer and get up to a \$100 rebate, or you can buy one from the Energy Smart Online Marketplace at [energysmartnola.com](http://energysmartnola.com). View the attached list of qualifying smart thermostats. Once enroll your thermostat in EasyCool at [enrollmythermostat.com/entergy](http://enrollmythermostat.com/entergy).
- 4) If you'd like to have a new smart thermostat installed by a heating and cooling contractor approved Energy Smart trade ally at [energysmartnola.com/search-companies](http://energysmartnola.com/search-companies). Once enroll your thermostat in EasyCool at [enrollmythermostat.com/entergy](http://enrollmythermostat.com/entergy). To further your cooling and savings, consider also signing up for an A/C tune-up.
- 5) If you'd like to keep your switch, no further action is needed. You will still receive your incentive each year you participate.

### About EasyCool Events

- During this year's cycling season, we may call an "event," which means the switch to cycle system or your smart thermostat will be activated.
- Adjustment events will only affect the temperature by a few degrees, with minimal impact. You can easily opt out of an event at any time, for any reason. Your participation is voluntary.
- If an event is called and you have an **EasyCool switch**, your air conditioner compressor at 50 percent of its normal run time, while allowing the fan to continue to run and circulate cooled air.
- If an event is called and you have an **EasyCool-enabled smart thermostat**, your smart thermostat will be adjusted by a few degrees.
- These events are limited to weekdays (no weekends or holidays) during times when electricity is at its highest - typically for 2.4 hours between noon and 8 p.m.
- Event notifications are posted on the Energy Smart EasyCool website.

If you have a question about the offering, please call the number listed below. Thanks again for participating in EasyCool.

Sincerely,  
Your Energy Smart EasyCool Team

P.S. Don't forget to tell your family and friends about saving \$40 every year with EasyCool. For information, visit [energysmartnola.com](http://energysmartnola.com) or call us at **504-229-6868**.



502-229-6868  
[energysmartnola.com](http://energysmartnola.com)  
[info@energysmartnola.com](mailto:info@energysmartnola.com)

July 2020

<Addressee's Name >

<Street Mailing Address>

<City> <State> <Postal Code>

Dear <Addressee's Name>:

Thank you for participating in the Entergy New Orleans **Energy Smart EasyCool offering**. Now in its fifth year, EasyCool has helped manage costs by reducing the need to import electricity or run expensive generators when demand for electricity is at its highest. Relieving the pressure on the electrical system helps to keep the power supply affordable and reliable for all customers. Your continuing participation is making a difference.

### Smart Thermostat Upgrade

As an existing EasyCool participant, we wanted you to be the first to know that you can upgrade your current A/C cycling switch to a smart thermostat. Energy Smart has many smart thermostat options, including a **free Sensi that can be installed for free by the Energy Smart team**. Check out the attached list of other qualifying smart thermostats that can be installed by you or a program trade ally. It's easy to pick your own thermostat and start saving.

Currently, your EasyCool switch cycles your air conditioner on and off during high-demand events. By upgrading to a smart thermostat, Energy Smart will instead adjust your thermostat set point a few degrees during high-demand events. It's that easy.

With an EasyCool smart thermostat, you will still receive your **annual \$40 incentive** for each year you participate - plus a **one-time \$25 incentive** just for making the upgrade. Additionally, a smart thermostat will give you more control over the comfort of your home and potential energy savings year-round. If you'd like to upgrade to a smart thermostat, simply call **504-229-6868** to discuss your options.

Check out your options:

- 1) If you already own a smart thermostat, enroll now at [enrollmythermostat.com/entergy](http://enrollmythermostat.com/entergy).
- 2) If you'd like to take advantage of the free Sensi offer, simply call **504-229-6868** to schedule your appointment. At the scheduled time, an Energy Smart technician will remove your switch, install your new Sensi smart thermostat and help you enroll your new thermostat.

015 0005 10 00

## Envelope





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

**Energy Smart EasyCool Offering.  
It's Easier Than Ever To Save.**

See inside for participation details.

## Customers in Arrears Postcard and Email

### Email

**We know times are hard right now. We can help you save energy and money.**

Dear %%DataValue1%%,

Energy Smart wants to help by showing you how you can take control of your energy costs. Here are just a few of the offerings that are available to you:

**A/C Tune-Up**

- Get an instant rebate of up to **\$150**.
- Optimize your cooling system and save money.

**In-Person Energy Advisor Visit**

- A specially-trained technician will follow all CDC protocols and PPE guidelines.
- Visit lasts 90 minutes and includes free installation of energy-efficient products.

**Virtual Home Energy Assessment**

- Your assessment will be conducted via a smartphone or tablet.
- An Energy Advisor provides suggested upgrades and mails energy-efficient products to your home for you to install.


**EasyCool**

- Earn cash incentives for reducing energy use during peak demand periods.
- Get up to **\$65** after your first year with EasyCool.

**Ready to get Energy Smart?**

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

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



Complete and return this card to participate in EasyCool, receive an A/C Tune-Up or to request your free Home Performance with ENERGY STAR Assessment


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

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

Entergy Account #: \_\_\_\_\_

- Address -  
-City-, -State -Zip-


---



Address Line 1  
Address Line 2

INDECIA  
HERE

-Attn to-  
-Property Name-  
-Address-  
-City-, -State -Zip-



**We know times are hard right now. We can help you save energy and money.**

003-0076-10-00 ENTERGY We're Here to Help Postcard v013.indd 1 9/3/20 8:48 AM



## Start reducing your energy usage.



COVID-19 created financial hardships for so many New Orleanians. Energy Smart wants to help by showing you how you can take control of your energy costs. Here are just a few of the offerings that are available to you:

### A/C Tune-Up

- Get an instant rebate of up to \$150.
- Optimize your cooling system and save money.

### In-Person or Virtual Home Performance with ENERGY STAR® Assessment

- A specially-trained technician will assess your home for energy-saving opportunities.
- Receive free energy-efficient products for your home for you to install.

### EasyCool

- Earn cash incentives for reducing your energy use during peak demand periods.
- Get up to \$65 in your first year of participating.

## Ready to get Energy Smart?



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

or



Complete the attached business reply card.

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



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

POSTAGE WILL BE PAID BY ADDRESSEE

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 278001 NEW ORLEANS, LA



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



083-0078-10-00 ENTERGY We're Here to Help Postcard\_v013.indd 2

9/2/20 8:48 AM

# Home Comfort Digital Campaign

## Email

**Upgrade to an ENERGY STAR Smart Thermostat**  
Smart thermostats offer a new level of heating and cooling control. You can receive a \$100 Energy Smart.

**Switch to an ENERGY STAR Heat Pump Water Heater**  
The hot water heater is one of the home's largest energy users. Upgrade to an ENERGY STAR Heat Pump Water Heater and receive a \$400 rebate.

**Use an ENERGY STAR Dehumidifier**  
Dehumidifiers reduce excess moisture in your home, preventing mold and mildew from forming. When you purchase an ENERGY STAR model, you receive a \$25 Energy Smart rebate.

**There's No Place Like HOME**

**Make Your Home More Comfortable – and Receive Energy Smart Rebates**

Now that we're all spending more time at home, making it comfortable and efficient is more important than ever. Energy Smart makes it easy with a wide range of rebates when you make efficient upgrades. Here are just a handful of ways we can help you use less energy, lower your energy bill, address hot or cold spots, and better enjoy your home.

**Sign Up for Home Performance with ENERGY STAR®**  
This program begins with a free in-person or virtual energy assessment and takes a whole-home approach to improving efficiency and comfort.

**Keep Cool with A/C Solutions**  
An efficient air conditioner can increase comfort and lower your bill. Learn how you can earn an instant rebate when you tune-up your existing A/C or upgrade to a qualifying system.

**Just the beginning.**  
and earn rebates with Energy Smart.

Call 504-229-6866.

Supported by the New Orleans City Council and administered by Energy Services, LLC. All Rights Reserved.



Display Ads



**BRING HOME THE REBATES.**  
Earn cash back and lower your bill.

[LEARN MORE ▶](#)

**EnergySmart**  
A New Orleans Program

 **Entergy.**



**BRING HOME THE REBATES.**  
Earn cash back and lower your bill.

[LEARN MORE ▶](#)

**EnergySmart**  
A New Orleans Program

 **Entergy.**



**BRING HOME THE REBATES.**  
Earn cash back and lower your bill.

[LEARN MORE ▶](#)

**EnergySmart**  
A New Orleans Program

 **Entergy.**

## Facebook Ads

### Campaign 1 Ad



The image shows a Facebook advertisement for Energy Smart New Orleans. At the top left is the Energy Smart NOLA logo, and to its right is the text "Energy New Orleans" with "Sponsored" underneath. A "Like Page" button is in the top right corner. The main text of the ad reads: "Spending more time at home doesn't have to mean increased energy bills. Energy Smart is here to help you save money and reduce energy usage." Below this is a large image featuring a woman in a blue top and light pants standing on a staircase, holding a stack of papers. To her right is a dark blue box with the text "Increase Comfort at Home and EARN CASH" in white and green. Underneath the image is the headline "Get Energy Smart, and Start Saving" and a sub-headline "Energy New Orleans residential customers only. Restrictions apply." Below that is the website "ENERGYSMARTNOLA.COM" and a "Learn More" button. At the bottom of the ad, there are engagement metrics: 20 likes, 562 comments, and 311 shares. Below the metrics are buttons for "Like", "Comment", and "Share".

Energy New Orleans  
Sponsored

Like Page

Spending more time at home doesn't have to mean increased energy bills. Energy Smart is here to help you save money and reduce energy usage.

Increase Comfort at Home and  
**EARN CASH**

Get Energy Smart, and Start Saving  
Energy New Orleans residential customers only. Restrictions apply.

ENERGYSMARTNOLA.COM

Learn More

20 562 Comments 311 Shares

Like Comment Share

## Commercial and Industrial Marketing Collateral

### Eblast: 25% Incentive Bonus to Commercial Customers and TA's



**Incentive Bonus for Energy-Efficient Upgrades**



Dear Energy Smart Trade Allies and Business Customers,

Energy Smart is pleased to announce the release of an incentive bonus to help implement energy-saving upgrades you may have been putting off due to current financial impacts of COVID-19.

New project applications received on or after Aug. 24, 2020, are eligible to receive a 25% bonus on prescriptive and custom measures.

Click [here](#) for some incentive bonus examples.

**Additional Information**

Additional details regarding the custom incentive bonus include:

- All standard program terms and conditions apply.
- Custom bonus calculator is available on the Energy Smart [website](#).
- Bonus eligible for **new projects received on or after Aug. 24, 2020**.
- Project must be fully installed and operational with the **Project Completion Notice submitted by Dec. 31, 2020**.
- Bonus is **available on a first-come, first-served** basis until Dec. 31, 2020, or until funds are exhausted.
- Application submission does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.
- Bonus excludes new construction projects.

We hope this bonus will help New Orleans business customers take advantage of even greater energy savings.

For more information about Energy Smart, visit [energysmartnoia.com](http://energysmartnoia.com), email [info@energysmartnoia.com](mailto:info@energysmartnoia.com) or call 504-229-6263.

Thank you,

The Energy Smart Program

## Eblast: 25% Bonus to Facility Directors



**Incentive Bonus for Energy-Efficient Upgrades**



Dear Facility Directors and Managers,

Energy Smart is pleased to announce the release of an incentive bonus to help implement energy-saving upgrades you may have been putting off due to current financial impacts of COVID-19.

**New project applications received on or after Aug. 24, 2020, are eligible to receive a 25% bonus on prescriptive and custom measures.**

Click [here](#) for some incentive bonus examples.

**Additional Information**

Additional details regarding the custom incentive bonus include:

- All standard program terms and conditions apply.
- Custom bonus calculator is available on the Energy Smart [website](#).
- Bonus eligible for **new projects received on or after Aug. 24, 2020**.
- Project must be fully installed and operational with the **Project Completion Notice submitted by Dec. 31, 2020**.
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- Application submission does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.
- Bonus excludes new construction projects.

We hope this bonus will help New Orleans business customers take advantage of even greater energy savings.

For more information about Energy Smart, visit [energysmartnola.com](http://energysmartnola.com), email [info@energysmartnola.com](mailto:info@energysmartnola.com) or call 504-229-6365.

Thank you,  
The Energy Smart Program

## Eblast: Energy Advisor Support



### Energy Smart Energy Advisor Support Service



Dear Entergy New Orleans Commercial Customers:

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

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

**ELIGIBILITY**

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

-  Be an Entergy New Orleans customer
-  Complete the automated benchmarking process through Entergy New Orleans using ENERGY STAR Portfolio Manager.
-  Own a multi-tenant building with more than one occupant.
-  Intend to implement an energy efficiency project through Energy Smart in 2020.

\*Building address for incentives will not be on file if none.

To get started, complete the **Application for Energy Usage Benchmarking** located [here](#).

Contact [energysmart@entergy.com](mailto:energysmart@entergy.com) with questions on how to complete the application.



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Our mailing address is:  
Energy Smart  
100 Camp Street, Suite 254  
New Orleans, LA 70130

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

## Eblast: Small Business Energy Efficiency Kit



**Get back to business with your  
FREE energy efficiency kit.**



As a small business owner, energy is a major expense that can impact your bottom line. Energy Smart cash incentives help your small business reduce energy costs and save money.

As New Orleans gets back to business, Energy Smart is offering small business owners a **FREE Energy Efficiency Kit** to help spark energy savings—helping your small business profit from energy saved.

Interested in additional savings? Click [here](#) to learn about more ways your small business can save with the Energy Smart program.

**Claim Your FREE Energy Efficiency Kit**

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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.



## Eblast: Smart Thermostat



### Smart Thermostats: The Smart Choice for Business



Successful small businesses need to run as energy efficiently as possible so utility expenses don't eat into profits. One way to ensure efficiency is with a smart thermostat. Smart thermostat manufacturers estimate that users saved an average of 10% to 12% on heating and 15% on cooling costs.

To help you on your road to savings, Energy Smart is now offering New Orleans small businesses a rebate of up to \$200\* on the purchase of a new qualified thermostat from any retailer. That's a 25% increase over the regular rebate of \$175. Don't wait to take advantage of this limited-time offer. For a list of qualifying smart thermostats, [click here](#).

But, the savings won't stop there. [Enroll your new smart thermostat in EasyCool for Business](#) and help reduce energy usage during periods of high demand. Receive a one-time \$25 enrollment incentive and an additional \$40 incentive each year you participate.

Click the button below for more info on Small Business Solutions from Energy Smart.



\* Limit two rebates per customer. Rebate available until Dec. 31, 2020, or until funding is exhausted.

[Small Business Solutions](#)


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Get more info at [Energy Smart](#)  
800.766.6666



## Eblast: Higher Education Cohort Meeting Invitation



**Higher Education Cohort Meeting**



Dear Higher Education Cohort Members,

The Energy Smart team has scheduled our next Higher Education Cohort meeting/webinar for Sept. 22 from 3 - 4:30 p.m.

Please mark your calendars and plan on attending for program updates and a chance to meet and engage with your colleagues.

**Webinar Details**  
Sept. 22  
3 - 4:30 p.m.  
[Join Microsoft Teams Meeting](#)  
[348-249-3219](#)  
Conference ID: 498 752 654#

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

Topics covered will include:

- YTD Program Year 10 Overview
- Review of Higher Education Goals and Projects
- Demand Response Overview
- Review of Morial Convention Center Energy Efficiency Projects
- Q&A/Roundtable

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

Thank you,  
The Energy Smart Program

## Andrew E. Wilson Case Study

# ANDREW H. WILSON ELEMENTARY

## Energy Smart Case Study



Energy costs are often the second-largest expenditure in schools today. With school operating budgets shrinking and electrical demand increasing, it's imperative that schools find ways to effectively manage their utility costs and improve comfort for their students and staff.

Andrew H. Wilson Elementary, located in the Broadmoor neighborhood of New Orleans, Louisiana, found a cost-effective solution to manage their utility expenses. The school partnered with Energy Smart, Entergy New Orleans' energy efficiency program, to get the necessary financial incentives needed to install a new Building Automation/HVAC Controls system. With the help of Energy Smart incentives, the school had zero out-of-pocket costs and will see significant cost savings year over year.



"At the conclusion of the BAS and controls upgrades at Andrew Wilson Elementary School, we expected to see some cost savings. When our July bill arrived, it was 50% less than last July's bill. The first month, I wrote off as an anomaly. Then August showed a 50% reduction – as did September, October and every month following. We saved \$100,000 in electrical costs by taking advantage of the Energy Smart program."

**Sam Bear, Director of Facilities, InspireNOLA Charter Schools**

### BACKGROUND

Andrew H. Wilson Elementary is one of the seven schools managed by InspireNOLA Charter Schools. The school, currently serving around 700 students, was one of the first schools in New Orleans to be renovated after Hurricane Katrina as part of the New Orleans Recovery School District's Quickstart School program. The aging building, built in the 1930s, underwent renovations that included adding a new wing, cafeteria and larger gymnasium footprint. The school was experiencing very high utility costs per square foot. The classrooms, cafeteria, gymnasium and offices had individual thermostats that were not controlled by a central HVAC Control system. Teachers and staff were able to control their individual thermostats, resulting in temperatures varying throughout the building footprint and making it difficult for facility management to control the energy usage throughout the school.

Partnering with Energy Smart and trade ally Synergy Building Solutions, Sam Bear, Director of Facilities for InspireNOLA Charter Schools, completed a Building Automations System/HVAC Controls installation in 2019. This system gives facility management the ability to stage when the HVAC system will operate and gives teachers a temperature range between 70-78s in their classrooms. This energy efficiency upgrade, funded 100% by the Energy Smart program, saved Andrew H. Wilson Elementary \$100,000 in energy savings in the first year.

### PROJECT HIGHLIGHTS

Gross Project Cost	\$33,480
Energy Smart Incentive	\$33,480
Net Project Cost	\$0
kWh Savings	405,248 kW
Cost Savings 1st Year	\$100,000

"The \$100,000 saved on our Entergy New Orleans utility bill in the first year of completing this project with Energy Smart allows InspireNOLA and Andrew H. Wilson to reallocate dollars back into the classrooms, directly impacting the students they serve."

**Sam Bear, Director of Facilities, InspireNOLA Charter Schools**



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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## ENERGY SMART PROGRAM

(504) 229-6868 | [energysmartnoia.info](http://energysmartnoia.info)

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and implemented by Aptim Environmental & Infrastructure. The program helps residential and business electric customers save energy and money by reducing the upfront cost of energy efficiency upgrades to their homes and facilities through financial incentives.

For nearly 10 years, Energy Smart has worked with numerous business customers throughout Orleans Parish to reduce their energy usage and save money through installing more energy-efficient building equipment, systems, and products.

"Energy Smart helps make the economy stronger and our real estate more sustainable," says Kristin McKee, Program Director with APTIM. "We help customers from all market sectors, size and location, and we work hard to ensure equity throughout the city," adds Derek Mills, Energy New Orleans' DSM Program Manager.

Energy Smart provides cash incentives to existing and new buildings for a variety of projects such as LED lighting, lighting controls, HVAC, building automation, chillers, motors, retro-commissioning and demand response. To date, Energy Smart has paid approximately \$29M in incentives to over 86,000 participants, saving those customers nearly 236M kWh.

McKee and Mills, along with Ross Thevenot, Energy Smart Program Manager, have enjoyed a fruitful partnership with the New Orleans Chamber of Commerce and helped to build awareness of the program and its incentives.

Pictured left to right: Derek Mills, Energy New Orleans, DSM Program Manager; Kristin McKee, Aptim Environmental & Infrastructure, Program Director; Ross Thevenot, Energy New Orleans, Energy Smart Program Manager

"Energy Smart helps make the economy stronger and our real estate more sustainable."



## City Business Journal Digital Leaderboard Ad



**ENERGY SMART FOR BUSINESS**  
Energy Smart offers **incentives up to \$150,000 per site, per year** with an **annual customer cap of \$500,000** across all projects and accounts.

[LEARN MORE >](#)



## Earned Media – Downtown Development District Newsletter

What's Up Downtown - White Linen LIGHT...COOLinary...Chef Carl's Chicken Returns to Roosevelt...& more!

 Downtown Development District. <noreply@downtownnola.com>  
To:  Elerd, Dawn

 If there are problems with how this message is displayed, click here to view it in a web browser.

**ENERGY'S ENERGY SMART KITS FOR SMALL BUSINESSES**



**Energy Smart** is giving free energy kits containing energy saving products such as LED lights, aerators and LED Exit signs to small businesses. They have three different kits targeting three different segments: restaurant, retail and small commercial



City Business Journal and Biz New Orleans Digital 300 x 250 Ad



**FREE Energy Efficiency Kits for small business customers.**

[LEARN MORE](#)

**EnergySmart**  
A New Orleans Program

**Entergy**

Facebook Ad A



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Free to small business owners. Energy efficiency kits filled with energy-saving products to help lower your monthly utility ... See More

**FREE Energy Efficiency Kits for small business customers.**

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**Save energy. Save money.**  
Order your kit

[GET OFFER](#)

## Facebook Ad B

 **Energy New Orleans**  
Sponsored · 

Energy New Orleans small business owners. Get a FREE energy efficiency kit packed with energy-saving measures for our ... See More



[HTTPS://ENERGYSMARTNOLA.F...](https://energysmartnola.f...)  
**Reduce Energy Costs**  
Order your kit

  Shirley Berzat Ware and 1... 1 Share

 Like  Comment  Share

### Google Paid Search: Small Business Kit Search Ads

Free energy efficiency kits | for small business owners | 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 sign bulbs.

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 sign bulbs for restaurants, retail and offices.

Free energy-savings kit | for small business owners | compliments of Energy Smart.

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

Get energy-savings kit packed with energy-saving measures such as LED light bulbs, aerators and LED exit sign bulbs for restaurants, retail and offices.

### Smart Thermostat \$175 Rebate Search Ad

Energy Smart | Rebates On Smart T-Stats | Visit Our Website Now

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

Buy A Smart Thermostat And Start Saving Energy And Your Money By Lower Your Monthly Utility Bill. Get Up To \$175 When You Purchase A Qualifying Smart Thermostat.

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Buy Our Smart Thermostat And Start Saving Your Money & Energy Today By Lower Your Monthly Utility Bill. Get Up To \$175 Energy Smart Thermostat For Your Business, Resident & More.



### Smart Thermostat \$220 Rebate Search Ad

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Buy A Smart Thermostat And Start Saving Energy And Money. Lower Your Monthly Utility Bill. Get Up To \$220 When You Purchase A Qualifying Smart Thermostat.

Energy Smart | \$220 Smart Thermostat Rebate | Visit Us Online Now

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

Small Businesses Start Saving Money and Energy. Get Up to \$220 on a Smart Thermostat from Energy Smart and Start Lowering Your Monthly Utility Bill.

### Facebook: Smart Thermostat Post

The image shows a Facebook post for a smart thermostat rebate. At the top, it says "SMART THERMOSTAT A Smart Choice for Small Business". Below this is a photo of a hand touching a smart thermostat set to 70 degrees. To the right of the photo, it says "UP TO \$175 REBATE\*". Below the photo, there is a small disclaimer: "\*Limit of two (2) thermostat rebates per account." At the bottom, there are two logos: "EnergySmart A New Orleans Program" and "Entergy".

Facebook: Smart Thermostat Post A

Entergy New Orleans  
Sponsored · 1/11

Entergy New Orleans small business customers can get up to \$220 when they purchase a new qualified smart thermostat. [...See More](#)

---

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

**UP TO \$220 REBATE\***

\*Limit of five (5) thermostat rebates per account.

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

Tiffany Madison

Like Comment Share

Facebook: Smart Thermostat Post B

Entergy New Orleans  
Sponsored · 1/11

Entergy New Orleans small businesses can get up to \$220 when they purchase a new qualified smart thermostat from any retailer. [...See More](#)

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

**UP TO \$220 REBATE\***

\*Limit of five (5) thermostat rebates per account.

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ENERGYSMARTNOLA.INFO/SMART...  
\$220 Rebate on Smart thermostats. [LEARN MORE](#)

Diane Almazan and 2 ... 2 Comments

Like Comment Share

## Trade Ally Quarterly Newsletter



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

### PY10 Q1 REVIEW & HIGHLIGHTS

The Energy Smart team would like to thank all the trade allies who participated in the program during Q1 (April – June) of Program Year 10 (PY10). We welcome the future participation of new and existing trade allies.

- As of June 22, 2020, Energy Smart has received 115 projects from 74 different customers.
- To date, 41 of those projects have been completed.
- Energy Smart has reached 7 percent of its goal for kWh savings for commercial and industrial projects.
- Energy Smart has reached 32 percent of its total goal of 33.06 million kWh in savings when including projects in the implementation phase and initiation phase.
- Energy Smart has paid out 6 percent of its available budget for commercial and industrial projects.
- Of the PY10 budget of \$4.7 million, \$4.4 million in funding is still available.

Current applications and program tools can be found on the [Energy Smart website](#).

### COVID SAFETY PROTOCOLS

**All Energy Smart programs are now open.** As part of our commitment to safety, we are taking additional precautions to protect the health and safety of our customers, trade allies and employees. All program staff and trade allies are adhering to the following health and safety guidelines:

- All trade allies and employees will self-monitor for COVID-19 symptoms prior to each shift.
- Customers will be contacted prior to on-site visits to confirm that no one has tested positive or has been in close contact with someone who has tested positive for COVID-19 within the past 14 days. Appointments will be rescheduled if necessary.
- Face masks will be worn at all times.
- Hand washing or the use of approved hand sanitizer will be used before and after each visit.
- Equipment and electronics will be sanitized before and between each visit.

We are accepting applications for all commercial energy efficiency programs and have modified site verifications to follow safety protocols.

## Recent Training and Events

### Energy Smart Project Year 10 Kick-Off Meeting

On April 2, the Energy Smart team presented the new Commercial and Industrial offerings for PY10.

### Commercial Energy Financing Webinar

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

### Assistance with Diverse Supplier Certification Applications

On April 22, Energy Smart hosted a webinar to connect 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 Webinar

On April 24, Energy Smart hosted a webinar to educate 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 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 on these topics:

1. Effectively communicating about the Energy Smart program and responding to frequently asked questions.
2. Sales tips on using impact stories associated with energy upgrades that improve quality of life, in addition to selling based on return on investment.
3. Sales tips on using your personal story to establish immediate credibility with potential clients and the public.

Guests were Adam Reed, the director of facilities at Collegiate Academies, and Rachel Johnson, Energy Smart trade ally and owner of J&R A/C & Heating.

### Making Your Building More Sustainable Through Arc Software

On June 30, Energy Smart hosted a webinar introducing Arc software to building managers who are interested in reducing energy consumption and improving their building's environmental performance. The 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 Pajanki, Director of Arc, discussed how building operators can take advantage of this platform to create better buildings by empowering its users to:

- Understand and enhance their sustainability performance.
- Promote human health and well-being.
- Contribute to a higher quality of life.

The Arc ([arcskoru.com](http://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 – LEED, GRESB. The platform is currently deployed in over 80 countries.

For information about these presentations, contact Kevin Fitzwilliam at [kevin.fitzwilliam@esolm.com](mailto:kevin.fitzwilliam@esolm.com).

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901 Camp Street, Ste. 384  
New Orleans, LA 70130

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

## TRADE ALLY SURVEY

Energy Smart is seeking feedback from our commercial and industrial trade allies on a range of topics. We are asking you to please take 15 minutes to answer questions pertaining to your business with respect to COVID, ease of participation with Energy Smart, ways the program can further assist you and any upcoming hiring/staffing needs. Energy Smart will review the feedback anonymously at the virtual Trade Ally Advisory Group meeting on July 8.

[TAKE SURVEY](#)

## PY10 TRADE ALLY NETWORK UPDATES

Each year, Energy Smart updates its lists of trade allies. At the beginning of PY10, the Energy Smart Commercial and Industrial Trade Ally Network consisted of:

- Trade allies = 110 (80 headquartered in Louisiana; 30 headquartered outside Louisiana)
- Tiered trade allies = 34 (7 Platinum; 5 Gold; 22 Silver)
- Trade allies with diverse-supplier certifications = 19 (17 percent of the Trade Ally Network)

## UPCOMING TRAINING & NETWORKING EVENTS

### Retro-commissioning Overview

Energy Smart will provide an overview of the updates to the retro-commissioning incentives to our current retro-commissioning service providers.

Monday, July 8

9-10 a.m.

### Webinar: "Learn about U.S. Green Building Council LEED Credentials"

Are you interested in learning about the most prominent green building accreditation worldwide? A LEED credential denotes proficiency in today's sustainable design, construction and operations standards. More than 203,000 professionals have earned a LEED credential to help advance their careers.

On July 8, Energy Smart will host a webinar with guests who can speak to their own experience in studying for, obtaining and using their LEED certifications.

Tune in to learn about the advantages to gaining LEED credentials as well as tips on successfully obtaining the certifications.

Wednesday, July 15

9:00-10:15 a.m.

[REGISTER](#)

### Commercial and Industrial Quarterly Trade Ally Advisory Group Meeting

Topics covered:

- PY10 goals and incentive budgets.
- Virtual site inspections.
- Common prescriptive measure questions and issues.
- New offering for small businesses, including smart thermostats and Small Business Kits.
- Training review and upcoming opportunities.
- Workforce Development Activities – Green Tech Month, Urban League Job Fair.
- Q&A.

Wednesday, July 8

9-10 a.m.

[REGISTER](#)

## Trade Ally Certificate

# ENERGY SMART TRADE ALLY CERTIFICATION

This certifies that \_\_\_\_\_ *Name of Company*  
is authorized to act as a 2020 Energy Smart trade ally.

\_\_\_\_\_ *Name of Company* has received training on how  
to submit applications to Energy Smart and has met the necessary  
qualifications to provide this service.



## Proud Participant Window Cling





## EasyCool Landing Page

Energy Smart  
A Division of Entergy

Call Energy Smart  
504-229-6868

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

### EasyCool for Business

**Get up to \$65 your first year with EasyCool.**

Energy New Orleans small business customers can get cash incentives for helping to reduce energy use during short periods of high electricity usage, also known as peak demand. EasyCool allows small business customers to support their local community by helping Entergy New Orleans maintain reliable service for all its customers – all without sacrificing your comfort or your time thanks to the easy enrollment and hands-free participation.

[SIGN UP](#) to participate, and receive a one-time \$25 enrollment incentive and collect an additional \$40 each year you participate.

**WAYS TO GET PAID**

- Purchase and install a qualifying smart thermostat, and get up to a **\$220 incentive**.
- Enroll your new or existing smart thermostat in EasyCool, and receive a one-time **\$25 incentive** for signing up.
- Collect an additional **\$40 incentive** each year you participate.

**HOW IT WORKS**

During a handful of peak demand events each year, your smart thermostat will

## Smart Thermostats Landing Page

Energy Smart  
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Call Energy Smart  
504-229-6868

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

### Smart Thermostats

Limited-time offer: **25% bonus on new prescriptive and custom projects** completed and submitted by Dec. 31, 2020. Click [here](#) for details.

**Smart Thermostats: A Smart Choice for Small Businesses**

Energy Smart knows that successful small businesses need to run as energy efficiently as possible so utility expenses don't eat into your profits. One way to ensure efficiency is with a smart thermostat.

Did you know that a smart thermostat can lower your monthly utility bills? Smart thermostat manufacturers estimate that users saved an average of 10% to 12% on heating and 15% on cooling costs. That's savings you can invest into your business.

New Orleans small business owners can now get an incentive up to \$220 on the purchase of a new qualified smart thermostat from any retailer. That's a 25% increase over the regular rebate of \$175. For a list of qualifying smart thermostats, click [here](#). Simply purchase and install the thermostat to start enjoying the savings.

But the savings don't stop here. Energy Smart is offering you more ways to save energy with its [EasyCool for Business](#) offering. Through this new offering, you can receive a one-time \$25 enrollment incentive and an additional \$40 incentive each year you participate. Click [here](#) to learn more about this exciting new offering.

Now that makes good business cents.

**Ready to get Energy Smart?**

[SUBMIT YOUR REBATE REQUEST](#)

[Find a Qualified Smart Thermostat](#)

# Benchmarking Landing Page

The screenshot shows a landing page for the Benchmarking program. At the top, there are logos for EnergySmart (A New Orleans Program) and Entergy, along with the phone number 504-229-6868. A navigation menu includes links for ABOUT US, RESIDENTS, BUSINESSES, TRADE ALLIES, COMMUNITY, and CONTACT. The main visual is a photograph of modern glass skyscrapers with a 'Benchmarking' text overlay. Below the image, there is explanatory text about the program's benefits and a 'SIGN UP HERE' button with a leaf icon. At the bottom, there is a 'Program Documentation' section with a link to 'Energy Advisor Overview'.

**EnergySmart**  
A New Orleans Program

**Entergy**

Call Energy Smart  
504-229-6868

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

## Benchmarking

You can't manage what you don't measure. Benchmarking helps uncover how your commercial building uses energy, where it's being used and what drives the usage. Benchmarking is a key step in identifying opportunities to lower energy usage and operating costs, which translates into increased profitability.

Our Energy Advisor will provide qualifying customers with comprehensive energy efficiency assistance that includes initial building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support. Energy Smart incentives help finance the implementation of your upgrades.

To learn more about the service, eligibility requirements and how you can participate, please call 504-229-6868 or email [benchmarking@energysmartnola.com](mailto:benchmarking@energysmartnola.com).

Ready to get started? Sign up below to begin the process.

**SIGN UP HERE**

### Program Documentation

- [Energy Advisor Overview](#)