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August 22, 2022

VIA ELECTRONIC MAIL ONLY

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

Re: Filing of Entergy New Orleans, LLC's Energy Smart Midyear Report for Program Year 12 (Resolutions R-11-52, R-20-51, R-21-153; 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 ("PY10-12"). 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. Council Resolution R-21-153 altered program reporting requirements from quarterly to semi-annual reports.

On behalf of APTIM, Entergy New Orleans, LLC submits the enclosed original and three copies of the Energy Smart Program Year 12 Midyear Report for the period of January 1, 2022 through June 30, 2022. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Sincerely,


Courtney R. Nicholson

Enclosure

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



Midyear Report

Energy Smart Program
Program Year 12
Submitted: 8/22/2022



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Table of Contents

1. Executive Summary	5
Staff List	6
Offerings Overview	8
2. Program Performance & Activity	9
3. Residential Offerings Summary	13
4. Home Performance with ENERGY STAR®	14
Description	14
Highlights	14
Performance	14
5. Retail Lighting & Appliances.....	15
Description	15
Highlights	15
Performance	16
6. Multifamily Solutions	18
Description	18
Highlights	18
Performance	18
7. Income-Qualified Weatherization.....	19
Description	19
Highlights	19
Performance	19
8. A/C Solutions	20
Description	20
Highlights	20
Performance	20
9. Appliance Recycling & Replacement Pilot	21
Description	21
Highlights	21
Performance	21
10. School Kits & Education.....	22
Description	22

Highlights	22
Performance	22
11. Behavioral & Rewards	23
Description	23
Highlights	23
Performance	23
12. EasyCool for Residents	24
Description	24
Highlights	24
Performance	24
13. Commercial & Industrial Offerings Summary	26
14. Small Commercial & Industrial Solutions	27
Description	27
Highlights	27
Performance	27
15. Large Commercial & Industrial Solutions	29
Description	29
Highlights	29
Performance	29
16. Publicly Funded Institutions	31
Description	31
Highlights	31
Performance	31
17. Commercial & Industrial Construction Solutions	32
Description	32
Highlights	32
Performance	32
18. Large Commercial & Industrial Demand Response	33
Description	33
Highlights	33
Performance	33
19. EasyCool for Business	34
Description	34
Highlights	34

Performance	34
20. Marketing, Outreach & Engagement	36
Residential Marketing and Outreach	36
Community Outreach	43
Commercial Marketing and Outreach	44
21. Trade Allies	54
Overview	54
Network Development & Highlights	54
22. Training Program	57
Commercial & Industrial Highlights	57
23. Initiatives	59
Workforce Development	59
Supplier Diversity & Inclusion	60
24. Budget Highlights	62
25. Appendices	64
Appendix A: School Kits & Education Summary	64
Appendix B: Community Outreach Summary	64
Appendix C: Training and Education	64
Appendix D: Marketing	64

Executive Summary

The Energy Smart Program (Program) was developed by the New Orleans City Council (Council), is administered by Entergy New Orleans, LLC (ENO) and is implemented by APTIM, the Third-Party Administrator (TPA). This report contains performance data, activities, and pre-evaluated gross savings for the period of Q1 and Q2 of Program Year 12. The Program Year 12 (calendar year 2022) is divided into four quarters:

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

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:

- ILSI Engineering
- Legacy Professional Services
- Spears Consulting
- Green Coast Enterprises
- Energy Wise Alliance
- Franklin Energy Services
- EnergyHub
- Harris Energy Solutions
- Honeywell
- MD Energy Advisors
- Urban League of Louisiana

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

On May 5, the Department of Energy announced that the Energy Smart program won the 2022 ENERGY STAR® Partner of the Year Award—Sustained Excellence for the third consecutive year. The Energy Smart program was recognized for its efforts to advance innovations in residential energy efficiency programs and technologies to improve the affordability of home energy upgrades for diverse households through Home Performance with ENERGY STAR. The Energy Smart team worked collaboratively with Entergy New Orleans communications team in developing the news release that ran on the Entergy New Orleans website. The ENERGY STAR Partner of the Year news release posted on May 5.

Staff List

Name	Title	Company	Location
Brenda Hopewell	Vice President, Energy Solutions	APTIM	Chicago, IL
Dan Reese	Director of Program Operations	APTIM	Portland, OR
Megan Sykes	Marketing Manager	APTIM	Baton Rouge, LA
Michelle Krueger	Program Director	APTIM	New Orleans, LA
John Krzystowczyk	Commercial Program Manager	APTIM	New Orleans, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Spencer Kurtz	Energy Engineer	APTIM	Charlotte, NC
Nick Myers	Marketing & Communications Specialist	APTIM	New Orleans, LA
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Nick Bengtson	Sales Executive	EnergyHub	Brooklyn, NY
Nathan Meadows	Client Success Manager	EnergyHub	Brooklyn, NY
Jamie Wine	Director	Energy Wise Alliance	New Orleans, LA
Emily Snyder	Education Manager	Energy Wise Alliance	New Orleans, LA
Meredith Seale	Education Coordinator	Energy Wise Alliance	New Orleans, LA
Brandon Muetzel	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Alan Mitchell	Field Manager	Franklin Energy Services	New Orleans, LA
Amanda Welch	Operations Analyst	Franklin Energy Services	Milwaukee, WI
Melissa Carlson	Client Marketing Manager	Franklin Energy Services	Chicago, IL
Wendy Becker	Outreach Manager	Franklin Energy Services	Milwaukee, WI
Daniel Franklin	Operations Manager	Franklin Energy Services	New Orleans, LA
James Herman	Operations Analyst	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Jackie Dadakis	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
Joe Ryan	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
Jared Sessum	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
Ben Meyers	Benchmarking Associate	Green Coast Enterprises	New Orleans, LA
Jessica Harris	President	Harris Energy Solutions	Austin, TX
Craig Henry	Demand Response Program Manager	Honeywell	San Antonio, TX
Benjamin Cavell	ADR Business Consultant	Honeywell	New Orleans, LA
Keeley Evans	Project Coordinator	ILSI Engineering	New Orleans, LA
Alcide Tervalon III	Principal	Legacy Professional	New Orleans, LA
Aaron Herbert	Project Energy Engineer	Legacy Professional	New Orleans, LA
Iryell Richard	Small Commercial Project Coordinator	Legacy Professional	New Orleans, LA
Steffie Hernandez	Project Specialist	Legacy Professional	New Orleans, LA
Denzel Harry	Energy Advisor	Legacy Professional	New Orleans, LA
Louis Bart	Energy Advisor	Legacy Professional	New Orleans, LA
Joshua Kruebbe	Residential QA/QC	Legacy Professional	New Orleans, LA
Jacob Pohlman	Residential QA/QC	Legacy Professional	New Orleans, LA
Derrick Hammond	Energy Advisor	Legacy Professional	New Orleans, LA
Larry Tervalon	Energy Advisor	Legacy Professional	New Orleans, LA

Vindocto Torns	Energy Advisor	Legacy Professional	New Orleans, LA
Brandon Barbre	Recycling Specialist	Legacy Professional	New Orleans, LA
Wilbert Curtis	Recycling Specialist	Legacy Professional	New Orleans, LA
Ethan Cartwright	Energy Advisor	MD Energy Advisors	New Orleans, LA
Donna Arnett	Energy Advisor	MD Energy Advisors	New Orleans, LA
Cleveland Spears	President/CEO	Spears Consulting	New Orleans, LA
Meredith Adams	Account Executive	Spears Consulting	New Orleans, LA
Klassi Duncan	VP, Entrepreneurship & Innovation	Urban League	New Orleans, LA
Cherie Duckworth	VP of Workforce Development	Urban League	New Orleans, LA

Offerings Overview

Residential

Energy Efficiency

- Home Performance with ENERGY STAR®
- Retail Lighting & Appliances
- Income-Qualified Weatherization
- A/C Solutions
- Multifamily Solutions
- Appliance Recycling & Replacement Pilot
- School Kits & Education
- Behavioral & Rewards

Demand Response

- EasyCool for Residents

Commercial & Industrial

Energy Efficiency

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

Demand Response

- Large Commercial & Industrial Demand Response
- EasyCool for Business



PROGRAM PERFORMANCE & ACTIVITY



Program Performance and Activity

Table 2.1

	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
Commercial & Industrial - Energy Efficiency	29,198,227	53,636,918	54.44%	5,286	9,097	58.11%	\$2,311,231	\$6,307,651	36.64%
Commercial & Industrial - Demand Response***	-	-	N/A	-	4,642	0.00%	\$4,251	\$252,158	1.69%
Residential - Energy Efficiency	8,457,023	43,136,759	19.61%	2,445	4,580	53.41%	\$1,305,067	\$4,836,502	26.98%
Residential - Demand Response***	-	-	N/A	-	4,032	0.00%	\$34,529	\$197,110	17.52%
Total	37,655,250	96,773,677	38.91%	7,731	22,351	34.60%	\$3,655,078	\$11,593,421	31.53%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2022 through 6/30/2022.

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

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

Table 2.2

	PROGRAM COSTS*	PROGRAM BUDGET	% OF PROGRAM BUDGET
Commercial & Industrial - Energy Efficiency	\$4,120,485	\$11,096,776	37%
Commercial & Industrial - Demand Response	\$274,513	\$1,141,959	24%
Residential - Energy Efficiency	\$2,402,984	\$7,604,369	32%
Residential - Demand Response	\$38,293	\$609,415	6%
TOTAL	\$6,836,275	\$20,452,519	33%

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

Table 2.3

EM&V SPENT	EM&V BUDGET	% OF EM&V BUDGET
\$260,893	\$846,000	30.84%

Residential Summary

The Energy Smart Residential Portfolio had a successful start to PY12. The program achieved 8,457,023 in kWh savings and reached 19.61% of the goal. In May, the Department of Energy recognized the Energy Smart Program as an ENERGY STAR Sustained Excellence Partner of the Year for a third consecutive year. The Retail Lighting and Appliance offering has been the main driver within the portfolio in Q1 and Q2 and is on track to meet energy savings goals based on sales at participating retailers and the online marketplace. The Multifamily Solutions offering completed multiple properties in Q1 and started a large project in Q2. Income Qualified Weatherization is running on pace for the year with the support of customer outreach and partnerships in the community. The A/C Solutions offering started the year strong and is expected to continue with the high temperatures driving air conditioning needs. The Home Performance with ENERGY STAR offering saw a sharp increase in savings just after the close of Q2, adding 700,000 kWh in July that is not reflected in this program reporting data. Lastly, the Behavioral offering began the process of shifting email participants to the direct mail cohort to improve savings potential for the second half of the year.

The Energy Smart team remained committed to COVID-19 protocols, all field personnel continue mandatory use of masks, nitrile gloves and shoe coverings. The Energy Smart team contacts customers in advance of their appointment to ask if anyone in the home had tested positive or had been recently exposed to a confirmed positive COVID-19 case prior to field personnel entering the residence.

Commercial & Industrial Summary

The Energy Smart Commercial & Industrial (C&I) Portfolio acquired a pipeline of 29,198,227 kWh in the first half of Program Year 12, resulting in a forecast of 54.44% to the energy savings goal and 36.64% to the incentive budget. Energy Smart saw participation in the program increase compared to similar points in previous program years, with the C&I pipeline adding 9.6 million kWh in additional energy savings compared to the end of the second quarter in PY11. The easing of COVID-19 related restrictions to operating hours and occupancy levels in businesses in Orleans Parish contributed to some of the increased program participation, however, supply chain delays continue to persist. Trade allies and customers have both reported significant price increases and shipping times for some popular HVAC measures including chillers and VFDs. Despite these barriers to program participation, the Energy Smart program saw an increase in energy savings across all C&I portfolio sectors.

The PY12 Step-Down Bonus was implemented at the beginning of Program Year 12 and was designed based on feedback from trade allies, customers, Energy Smart staff and program evaluators. The Step-Down bonus allowed customers or trade allies to submit projects at the beginning of the year to reserve increased bonus incentives that would be paid if the project was completed before the end of the year. Bonus amounts stepped down from 25% in the first quarter, to 15% in the second quarter and finally 5% in the third quarter. This bonus design allowed customers to sell projects that include measures with long lead times for delivery, such as VFDs and chillers, early in the year so they would have enough time to receive and install the equipment before the end of the year. Customers and trade allies were very receptive to the bonus structure and a total of 55 projects received a 25% Q1 bonus which contributed an additional \$171,319 in program incentives reserved. The 15% second quarter bonus was applied to 32 projects and increased incentives reserved by \$34,433.



RESIDENTIAL OFFERINGS



Residential Offerings Summary

Table 3.1

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR	453,279	4,870,449	9.31%	124	1,384	9.00%	\$123,795	\$1,517,071	8.16%
Retail Lighting & Appliances	5,542,647	8,131,626	68.16%	823	1,102	74.68%	\$455,804	\$1,285,720	35.45%
Multifamily Solutions	103,901	1,616,270	6.43%	13	470	2.73%	\$20,602	\$359,750	5.73%
Income Qualified Weatherization	1,190,203	1,850,708	64.31%	1,141	623	183.23%	\$493,411	\$759,461	64.97%
A/C Solutions	696,430	2,388,674	29.16%	285	687	41.39%	\$113,657	\$439,100	25.88%
Appliance Recycling & Replacement	65,553	1,897,900	3.45%	2	233	0.75%	\$43,699	\$220,000	19.86%
School Kits & Community Outreach	405,012	681,132	59.46%	58	81	71.94%	\$54,101	\$105,400	51.33%
Behavioral**	-	21,700,000	-	N/A	N/A	N/A	N/A	N/A	N/A
Rewards	N/A	N/A	N/A	N/A	N/A	N/A	\$0.00	\$150,000	0.00%
EasyCool - Bring Your Own Thermostat**	N/A	N/A	N/A	-	4,032	-	\$34,529	\$197,110	17.52%
Total	8,457,025	43,136,759	19.61%	2,446	8,612	23.72%	\$1,339,598	\$5,033,612	26.61%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2022 through 6/30/2022.

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

Home Performance with ENERGY STAR®

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, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. The offering includes a home energy assessment which may also recommend follow up measures to be completed by trade ally contractors. The home energy assessment includes a walk-through inspection and direct installation of low-cost measures such as LED lighting, high-efficiency showerheads and water aerators, smart power strips, pipe wrap and smart thermostats. The home energy assessment may recommend follow-up measures which require diagnostic testing to achieve deeper savings in the home. Follow-up measures, completed by an Energy Smart approved trade ally, include attic insulation, air conditioning tune-up, air sealing, and duct sealing. This offering also includes an energy- saving kit component offered through the Online Marketplace, which provides an easy customer entry point.

To meet the needs of New Orleans’ unique housing stock of double shot-gun homes and smaller multifamily configurations, the HPwES offering now includes all buildings with four or fewer units. Structures of this size and construction type often behave and function more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier.

Highlights

The Home Performance with ENERGY STAR offering achieved 453,279 in kWh savings, reaching 9.31% of the goal. The Energy Smart team completed 339 assessments in the first half of the year and generated 55% of the savings from direct-install measures at the time of the assessment. The deeper savings measures by the trade allies, which include attic insulation, air sealing and duct sealing, generated the remaining 45% of the savings. This measure mix allowed the offering to produce an average of 1,394 kWh per customer. Lighting kits were mailed 1,200 customers to create marketing leads and generate low-cost savings. Following the lighting kits, the offering saw a sharp increase in savings just after the close of Q2, adding 700,000 kWh in July that is not reflected in this program reporting data. The Department of Energy recognized the Energy Smart Program as an ENERGY STAR Partner of the Year, Sustained Excellence, for the third consecutive year for its exemplary commitment and dedication to energy efficiency.

Performance

Table 4.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
453,279	4,870,449	9.31%	125	1,384	9.00%	\$123,795	\$1,517,071	8.16%

Retail Lighting & Appliances

Description

The objective of the Retail Lighting and Appliance 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 as discounted prices. This allows Energy New Orleans customers to purchase energy efficiency products online and have them shipped directly to their home.

Highlights

During the first six months of PY12, the Retail Lighting and Appliances offering achieved 5,542,647 in gross kWh savings, reaching 68.16% of the goal. The offering continues to provide a large portion of savings for the residential portfolio and continues to be the most cost-effective and visible residential offering.

Point-of-sale lighting rebates, particularly with standard LEDs, were the main driver of savings at participating retailers, despite retail-price increases due to supply-chain issues and inflation. Additional savings came from the Online Marketplace and mail-in appliance rebates for ENERGY STAR certified refrigerators, window air-conditioning units, pool pumps, dehumidifiers, smart thermostats and heat-pump water heaters. Big-box stores, including The Home Depot, Costco, Lowe's and Walmart, all participated in the point-of-sale offering, with sales at Costco and The Home Depot providing the most savings. The program team also continued its partnership with more local stores, including The Green Project and Eddie's Ace Hardware. Partnerships with local stores are vital to providing access to quality energy-efficient products to customers who shop locally and to support local businesses.

The Retail Lighting and Appliances field team began using a new tool to report on monthly store visits, called GoSpotCheck. This tool is an application-based program that allows field staff members to complete store visit reports from their phones while at the store, including submitting photos and staff and customer training details. GoSpotCheck has provided substantial time savings, allowing the field staff to focus more on customer and staff interactions during visits.

Submissions of mail-in appliance rebate applications increased in the first half of PY12 compared to PY11, despite the lack of availability of product in stores due to supply chain issues at the beginning of the year. The mail-in appliance rebate offering has been vital to providing customers better access to energy-efficient products with the increasing cost of goods.

The Online Marketplace continues to play an important role in providing customers access to energy-efficient products. Manufacturer promotions occurred during the first half of the year, resulting in the sale of 2,326 smart thermostats. The Online Marketplace combined the program's incentives for smart thermostats with manufacturer and retailer discounts during the winter and spring promotional periods, which allowed customers to purchase deeply discounted Emerson, Nest and Ecobee smart thermostats. The Earth Day promotion was particularly successful, with more than 1,000 smart thermostats sold in April. The inclusion of four-pack LED bulbs provided an increase in lighting sales on the Online Marketplace during the first six months. By layering in additional LED lighting discounts during this period,

the Online Marketplace sold 3,274 LEDs, 84 advanced power strips and 151 water-saving products largely as add-on purchases for customers purchasing smart thermostats.

Performance

Table 5.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
5,542,647	8,131,626	68.16%	823	1,102	74.68%	\$455,804	\$1,285,720	35.45%

Table 5.2

Retail & Appliance Sales Quantities

PARTICIPATION TYPE	
In-Store	QTY
Lighting	37,245
Online Marketplace	QTY
Advanced Power Strips	84
Smart Thermostats	2,326
Smart Thermostat Accessories	94
Insulation	60
Lighting	3,274
Water Savers	151
Mail-In Rebates	QTY
Pool Pump	8
Heat Pump Water Heater	5
Refrigerator	39
Window Ac	24
Water Cooler	1
SMART THERMOSTAT	91
PORTABLE DEHUMIDIFIER	3

Table 5.3

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
Lowe's (Central)		X	2501 Elysian Fields Ave
Lowe's (Read)		X	5770 Read Blvd
Walmart (Tchoupitoulas)	X	X	1901 Tchoupitoulas St
Walmart (Chef Menteur)	X	X	4301 Chef Menteur Hwy
Walmart (Behrman)	X	X	4001 Behrman Pl
Walmart Bullard	X	X	6000 Bullard Ave
The Green Project	X		2831 Marais St
Eddie's Ace Hardware	X		4401 Downman Rd

Multifamily Solutions

Description

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

Highlights

The Multifamily Solutions offering achieved 103,901 in kWh savings, reaching 6.43% of the goal. The team began working with three properties, totaling 128-units in Q1. In Q2, a 278-unit property was scheduled in Algiers. The program team will work with trade allies to complete the follow-up measures identified in the property assessments, which is expected to achieve significantly higher kWh savings in Q3. Continued outreach will add additional properties in Q3 and Q4 for both direct-install measures and trade ally-led follow up measures.

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
103,901	1,616,270	6.43%	13	470	2.73%	\$20,602	\$359,750	5.73%

Income-Qualified Weatherization

Description

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

Highlights

The Income-Qualified Weatherization offering achieved 1,190,203 in kWh savings, reaching 64.31% of the goal. During the first half of the year, the Energy Smart team completed 423 home energy assessments. The Income-Qualified Weatherization offering generated 30% of kWh savings from direct install measures at the time of the home energy assessment. Trade allies performed follow up measures recommended in the home energy assessment report, which include attic insulation, air sealing and duct sealing. Follow up measures generated the remaining 70% of the kWh savings achieved. This measure mix allowed the offering to produce an average of 2,098 kWh reduction per customer.

The Income-Qualified Weatherization offering had an opportunity to partner with Vietnamese Initiatives in Economic Training (VIET) in Q2. The program was able to enroll 34 participants with VIET’s assistance. In addition, VIET provided translating services to the program to overcome the language barrier. The program team will look for additional sign-up periods with VIET and other community organizations in the second half of the year.

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
1,190,203	1,850,708	64.31%	1,141	623	183.23%	\$493,411	\$759,461	64.97%

A/C Solutions

Description

The A/C Solutions offering provides residential customers with a more comprehensive set of options to help lower the energy consumption associated with keeping their homes cool and comfortable in the summer. Customers with functioning air conditioning can improve the efficiency of their units with the help of a comprehensive air conditioning tune-up or replacement. The offering also includes the installation of 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.

Highlights

The A/C Solutions offering achieved 696,430 in kWh savings, reaching 29.16% of the goal. The offering served 1,127 customers. Air conditioner tune-ups provided 45% of the kWh savings, duct sealing generated 54% and smart thermostats were installed for 10 participating customers. The offering will continue to utilize targeted marketing for air conditioner tune-ups throughout the second half of the program year.

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
696,430	2,388,674	29.16%	285	687	41.39%	\$113,657	\$439,100	25.88%

Appliance Recycling & Replacement Pilot

Description

The Appliance Recycling and Replacement Pilot offering will encourage early recycling of qualifying low efficiency appliances, such as refrigerators and freezers, for residential customers. The pilot will also offer a refrigerator replacement option for income-qualified residential customers. This new offering will go beyond federal recycling requirements using environmentally friendly best practices for recycling all components of each appliance.

Highlights

The Appliance Recycling and Replacement Pilot achieved 65,553 kWh savings this reporting period. The offering served 59 income-qualified customers with the refrigerator replacement measure, installing a new ENERGY STAR refrigerator which will reduce appliance electricity consumption. In Q2, the Income-Qualified Weatherization offering added refrigerator replacement criteria to the home assessment to identify more qualified customers for this measure. The offering recycled 35 inefficient refrigerators to remove them from the electric grid permanently. The Program Team partnered with the Department of Sanitation on Household Hazardous Waste Day, held May 14, 2022. Orleans Parish residents were invited to drop off hazardous waste materials at the Elysian Fields recycling center. The Program Team distributed Energy Smart residential offering materials and Appliance Recycling flyer to 680 vehicles. The team will continue to partner with the Department of Sanitation to add the Appliance Recycling website link to the City Sanitation website. A bill insert was also designed during this reporting period, to deploy in Q3 to all residential customers.

Performance

Table 9.2

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
65,553	1,897,900	3.45%	1.74	233	0.75%	\$43,699	\$220,000	19.86%

School Kits & Education

Description

The School Kit & Education offering targets 6th and 10th 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. School classes have returned to entirely in-person instruction. During the pandemic, these in-person methods were 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. These virtual tools are still available to teachers, however during this reporting period all teachers opted for in-person lessons.

Highlights

Many of the challenges caused by COVID-19 protocols were relieved in the first half of PY12. Students, teachers, and Energy Smart instructors were excited to restart in-person sessions for 6th and 10th graders. All classes in PY12 have been taught in-person for the first time since 2020. Across Orleans Parish 2,064 students were reached through 82 classes at 16 schools and 2 summer camps. Kits distributed to the students achieved 405,012 kWh in savings reaching 59.46% of the goal. The complete list of schools served during this reporting period can be found in appendix A.

The sessions consisted of the following breakdown:

6th Graders:

- Session One (1) - Bicycle Energy Generator & Interactive Skit
- Session Two (2) - The Energy House Game

10th Graders:

- Session One (1) - Energy in Our Own Lives & List Our Stuff
- Session Two (2) - Model House of Representatives, Energy Policy Game

Performance

Table 10.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
405,012	681,132	59.46%	58	81	71.94%	\$54,101	\$105,400	51.33%

Behavioral & Rewards

Description

The Behavioral offering provides customers a Home Energy Report/Scorecard (HERs) through Entergy New Orleans' 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.

Highlights

The first Home Energy Reports of the year were sent to customers in January and have continued each consecutive month to present. A total of 246,720 HERs have been delivered to customers year to date. The HERs includes a dynamic rewards section, which display customer reward balances and market the program to further incentivize energy-saving actions and customer engagement through the Customer Engagement Portal (CEP). In addition, the HERs templates were updated to align with the Entergy New Orleans branding and logo changes.

The team continued to promote the core Energy Smart offerings through a Program Awareness Widget in the CEP, including Home Performance with ENERGY STAR assessments, the Energy Smart Online Marketplace, ENERGY STAR appliance rebates, A/C Solutions offering and central air conditioner rebates. An email marketing campaign was also executed in June to target customers that are eligible to redeem their rewards and promote the Online Home Assessment tool in the CEP, in order to increase awareness, drive participation and yield savings.

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
	21,700,000							

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

EasyCool for Residents

Description

The residential Bring Your Own Thermostat (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.

Highlights

The EasyCool for Residents offering enrolled 1,145 customers during the reporting period. New Orleans experienced record-breaking heat in the month of June, which resulted in higher electricity demands. The Program Team dispatched four events in June, detailed in table 13.2. All events included 60 minutes of pre-cooling by two degrees, followed by increase in set temperature by three degrees. Customers can “opt-out” of the event at any time by changing the temperature setting on their thermostat. All four events produced full participation rates between 53-60%. Customers are counted as full participants if they do not “opt-out” at any point during the event.

Performance

Table 12.1

EASYCOOL FOR RESIDENTS	DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
	kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
BYOT	-	4,032	0.00%	\$34,529	\$70,725	48.82%	N/A	\$126,385	N/A

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

Table 12.2

EVENT DATE	EVENT TIME	EVENT LENGTH	FULL PARTICIPATION
6/9/2022	3:00-6:00	3	55.80%
6/17/2022	3:00-6:00	3	56.80%
6/23/2022	2:00-6:00	4	53.60%
6/24/2022	3:00-5:00	2	59.30%



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Offerings Summary

Table 13.1

OFFERING	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	1,431,380	8,830,250	16.21%	405.82	1,948	20.83%	\$184,549.27	\$1,189,931	15.51%
Large Commercial & Industrial Solutions	21,426,541	38,041,497	56.32%	4,610.29	6,048	76.23%	\$1,517,091.22	\$4,264,094	35.58%
Publicly Funded Institutions	5,940,838	3,592,744	165.36%	174.62	498	35.08%	\$573,221.82	\$435,147	131.73%
Commercial & Industrial Construction Solutions	399,469	3,172,427	12.59%	95.62	603	15.85%	\$36,369.22	\$418,479	8.69%
Large Commercial & Industrial Demand Response***	-	-	N/A	-	3,731	0.00%	\$3,326	\$219,203	1.52%
EasyCool for Business***	-	-	N/A	-	911	0.00%	\$925	\$32,955	2.81%
TOTAL	29,198,227	53,636,918	54.44%	5,286.35	13,739	38.48%	\$2,315,482.80	\$6,559,809	35.30%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2022 through 6/30/2022.

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

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

Small Commercial & Industrial Solutions

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.

Highlights

By the end of Q2, the Small Commercial & Industrial offering reached 1,431,380 kWh, 16.21% to goal. Participation in the Small Commercial & Industrial offering has increased slightly compared to the mid-year point of PY11. During the first two quarters of PY12, Small C&I customers reported barriers to participation including inflation-related budget concerns, staffing issues and long lead times for equipment.

The Energy Smart team launched the Step-Down Bonus at the beginning of PY12 in response to feedback from customers and trade allies. The Step-Down Bonus was designed to allow customers to “reserve” increased incentives at the beginning of the year and the bonus would be honored if the project was completed before the end of PY12. Customers that applied for incentives in Q1 received a 25% bonus above regular incentive rates and the bonus amount decreased to 15% for applications submitted and approved in Q2. During Q1, 15 Small Commercial & Industrial projects received the 25% bonus which provided \$10,243 in additional incentives. An additional 15 Small Commercial & Industrial projects received the 15% Q2 bonus which increased total incentives for these projects by \$3,138.

Throughout the first half of PY12 the Energy Smart team has focused on increasing outreach efforts to raise awareness and increase program participation with Small Commercial & Industrial customers. Church outreach has been the primary focus of Small Commercial & Industrial outreach efforts throughout most of the first half of the year. Engaging with leadership at places of worship throughout Orleans Parish generated eight project applications by the end of Q2 and increased the Small Commercial & Industrial pipeline by 112,545 kWh. Outreach staff have also directed staff at these places of worship to the Small Business Online Store and encouraged them to order smart thermostats and enroll in the EasyCool for Business offering. The Energy Smart team has also suggested that leadership at these places of worship promote Energy Smart to their congregation to further raise awareness of the overall Energy Smart portfolio of offerings. In May, the Energy Smart team hired a Small Commercial Outreach Analyst to further increase outreach efforts for this customer type and to allow for increased outreach and recruitment efforts for new trade allies.

Performance

- A total of 33 projects were completed during the first half of PY12.
- 90 orders were processed from the Small Business Online Store.
- Small Business Online Store orders achieved 186,833 kWh.

Table 14.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
1,431,380	8,830,250	16.21%	405.82	1,948	20.83%	\$184,549.27	\$1,189,931	15.51%

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

Chart 14.2

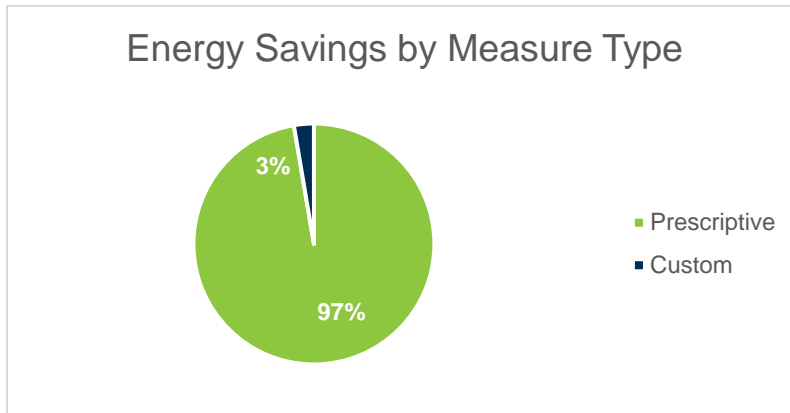
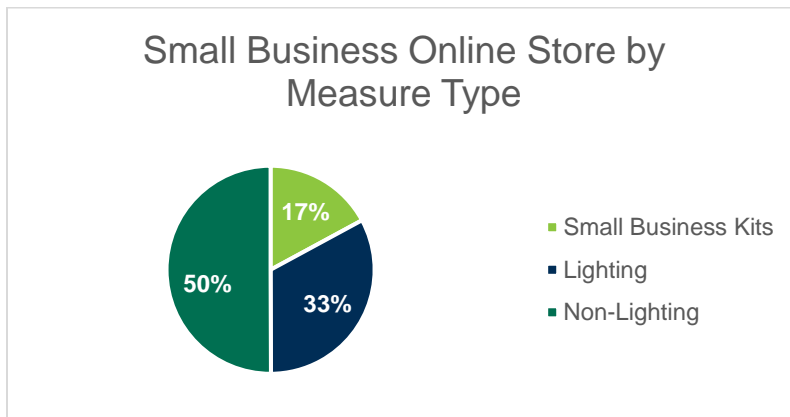


Chart 14.3



Large Commercial & Industrial Solutions

Description

The primary objective of the Large Commercial and Industrial Solutions offering 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 Commercial & Industrial 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).

Highlights

At the end of Q2, the Large Commercial & Industrial offering reached 21,426,541 kWh, resulting in a forecast of 56.32% to goal. Throughout the first two quarters of PY12, the Large Commercial & Industrial offering saw an increase of 7,554,993 kWh compared to the mid-year point of PY11. The increase in program participation is due to easing COVID-19 restrictions, increased revenue and the success of the Step-Down Bonus.

Feedback from trade allies and Large Commercial & Industrial customers indicated that supply chain issues continued to result in long lead times for ordering equipment. The Step-Down bonus was implemented at the beginning of PY12 to encourage program participation earlier in the program year and allow for enough time for equipment to be ordered, delivered, and installed before the end of PY12. In Q1, 34 Large Commercial & Industrial projects included a 25% bonus which resulted in \$107,961 in additional incentives. Eleven more Large Commercial & Industrial projects received bonus incentives in Q2 which increased incentives by \$16,050.

Recruiting and re-activating existing trade allies and continuing to add and promote non-lighting measures continues to be a focus for the Large Commercial & Industrial offering. Lighting savings continue to represent a smaller portion of energy savings for the Large Commercial & Industrial offering with only 49% of savings coming from lighting measures as opposed to 78% through the first two quarters of PY11. The Energy Smart team continues to prepare for this program shift to continue by recruiting more trade allies that specialize in the installation of non-lighting measures such as refrigeration measures, window film, building automation systems and trade allies that perform retro-commissioning services. Energy Smart began working on its first commercial insulation project during the first half of the year and continues to explore non-lighting measures to add to the portfolio.

Performance

- A total of 17 projects were completed during the first half of PY12.
- Measure Mix: 49% lighting and 51% non-lighting.

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
21,426,541	38,041,497	56.32%	4,610.29	6,048	76.23%	\$1,517,091.22	\$4,264,094	35.58%

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

Chart 15.2

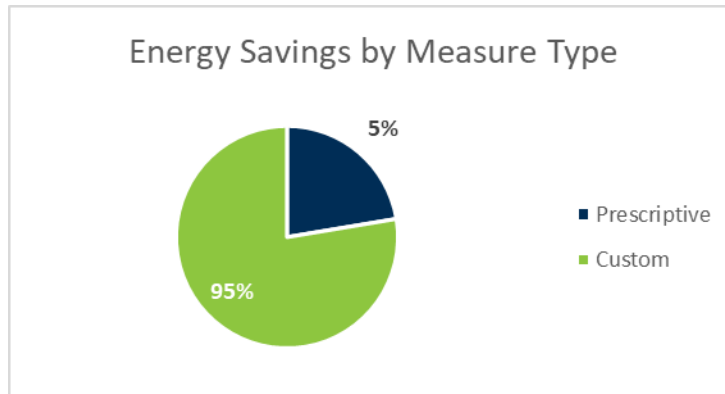
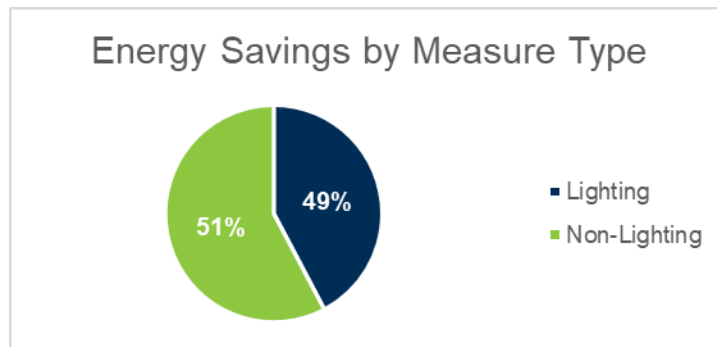


Chart 15.3



Publicly Funded Institutions

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.

Highlights

By the end of Q2, the Publicly Funded Institutions offering reached 5,940,838 kWh, resulting in a forecast of 165.36% to goal. The Publicly Funded Institutions offering continues to perform extremely well with 1,865,446 kWh in additional savings in the pipeline compared to the mid-year point of PY11. Program partner, Green Coast Enterprises, continues to promote retro-commissioning and BAS projects which represent a large percentage of overall savings for the Publicly Funded Institutions offering.

In Q1 the City of New Orleans and Delgado both submitted multiple project applications that received the 25% Q1 bonus which increased over Publicly Funded Institutions offering incentives by \$49,690. During Q2 the City of New Orleans, as well as two charter schools, submitted a total of six applications that resulted in a total Q2 bonus of \$15,245. The average Step-Down bonus amount for Publicly Funded Institutions projects in the first half of the year was \$5,903 in additional funding per project.

To meet energy savings goals for the Publicly Funded Institutions offering Energy Smart has identified several key strategic partnerships that need to be established in order to maximize savings associated with this customer class. Further coordination is needed with PFI customers including NASA, The Sewerage & Water Board, the Regional Transit Authority and the City of New Orleans. Energy Smart will increase PFI outreach to these customers by attending board meetings and coordinating with Entergy New Orleans to maximize energy savings gained through cooperation with these customers.

Performance

- 2 projects were completed during the first half of PY12.
- Project Type: Both completed projects were BAS projects with incentives covering 100% of project cost.

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
5,940,838	3,592,744	165.36%	174.62	498	35.08%	\$573,221.82	435,147	131.73%

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

Commercial & Industrial Construction Solutions

Description

The Commercial & Industrial Construction Solutions (“New Construction”) 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.

Highlights

By the end of Q2, the Commercial & Industrial Construction Solutions offering reached 399,469 kWh, resulting in a forecast of 12.59% to goal. Energy Smart continues to focus on building awareness of the New Construction offering via direct outreach to construction and architectural firms as well as promoting the offering through paid media marketing efforts. In addition to direct outreach and marketing efforts the Energy Smart team is working closely with Entergy’s Region Engineering Department as well as utilizing Dodge Reports to ensure we are identifying projects eligible for Commercial & Industrial Construction Solutions incentives early enough in the design process. In Q1, one new construction project received a Q1 bonus of \$3,425 in addition to regular program incentives for lighting and HVAC measures at a restaurant and pickleball court.

Performance

- One project was completed during the first half of PY12.

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
399,469	3,172,427	12.59%	95.62	603	15.85%	\$36,369.22	\$418,479	8.69%

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

Large Commercial & Industrial Demand Response

Description

The Large Commercial & Industrial Demand Response (DR) offering launched 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.

Highlights

The Program Team conducted 22 site surveys including hospitals, secondary schools, commercial office space, university, and industrial sites totaling 5.6 MW. The offering includes 12 enrolled customers totaling 2,208 kW. There are four projects in the installation and testing phase totaling 851 kW.

An effort to integrate with Entergy electrical meters has been completed. Integration allows Concerto® to produce same day consumption and demand baselines to monitor customer performance in the Large C&I DR offering. Daily monitoring allows the customer, and in turn the Program Team, to maximize energy savings.

In addition to directly targeting customers, the outreach team is educating controls contractors on program benefits for both the controls company, and their customers. Honeywell has joined local industry organizations to further conduct outreach and promote the multiple benefits of program participation in Energy Smart and the Large C&I DR offering.

Performance

Table 18.1

DEMAND REDUCTION (kW)			BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	3,731	0.00%	\$3,326	\$219,203	1.52%

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

EasyCool for Business

Description

The EasyCool for Business 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 Entergy New Orleans, 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.

Highlights

The Energy Smart team focused on raising awareness of the EasyCool for Business offering by performing direct outreach to eligible customers and encouraging ordering a qualified thermostat from the Small Business Online Store. Customers that ordered a smart thermostat or included a smart thermostat measure on a prescriptive project application were contacted directly to promote enrolling in the EasyCool for Business offering. By the end of Q2, 32 small business customers had enrolled in the EasyCool for Business offering which brought the offering to 9.22% of the PY12 enrollment goal.

Energy Smart ran four demand response events during the second quarter of PY12. Events were held on June 9, June 17, June 23 and June 24 and event duration lasted between 2 and 4 hours per event.

Performance

Table 19.1

DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
-	910	0.00%	\$925	\$8,675	10.66%	-	\$24,280	0.00%

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



MARKETING, OUTREACH & ENGAGEMENT

Marketing, Outreach & Engagement

Residential Marketing and Outreach

Program Year 12 kicked off with the Home Fitness campaign. The campaign targeted residential customers who had not participated in the following offerings: Home Performance with ENERGY STAR® (HPwES), Income-Qualified Weatherization (IQW) or A/C Tune-Up. The first email was sent to 12,411 customers on January 28, with a second email sent on February 4 to customers who did not open (DNO) the first email. Google search and Facebook ads launched on February 2 with Google display ads launching a week later, on February 9. On February 22 and March 1, respectively, second lead generation and DNO emails were deployed to the remaining customers who had not participated in the HPwES, IQW or A/C Tune-Up offerings. Other assets of the Home Fitness campaign were also launched, which included streaming radio ads on Pandora and Spotify, a digital ad and a print ad in the Gambit March Home insert on March 1, 2022.

Table 20.1: Home Fitness Campaign Results

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK- THROUGH RATE
Email 1 – Lead Gen	January 28, 2022	12,411	1,335	11.1%	72	5.4%
Google Search	February 2-March 16, 2022	4,141	N/A	N/A	224	5.41%
Facebook	February 2-March 16, 2022	102,978	N/A	N/A	949	0.62%
Email 1 – DNO	February 4, 2022	10,791	665	6.2%	50	7.5%
Google Display	February 9-March 16, 2022	384,498	N/A	N/A	289	0.08%
Email 2 – Lead Gen	February 22, 2022	7,351	674	9.5%	26	3.9%
Email 2 – DNO	March 1, 2022	6,495	319	4.9%	27	8.5%
Spotify	March 1-24, 2022	66,486	48,973	N/A	135	0.20%
Pandora	March 1-24, 2022	69,540	31,059	N/A	176	0.27%
Gambit Weekly Print Ad	March 1, 2022	73,000	N/A	N/A	N/A	N/A
Gambit Weekly Digital Ad	March 1-31, 2022	55,000	N/A	N/A	134	0.24%

Every month, the Energy Smart team creates an article for the monthly Circuit newsletter and a corresponding social media post to increase awareness and promote program participation.

On February 2, February 23 and March 9, the Energy Smart team mailed letters to customers who had a DLC switch installed on their central air conditioner. The letter let customers know that the Energy Smart team would visit their home in the next two weeks to remove the switch. Customers were also told how to enroll in the EasyCool offering using their existing smart thermostats and all the ways they could purchase a smart thermostat if their home did not have one installed.

On March 3, the Energy Smart team launched the Q1 Trade Ally Newsletter. The newsletter included information on the trade ally tiering system, badge ordering information and upcoming trainings. The team sent the newsletter to 75 trade ally contacts.

In March and June, the team sent customer satisfaction survey emails to customers who had recently participated in the Energy Smart program. The results of the surveys will be discussed in the Residential Customer Satisfaction section below.

To address customer concerns about higher bills early in the new year, the team developed a High Energy User campaign. The campaign targeted customers whose January 2022 bill increased at least 50% over their 2021 November and December average spend and individuals whose bill doubled year over year. The team sent the first email to 26,167 customers on April 4. A week later, two emails were sent to customers who did not open the initial email and to customers who opened the email but did not click (DNC) the call to action in the email. On April 13, a direct mail postcard was sent to 31,997 customers.

Table 20.2: High Energy User Campaign Results

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email – Lead Gen	April 4, 2022	26,167	2,907	11.5%	188	6.5%
Email – DNO	April 11, 2022	3,247	183	5.7%	5	2.7%
Email – DNC	April 11, 2022	2,212	1,004	45.4%	23	2.3%
Direct Mail Postcard	April 13, 2022	31,997	N/A	N/A	N/A	N/A

In conjunction with the plan to reach customers with higher utility bills, the Energy Smart team produced a Home Performance with ENERGY STAR bill insert. The two-sided bill insert showcased the benefits of the HPwES offering and was sent to 110,000 customers between March 3 and April 1.

In May, the Spring into Energy Savings campaign focused on the Home Performance with ENERGY STAR offering and its potential customer savings. The campaign encouraged customers to sign up for a home assessment and receive no-cost energy-efficient products valued up to \$300. The campaign targeted a list of 54,190 customers who had not previously participated in either the HPwES offering or Income-Qualified Weatherization offering. A Google search campaign was in market from May 4–31 to increase awareness of the HPwES offering and its benefits.

Table 20.3: Spring into Energy Savings Campaign Results

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email – Lead Gen	May 2, 2022	54,190	6,937	13.1%	421	6.1%
Email - DNO	May 9, 2022	46,169	4,635	10.1%	362	7.8%
Google Search	May 4-31, 2022	1,222	N/A	N/A	93	7.6%

On May 5, the Department of Energy announced that the Energy Smart program won the 2022 ENERGY STAR® Partner of the Year Award—Sustained Excellence for the third consecutive year. The Energy Smart program was recognized for its efforts to advance innovations in residential energy efficiency programs and technologies to improve the affordability of home energy upgrades for diverse households through Home Performance with ENERGY STAR. The Energy Smart team worked collaboratively with

Entergy New Orleans communications team in developing the news release that ran on the Entergy New Orleans website. The ENERGY STAR Partner of the Year news release posted on May 5.

On May 11, the team sent a save-the-date email to 16 trade allies for the May 18 ‘HVAC Technology and Attic Air Sealing’ webinar.

On May 17, the Q2 Trade Ally newsletter was sent to 16 trade allies. The newsletter included information about the program’s progress to its goals, the May 18 webinar, a recording from the March 22 webinar and the upcoming Q3 Trade Ally Advisory Group meeting.

On May 18, the Energy Smart team launched the A/C Tune-Up Customer Reach Back campaign. The campaign targeted customers who participated in the A/C Tune-Up offering previously but had not completed an A/C tune-up in the past two years. The campaign included a lead generation email, a DNO email and a direct mail postcard.

Table 20.4: A/C Tune-Up Customer Reach Back Campaign Results

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email – Lead Gen	May 18, 2022	380	67	17.73%	13	19.40%
Email - DNO	May 25, 2022	316	26	8.25%	5	19.23%
Direct Mail Postcard	May 24, 2022	555	N/A	N/A	N/A	N/A

On June 2, the Energy Smart team mailed a kit with eight LEDs to promote energy savings and outdoor lighting safety to 1,200 customers in underserved areas.

On June 15, the Keep Your Cool campaign kicked off. The campaign focuses on the HPwES and A/C Solutions offerings and the benefits of a no-cost assessment and a more efficient cooling system. The campaign urged customers to sign up for a home assessment and receive no-cost energy-efficient products. The campaign also encouraged customers to sign up for an A/C tune-up and earn up to a \$150 instant rebate. The campaign list targeted 18,898 customers who had not had an A/C tune-up. On June 22, a DNO email was sent to customers who did not open the initial email. Other tactics in the campaign that launched on June 15 include Google search and display ads and Facebook ads.

Table 20.5: Keep Your Cool Campaign Results*

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email 1 – Lead Gen	June 15, 2022	18,898	3,551	18.9%	187	5.3%
Google Search	June 15-September 30, 2022	1,869	N/A	N/A	269	14.39%
Google Display	June 15-September 30, 2022	84,973	N/A	N/A	970	1.14%
Facebook	June 15-September 30, 2022	16,525	N/A	N/A	407	1.32%
Email 1 – DNO	June 22, 2022	15,303	1,678	11.0%	146	8.7%

*Data as of July 5, 2022.

In June, the Energy Smart team produced an A/C Tune-Up bill insert. The two-sided bill insert showcased the benefits of an A/C tune-up and was sent to 1110,000 customers between June 10 and July 13.

On June 28, the team launched two MyEnergy emails. The target audience was customers who were registered on the MyEnergy portal. One email targeted customers who had taken their online assessment and the other targeted customers who had not yet taken their online assessment. The emails detailed the benefits of taking energy-saving actions in the MyEnergy portal.

Table: 20.6 Residential & Trade Ally Emails

EMAIL NAME	DATE SENT	SENT	OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Online Marketplace Customer Survey	January 6, 2022	85	20	23.53%	4	20.00%
HPwES Customer Survey	January 6, 2022	66	28	42.42%	9	32.14%
Light Up Night EE Kits Customer Survey	January 6, 2022	3,629	928	25.93%	85	9.16%
A/C Tune-Up Customer Survey	January 6, 2022	101	38	38.00%	10	26.32%
IQW Customer Survey	January 6, 2022	69	34	50.00%	14	41.18%
EE Kits Customer Survey	January 13, 2022	85	34	40.00%	10	29.41%
Online Marketplace Shipping Notification Error	February 15, 2022	3,334	1,285	38.68%	0	0.00%
Q1 2022 TA Newsletter	March 3, 2022	75	17	23.61%	2	11.77%
IQW Customer Survey	March 3, 2022	98	26	27.96%	6	23.08%
A/C Tune-Up Customer Survey	March 3, 2022	40	12	30.00%	5	41.67%
HPwES Customer Survey	March 3, 2022	42	11	26.19%	6	54.55%
Online Marketplace Customer Survey	March 3, 2022	179	56	31.82%	12	21.43%
EE Kits Customer Survey	March 15, 2022	60	17	28.81%	4	23.53%
Save the Date: TA May 18 Training	May 11, 2022	28	15	55.56%	2	13.33%
Q2 2022 TA Newsletter - May 2022	May 17, 2022	27	15	55.56%	4	26.67%
HPwES Customer Survey	June 21, 2022	93	43	46.74%	15	34.88%
EE Kits Customer Survey	June 21, 2022	226	104	46.22%	14	13.46%
A/C Tune-Up Customer Survey	June 21, 2022	124	50	40.32%	10	20.00%
IQW Customer Survey	June 21, 2022	116	49	43.75%	13	26.53%
Online Marketplace Customer Survey	June 21, 2022	820	263	32.11%	43	16.35%
My Rewards (Customer Engagement Portal) Online Assessment	June 28, 2022	30,049	5,458	18.19%	497	9.11%
My Rewards (Customer Engagement Portal) Engagement	June 28, 2022	345	92	26.82%	9	9.78%

Table 20.7: Circuit Newsletter Metrics

DATE	SCHEDULED RECIPIENTS	OPEN RATE	CLICK-TO- OPEN RATE	UNIQUE OPENS	UNIQUE CLICKS	CLICK-THROUGH RATE
1/20/22	69,502	35.86%	3.4%	24,823	847	1.22%
3/17/22	71,729	47.00%	2.1%	33,594	700	0.98%

4/21/22	73,219	37.70%	2.0%	27,794	547	0.75%
5/19/22	73,823	47.91%	2.7%	35,366	943	1.28%
6/23/22	85,877	30.40%	2.7%	26,000	692	0.81%

Appliance Replacement and Recycling

The Energy Smart team supported the appliance recycling offering with a media mix of paid search, digital display and an email campaign running January 1 through April 19. The Energy Smart team attended Hazard Waste Day on May 14 and distributed over 600 appliance recycling rack cards to residents that were participating in this event. In addition, the Energy Smart team contacted Tulane Sustainability Department to have the appliance recycling offering included in the New Orleans Recycling Guide provided on the Department of Sanitation website.

Table 20.8: Appliance Recycling Metrics

Channel	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Paid Search	January 1 – April 19, 2022	10,714	N/A	N/A	918	
Digital Display	January 1 – April 19, 2022	248,410	N/A	N/A	6,799	2.7%
Email	April 19	72,842	11,881	16.3%	152	.2%

Energy Smart Online Marketplace

During the first half of the year, the team promoted the Energy Smart Online Marketplace by using email marketing, Facebook ads, Google Search ads, homepage online store banners and a postcard. These tactics were used to create awareness for marketplace offerings, promotions and the duration of the promotions.

Email marketing was used for each campaign. It included a lead-generation email, which first notified customers of marketplace promotions and their timeframes. Remarketing emails were used as reminders for customers to act on the promotion before it ended. On average, the team saw about a 93% increase in orders after remarketing emails were sent. Facebook ads were used separately for two campaigns. On average, the ads brought in more than 300 new users during their short runtimes. Google Shopping Ads have also been an ongoing tactic. So far this year, Google ads have yielded a 9.6% conversion rate on the marketplace. Marketplace discounts were also promoted via homepage online store banners. For each promotion, a homepage banner was created and added to the homepage of the marketplace. The banners included imagery pertaining to the discount, a message on the promotion and its duration. In the month of June, a direct-mail postcard was used to promote a Google smart thermostat promotion. On this postcard, the team included a vanity URL link and QR code for easy access to the marketplace website. Within a week, the postcard provided a 12.5% conversion rate.

By the end of Q2, the online marketplace reached 59% of the annual thermostat goal (3,000 thermostats) and 68% of the annual LED goal (3,700 LEDs). The Google Nest Thermostat was the most popular product, with more than 2,000 sold. The Sensi smart thermostat was the second most popular with more than 500 sold. Overall, the marketplace achieved a 7.5% conversion-rate average.

Table 20.9: Online Marketplace Promotions

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
Valentine's Day	February 9-25, 2022	Simple Conserve Specialty LEDs, Google Nest Thermostat, Google Nest Learning Thermostat, Emerson Sensi, Emerson Sensi Touch
Earth Day	April 4-30, 2022	Simply Conserve Flood LEDs, Google Nest Learning Thermostat, Google Nest Thermostat, ecobee3 lite smart thermostat, ecobee SmartThermostat with voice control, Emerson Sensi, Emerson Sensi Touch
Memorial Day	May 13-23, 2022	Simply Conserve Standard LEDs, Google Nest Learning Thermostat, Google Nest Thermostat, ecobee SmartThermostat with voice control, ecobee3 lite smart thermostat, Emerson Sensi, Emerson Sensi Touch
Summer Campaign	June 15-July 6, 2022	Emerson Sensi Touch in silver, Emerson Sensi, Google Nest Thermostat, Google Nest Learning Thermostat, ecobee3 lite smart thermostat, ecobee SmartThermostat with voice control

Table 20.10: Online Marketplace Emails

EMAIL NAME	DATE SENT	SENT	OPEN	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Valentine's Day Promo – Lead Generation	February 9, 2022	56,488	4,792	8.52%	323	6.74%
Valentine's Day Promo – Remarketing	February 16, 2022	55,860	5,142	9.21%	443	8.62%
Earth Day Promo – Lead Generation	April 7, 2022	73,183	6,942	9.51%	629	9.06%
Earth Day Promo – Remarketing 1	April 13, 2022	72,314	7,153	9.90%	671	9.38%
Earth Day Promo – Remarketing 2	April 20, 2022	45,154	4,328	9.59%	486	11.23%
Memorial Day Promo – Lead Generation (STwVC)	May 13, 2022	69,937	6,598	9.45%	233	3.53%
Memorial Day Promo – Lead Generation Group A	May 19, 2022	18,892	1,600	8.48%	134	8.38%
Memorial Day Promo – Lead Generation Group B	May 19, 2022	17,951	1,486	8.28%	97	6.53%
Memorial Day Promo – Lead Generation Group C	May 19, 2022	32,704	2,947	9.02%	240	8.14%
Memorial Day Promo – Remarketing	May 23, 2022	68,254	6,684	9.80%	529	7.91%
Summer Promo– Lead Generation	June 15, 2022	68,769	5,777	8.40%	376	6.50%
Summer Promo – Remarketing 1	June 30, 2022	35,013	4,727	13.50%	246	5.20%

Marketing Collateral

- General Energy Smart Overview Brochure.
- General Energy Smart Overview Brochure (Spanish).
- General Energy Smart Handout.
- Residential Customer Authorization Form.
- Rebate Forms.
 - A/C Tune-Up Rebate Form.
 - Central A/C Rebate Form.
 - Duct Efficiency Improvement Rebate Form.
 - HPwES and MF Attic Insulation and Air Infiltration Reeducation Rebate Form.
 - IQW Attic Insulation and Air Infiltration Reeducation Rebate Form.
 - IQW Duct Efficiency Improvement Rebate Form.
 - Dehumidifier Rebate Form.
 - Heat Pump Water Heater Rebate Form.
 - Pool Pump Rebate Form.
 - Refrigerator Rebate Form.
 - Smart Thermostat Rebate Form.
 - Trade Ally Smart Thermostat Rebate Form.
 - Water Cooler Rebate Form.
 - Window A/C Rebate Form.
- Customer Satisfaction Surveys.
 - Home Performance with ENERGY STAR Satisfaction Survey.
 - Income-Qualified Weatherization Satisfaction Survey.
 - A/C Tune-Up Satisfaction Survey.
 - Energy Smart Online Marketplace Satisfaction Survey.
 - Energy Efficiency Kits Satisfaction Survey.
- Sensi Smart Thermostat Leave Behind.
- HPwES Contractor Agreement.
- HPwES and IQW Sorry We Missed You Door Hanger.
- Multifamily Sorry We Missed You Door Hanger.
- Multifamily Broken Item Leave Behind.
- Multifamily Landlord Permission Form.
- Multifamily Direct Install Service Agreement.
- Multifamily Program Sell Sheet.
- Multifamily Tenant Leave Behind.
- Multifamily Tenant Notification Flyer.
- Retail Employee Education Flyer.
- Four-Pack LED Bulb Giveaway Label.
- Energy Efficiency Kit Label.
- Energy Efficiency Kit Insert.
- Smart Thermostat Rebate Landing Page.
- Dehumidifier Rebate Landing Page.
- Water Cooler Rebate Landing Page.
- Trade Ally Rebate Forms Landing Page.
- HERs Reports.
- CEP Widget.

- Vehicle Magnet.
- Point of Purchase Signage.
- Appliance Recycling rack card

Marketing Tactics

- Home Fitness Campaign Materials.
- Circuit E-Newsletters Content.
- EasyCool Switch Removal Letter and Envelope.
- Trade Ally Emails
 - Q1 Newsletter.
- High Energy User Campaign Materials.
- Home Performance with ENERGY STAR® Bill Insert
- Spring into Energy Savings Campaign Materials.
- Trade Ally Emails
 - Save the Date.
 - Q2 Newsletter.
- A/C Tune-Up Customer Reach Back Campaign Materials.
- LED Kit Materials.
- A/C Tune-Up Bill Insert.
- Keep Your Cool Campaign Materials.
- My Rewards Emails.
- Online Marketplace Promotions.
 - Valentine’s Day Promotion Materials.
 - Earth Day Promotion Materials.
 - Memorial Day Promotion Materials.
 - Summer Promotion Materials.
 - Postcard (Google Promotion Only).
- Appliance Recycling Campaign
 - Paid search
 - Digital display
 - Email

Community Outreach

In January COVID-19 restrictions subsided, which allowed in-person gatherings to resume. The community outreach strategy included attending live meetings run by community groups, offering additional job training opportunities, inviting community members to monthly Energy Smart-hosted virtual briefings about the program, and in-person tabling events. In addition to tabling, the Program Team offered flexible content options to community groups, ranging from five-minute briefings to 60-minute energy efficiency lessons. During this period, community outreach was conducted over 47 event days, to gain visibility with up to 5,076 community members.

Eleven outreach events at public buildings reached a combined 2,023 customers. Event locations included Eastbank and Westbank Entergy Customer Care Centers, New Orleans City Hall, Hazardous Waste Day at the Transfer Station on Elysian Fields Avenue.

Two nonprofits and community groups hosted Energy Smart community outreach staff to present to meetings. These groups included The New Orleans Chamber of Commerce Power Hour, and Ephesus SDA Church.

As in previous years, neighborhood associations invited Energy Smart to their regular meetings to provide a five to 15-minute briefing. These presentations included three neighborhood associations also hosted a presentation, including Hoffman Triangle, East New Orleans Neighborhood Advisory Committee (ENONAC) and Viet.

Two community groups, Jane's Place and Central Circle, met periodically, but invited new people to show up at each event. Energy Smart was able to extend the program's reach to new community members by returning to these groups each month, much the same way new students are seen each year in school classes, but via the same teacher.

Continuing job training opportunities allowed community outreach to go in-depth with students. Quarterly, at Louisiana Green Corps, Energy Smart staff taught opportunity youth professional energy efficiency skills. The classes included at-home activities to practice home energy assessments and content about green job opportunities.

The team continued to offer 'Power Trip: Your Journey to Energy Efficiency.' Community members were invited to attend a 30-minute webinar on the Energy Smart program, followed by a question-and-answer session with an energy expert that provided individuals with information specifically for their home energy needs. In PY12, the team expanded marketing efforts to generate greater awareness of Power Trip and boosted attendance to reach 22 participants.

Commercial Marketing and Outreach

Marketing

Marketing and outreach efforts during the first half of PY12 focused on generating awareness of the commercial offerings and driving participation in the program. The Energy Smart team accomplished this by implementing the strategy and tactics outlined in the 2022 marketing plan and growing the outreach program staff to focus on direct customer outreach to large and small commercial accounts. Listed below are the marketing initiatives implemented in the first half of PY12:

- Rebrand of Energy Smart website and linked collateral with the new Entergy logo.
- Launched eight advertising campaigns.
- Loews Hotel case study.
- Step-Down Bonus press release.
- Earth Day media interview on WDSU.
- Earned media articles in 3 publications.
- Finalized the trade ally recruitment video for a Q3 launch.
- Developed a customer leave behind with contacts for all the lighting and non-lighting tiered C&I trade allies.
- Finalized a general Energy Smart program overview with both commercial and residential offerings.
- Refreshed landing pages and collateral with the new incentive cap infographic.
- Partnered with New Orleans Chamber of Commerce as a new member benefit provider for free products from the small business online store and free energy evaluations.

The following advertising campaigns were launched throughout the first half of PY12.

- Step-Down Bonus
 - Social
 - Digital Display
 - Print
 - Email
 - Radio
 - Earned
- EasyCool for Business
 - Social
 - Digital Display
 - Email
- President's Day
 - Social
 - Email
- Earth Day
 - Social
 - Email
- Memorial Day
 - Social
 - Email
- New Incentive Cap
 - Email
- Ways for Commercial Businesses to Get Summer Ready
 - ¼ page article in The Advocate
 - One day homepage takeover on NOLA.com
 - Posts on NOLA.com social page
 - Three in-story ad units messaging Step-Down Bonus
- Chamber of Commerce New Member Offering
 - Logo on Chamber of Commerce website that redirects to new member offering on the Energy Smart website

- Chamber of Commerce e-newsletter
- Printed flier in Chamber of Commerce new member kit

Campaign Highlights

The Step-Down Bonus: Launched January 25. Media support includes a mix of print, social, digital display, :30 radio, email and earned media from four media outlets. The business landing pages were updated with Step-Down Bonus content and updated combined calculator. By the end of Q2, the program received 117 application submissions which was up 46 applications over the same time period for PY11.

EasyCool for Business: Launched March 9 with an email campaign targeting small business customers, followed with a flighted paid media schedule of social and digital display ending May 31. The campaign resulted in driving 568 new users to the EasyCool for Business landing page and generating X of enrollments

President's Day: Launched February 18 on social media followed by an email on February 21 targeting small commercial customers. The promotion messaged deals on smart thermostats available on the Small Business Online Store and resulted in 39 smart thermostats being ordered during the 4-day promo period. The promotion generated 28 total orders, a 460% increase from the month prior and drove 468 new users to the online marketplace, a 117% increase from the month prior. Social ads generated 24% of the traffic to the store.

Earth Day: Launched April 18 targeting small commercial customers. The promotion messaged free productions available on the Small Business Online Store. The campaign resulted in 33 total orders, a 371% increase over March with 82% of those orders including a smart thermostat. Social ads drove 22% of the traffic to the store and email drove 18%.

Memorial Day: Launched May 26 and ran through June 2 targeting small commercial customers. The promotion messaged deals on smart thermostats on the Small Business Online Store. The campaign resulted in 18 total orders, a 45% decrease vs. April orders. The campaign drove 348 new users to the online marketplace. Social ads drove 28% of the traffic to the store and email drove 11%.

New C&I Incentive Caps: Launched June 22 with an email campaign targeting all commercial contacts. Creative development of print, social, digital, radio and earned media started in late June with an expected July launch date and will run through Q3. The website was updated with a new incentive cap infographic as well as some collateral.

Ways for Commercial Businesses to Get Summer Ready: Launched June 19 and is the programs first sponsored content media buy. The campaign included ¼ page article on NOLA.com and print story in The Advocate, homepage takeover on NOLA.com, social posts about the article on NOLA.com and in-article digital ads messaging Step-Down Bonus. Preliminary reporting cited the article being viewed 404 times. The article promotion from NOLA.com drove 149 clicks to the article and the social posts on NOLA.com Facebook page generated 429 engagements.

Chamber of Commerce New Member Benefit Provider: Launched June 1 and is a new partnership with the Chamber of Commerce. The Energy Smart team met with the Chamber in March to discuss tactics to increase awareness of the programs business offerings beyond the usual Chamber member meetings and the idea of Energy Smart being a new Chamber member service provider was initiated. The offering to Chamber members is the programs standard discounts on products from the Small Business Online Store and a free energy evaluation from an Energy Smart energy advisor. The Chamber introduced the program as member provider in an email. The Chamber will send a pdf of this offering to new members in their new member kit and the Energy Smart logo will be placed on the Chamber's member benefits landing page which will redirect members to the offering on the Energy Smart website.

Marketing Collateral/Assets

- Rebranded Energy Smart websiteCase studies
- New customer incentive cap infographic
- C&I program overviews
 - General commercial and industrial offering
 - Small Business Solutions
 - Benchmarking
 - New Construction
 - Small Business Direct Install
 - EasyCool for Business OLM inserts
 - Lighting and non-Lighting tiered trade ally customer leave behind
- General Energy Smart program overview
- Digital display ads
- Social media ads
- Print ads
- Radio ad
- Small Business Online Store
- Small Business Offering for Chamber of Commerce Members

Marketing Tactics

- Step-Down Bonus print ad
- Step-Down Bonus :30 radio
- Step-Down Bonus social
- Step-Down Bonus digital display
- Step-Down Bonus earned media
- Step-Down Bonus email
- EasyCool for Business email
- EasyCool for Business social
- EasyCool for Business digital display
- President's Day email
- President's Day social
- Earth Day email
- Earth Day social
- Earth Day media interview on WDSU

- Memorial Day email
- Memorial Day social
- Ones to Watch in Energy earned media with City Business Journal
- New Incentive Cap email
- ¼ page article “Energy Smart Offers Ways for Commercial Businesses to Get Summer Ready
- Lighting and non-Lighting tiered trade ally customer leave behind
- New member benefit provider with Chamber of Commerce
- Small Business Offering for Chamber of Commerce Members
- General Energy Smart program overview

Table 20.1: C&I Eblasts & Newsletters

NAME	DATE SENT	OPEN RATE	CTR
SMALL BUSINESS EASYCOOL SURVEY	January 14	50%	0%
TRADE ALLY KICK-OFF AND AWARDS CEREMONY	January 20	53.4%	15.9%
STEP-DOWN BONUS – C&I LIST	January 25	28.4%	1.4%
STEP-DOWN BONUS – FACILITY DIRECTOR LIST	January 25	28.4%	1.4%
TRADE ALLY KICK-OFF AND AWARD CEREMONY EMAIL #2	February 8	4.3%	0%
STEP-DOWN BONUS – C&I LIST	February 15	28.7%	1.5%
STEP-DOWN BONUS – FACILITY DIRECTOR LIST	February 15	17.7%	6.2%
PRESIDENT’S DAY PROMO	February 21	30.5%	1.6%
Q1 TRADE ALLY NEWSLETTER	February 22	36.8%	1.3%
EASYCOOL FOR BUSINESS	March 9	31.5%	1.7%
STEP-DOWN BONUS – C&I LIST	March 14	30.8%	.7%
STEP-DOWN BONUS – FACILITY DIRECTOR LIST	March 14	17.5%	1.4%
STEP-DOWN BONUS – TA LIST	March 14	40%	6.7%
Q2 STEP-DOWN BONUS – C&I LIST	April 13	35.6%	1.0%
Q2 STEP-DOWN BONUS – TA LIST	April 13	39.5%	1.4%
EARTH DAY PROMO	April 19	29.5%	.9%
Q2 TRADE ALLY NEWSLETTER	May 6	45.1%	1.2%
Q2 STEP-DOWN BONUS – C&I LIST	May 24	38%	1%
STEP-DOWN BONSU – TA LIST	May 24	39%	1.2%
MEMORIAL DAY PROMO	May 26	33.8%	.8%
INCREASED INCENTIVE CAPS – C&I LIST	June 22	41.3%	1%
INCREASED INCENTIVE CAPS – TA LIST	June 22	44.6%	1.5%
INCREASED INCENTIVE CAPS – FACILITY DIRECTOR LIST	June 27	20.1%	1.7%
INCREASED INCENTIVE CAPS – LEADS LIST	June 30	33.2%	1.9%

Table 20.2: C&I Radio Advertising

STATION	MESSAGE	FLIGHT DATES	SPOTS
WBOK 1230 AM	Step-Down Bonus	April 11 – May 8	80
WBOK 1230 AM	Step-Down Bonus	May 16 - 29	50

Table 20.3: C&I Print Advertising

CHANNEL	MESSAGE	SIZE	DATE	IMPRESSIONS
CITY BUSINESS JOURNAL	Step-Down Bonus	Half Page	May 6	15,000
THE ADVOCATE	Energy Smart Offers Ways to Get Your Business Summer Ready Article	¼ page	June 19	N/A

Table 20.4: C&I Digital Advertising

CHANNEL	MESSAGE	DATE	IMPRESSIONS	CLICKS	LANDING PAGE VIEWS
FACEBOOK	President's Day	February 23	12,833	217	99
FACEBOOK	Step-Down Bonus	March 17-May 31,	177,284	1047	21
FACEBOOK	EasyCool for Business	April 1-May 31	39210	138	17
FACEBOOK	Earth Day	April 18-29	14,957	140	82
FACEBOOK	Memorial Day	May 26-June 2	21,979	197	124
PROGRAMATIC DISPLAY	Step-Down Bonus	March 1-May 31	533,249	792	N/A
PROGRAMATIC DISPLAY	EasyCool for Business	March 1-May 31	50,203	179	N/A
NOLA.COM FACEBOOK	Get Your Business Summer Ready Article	June 19	20,581	429	N/A
NOLA.COM	Get Your Business Summer Ready Article	June 19	86,738	149	N/A
NOLA.COM	Step-Down Bonus in article ad	June 19	1,104	3	N/A

Table 20.5: C&I Earned and PR

CHANNEL	DATE	CONTENT
Press Release	February 17	Step-Down Bonus
City Business Journal	February 17	Step-Down Bonus
Biz New Orleans	February 21	Step-Down Bonus
Chamber of Commerce	February 23	Step-Down Bonus
WDSU	April 22	Earth Day Savings from Energy Smart
City Business Journal	June 8	Ones to Watch in Energy – Profile of Michelle Krueger, Energy Smart Program Director

Customer Outreach

During the first half of PY12 the Energy Smart C&I outreach team focused on direct customer outreach to promote the Step-Down Bonus and encourage participation in the program. The large commercial outreach team met with 49 customers and built a customer database with over 1,000 potential contacts. The outreach team also purchased a resource that provides data on new construction projects sourcing from permit documentation. This resource also provides names of project contacts that will be added to an internal database of potential trade allies and commercial customers. The small commercial team focused their direct customer outreach to local churches, restaurants and small commercial customers that purchased smart thermostats from the online marketplace to enroll them in the EasyCool for Business offering.

Table 20.6: C&I Customer Outreach

DATE	CUSTOMER OUTREACH
January 6, 2022	Bethlehem Lutheran Baptist Church
January 20, 2022	General Services Admin
January 21, 2022	Rubenstein's
January 25, 2022	Sheldon Harris
January 25, 2022	NO Athletic Club
January 26, 2022	Joey Jaeger
January 26, 2022	NO Military Academy
January 26, 2022	Tulane University Medical Center
January 26, 2022	Orleans Parish Sheriff's Department
January 26, 2022	Southern Food & Beverage Museum
January 27, 2022	SUNO Small Business Class
January 31, 2022	Woodward Design + Build
February 1, 2022	Sean Bruno
February 9, 2022	Royal Sonesta Hotel
February 10, 2022	LSU Health Sciences
February 11, 2022	DuPuy Storage Group
February 15, 2022	Reverend Williams
February 15, 2022	UAL Liquidators
February 15, 2022	New Orleans W Hotel
February 17, 2022	St. Peter Claver Church
February 18, 2022	Lakefront Airport
February 18, 2022	Loews Hotel
February 21, 2022	Bethlehem Lutheran Church
February 22, 2022	Wellness and Massage Spa
February 23, 2022	New Orleans Chamber of Commerce
February 24, 2022	Jerusalem Baptist Church
March 2, 2022	Comeaux Furniture
March 4, 2022	Sisters of the Holy Family
March 4, 2022	Second Rose of Sharon

March 7, 2022	Episcopal Diocese
March 9, 2022	Legacy Professional Services
March 9, 2022	Flowers Foods
March 10, 2022	St. Joan of Arc
March 10, 2022	St. Clare's Monastery
March 10, 2022	Riverwalk Marketplace
March 14, 2022	St. John Lutheran
March 15, 2022	Ray Avenue Baptist Church
March 15, 2022	Resurrection of Our Lord
March 15, 2022	Mater Dolorosa
March 17, 2022	St. Leo the Great
March 17, 2022	People's United Methodist
March 18, 2022	NOCHI
March 18, 2022	Fatboy's Pizza (Lakeview)
March 21, 2022	NO Lawn & Tennis Club
March 22, 2022	People's United Methodist
March 24, 2022	Mossy Motors
March 24, 2022	Zony Mash Beer
March 24, 2022	MPress
March 29, 2022	Sisters of the Holy Family
March 30, 2022	Ochsner Health System
March 30, 2022	1555 Poydras
March 31, 2022	608 Baronne
April 1, 2022	Alliance Francaise
April 4, 2022	Customer -- Servpro
April 6, 2022	Macedonia Baptist Church
April 6, 2022	Servpro
April 6, 2022	Berean Bible Church
April 6, 2022	New Hope Baptist Church
April 7, 2022	Cafe Reconcile
April 7, 2022	Crescent City Health
April 8, 2022	Lake Vista United Methodist
April 11, 2022	Gentilly Greater Harvest
April 11, 2022	Elan Academy
April 13, 2022	Cafe Reconcile
April 18, 2022	Frenchmen Street Cafe
April 19, 2022	Lakeview Christian Church
April 20, 2022	LASPCA
April 21, 2022	Hilton Inn
April 21, 2022	NO Fish House
April 21, 2022	Hilton Garden Inn
April 22, 2022	Restaurant Depot
April 26, 2022	Lakeview Presbyterian

April 27, 2022	Hotel Peter and Paul
April 27, 2022	Hotel Peter & Paul
April 28, 2022	Carrollton Avenue Church of Christ
April 28, 2022	Trap Kitchen
April 29, 2022	Loyola University
May 2, 2022	Epiphany Missionary Baptist Church
May 4, 2022	Holy Trinity Church
May 4, 2022	Sewer & Water Board
May 5, 2022	Shiloh Christian Fellowship
May 5, 2022	Shiloh Christian Fellowship
May 6, 2022	Asia Baptist Church
May 10, 2022	Central City Christian Fellowship
May 11, 2022	Anytime Fitness
May 11, 2022	Lakeview Presbyterian
May 16, 2022	Ray Avenue Baptist Church
May 16, 2022	Cafe Reconcile
May 18, 2022	Church of the Immaculate Conception
May 19, 2022	Church of the St. Charles Presbyterian
May 24, 2022	Live Nation
May 26, 2022	Xavier University
May 27, 2022	Jung Hotel
May 31, 2022	Blaze Pizza
May 31, 2022	Lusher Charter
June 3, 2022	Creole Cuisine
June 6, 2022	St. Luke's Episcopal
June 6, 2022	UNO Tech Foundation
June 7, 2022	St. Mark Coptic Church
June 8, 2022	Dillard University
June 8, 2022	Dillard University
June 8, 2022	Dillard University
June 10, 2022	Continental Cement
June 13, 2022	Ursuline Convent
June 14, 2022	Horn's Eatery
June 14, 2022	House of Blues
June 14, 2022	Le Meridien Hotel
June 14, 2022	Le Pavilion Hotel
June 15, 2022	St. James Major
June 15, 2022	Canseco's Supermarket
June 17, 2022	WBOK Radio
June 21, 2022	Mt. Salem Missionary Baptist Church
June 23, 2022	Corpus Christi Church
June 24, 2022	Imani Works Dance Studio
June 28, 2022	Delgado Community College

June 29, 2022

June 29, 2022

June 29, 2022

June 29, 2022

June 30, 2022

First Pentecostal Church

First Grace Episcopal Church

Westin Hotel

Windsor Court Hotel

First Presbyterian Church

Trade Allies

Overview

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

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

Network Development & Highlights

Table 21.1: Residential Trade Ally Tiers

TIER	# OF TRADE ALLIES
Platinum	1
Gold	6
Silver	3
General	6

Table 21.1: C&I Trade Ally Tiers

TIER	# OF TRADE ALLIES
Platinum	2
Gold	6
Silver	29
General	52

Commercial & Industrial Trade Ally Network

In Q1 the Energy Smart team updated the Commercial & Industrial trade ally tier system based on trade ally participation in the prior program year. The designations of Platinum, Gold, Silver or General correspond to benefits such as the option to co-brand marketing materials. Trade allies learned their status prior to the Q1 TAAG meeting.

In Q2 the Energy Smart team enhanced the trade ally experience for the providers in the Small Business Direct Install offering. The team began providing warm leads from customers that were generated through direct outreach to small commercial businesses.

Residential Trade Ally Network

The Residential Trade Ally Network held the Trade Ally Kick-Off and Awards on February 8, which served as the Q1 TAAG meeting. During the Q2 TAAG meeting on April 14, a total of 13 individuals from 11 trade ally companies were in attendance. The Energy Smart team discussed the following topics:

- Program Savings to goal.
- Status of the Home Performance with ENERGY STAR® clipboard projects.
- Trade Ally referrals.
- No-shows and missed-appointments discussion.
- Requirements for testing systems before and after every service provided.
- QAQC reminders on clear pictures, calendar invites, and equipment calibration.

Commercial & Industrial Trade Ally Advisory Group

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

- Overall budget and goals from PY11 and PY12
- Step-down bonus of 25% in Q1, 15% in Q2 and 5% in Q3.
- Summary of program outreach efforts to small and large commercial customers.
- Updated PY12 trade ally tier rankings and the benefits associated with the tiers.
- Summary of training opportunities throughout the year in PY12 led by Harris Energy Solutions.
- Workforce development efforts with community colleges, LSU, Urban League, LA Green Corps, Youth Force NOLA and other local organizations.
- The opportunity to record audio/video descriptions of trade ally job descriptions which would be promoted within the workforce network.

Energy Smart provided the following awards to trade allies:

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

On April 19 the program hosted the Q2 C&I Trade Ally Advisory Group meeting. Program staff covered:

- The project pipeline and program status of goals and budget.
- The leaderboard of trade ally participation to that point in the year.
- Updates to the lighting measures and project submission process.
- Emphasis on the step-down bonus and the Q2 15% bonus.

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 21.2: Trade Ally Engagement

CATEGORY	# OF COMPANIES
C&I Network	89
Residential Network	16
Total Engagement	105

Contractor Participation

Participation is defined as registered trade allies who have completed and closed out projects in the current program year.

Table 21.3: Trade Ally Participation

CATEGORY	# OF COMPANIES
C&I Network	13
Residential Network	11
Total Engagement	24

Training Program

Commercial & Industrial Highlights

Energy Smart provided onboarding training to 16 new Commercial & Industrial trade allies in the first half of the year. The onboarding of individual Commercial & Industrial trade allies consisted of the following overview of the application process:

- Instructions on using the incentive application.
- An overview of the items required for project submission, such as a utility bill and a verification the equipment meets industry specifications.
- A review of the custom and prescriptive measure incentive rates.
- Training on communicating effectively about all Energy Smart offerings, including services which the individual trade allies do not offer themselves.

On March 22 Harris Energy Solutions provided a training encompassing a general overview of motors and their commercial applications, as well as most common energy conservation measures associated with enhancing motor efficiency. The session placed a particular emphasis on variable frequency drive (VFD) implementation and controls. The training addressed:

- How motors work.
- Best practices and upgrades for saving energy and money on motor-driven systems.
- How variable frequency drives can be implemented to save energy.
- How trade allies can leverage financial incentives to maximize the financial savings associated with upgrading my motors.

On May 19 Harris Energy Solutions provided training titled Building Automation System (BAS) and Lighting Control. The training addressed an overview of BAS architecture and the commercial applications of these systems, as well as the most common end cases associated with optimizing BAS controls in a facility. The training addressed:

- How building automation system technology works.
- The ways that BAS and automatic lighting controls can be programmed and implemented in a commercial space to save time, energy and money.
- How to leverage incentives to maximize financial savings associated with using and optimizing BAS technology and lighting controls.

Chart 22.1: Hours of Training by Type

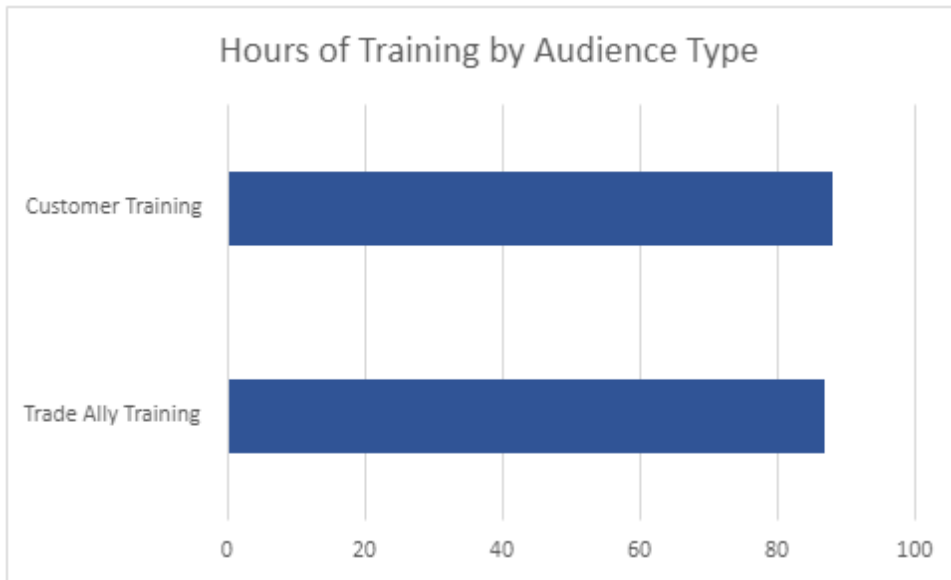
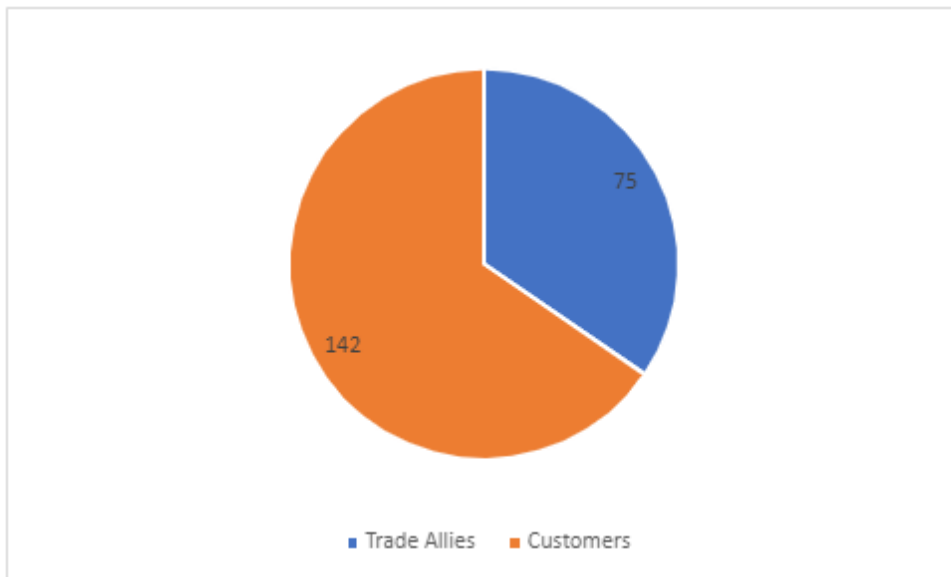


Chart 22.2: Training by Audience Type



Initiatives

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 the first half of program year Energy Smart worked with trade allies on several workforce objectives:

- Energy Smart offered trade allies who have job openings the ability to conduct audio recordings describing the job openings. Energy Smart then sent these recordings to the numerous workforce development partners to expand the potential audience of job applicants.
- Energy Smart staff facilitated connections between workforce organizations and the trade allies who were open to consider internships and entry-level employees.
- Energy Smart began to create cards that profile professionals working in clean-energy jobs. The program staff created the three cards in the first half of the year. The professionals who were featured were two trade allies and one facility director. These profile cards will be used in efforts to explain career paths to students and adults looking to transition to career paths.
- Energy Smart exhibited at the Tech2Talent Career Festival on Saturday, April 9. This festival showcases tech jobs, training opportunities, and business ventures to youth, young adults and adults transitioning careers.

- Energy Smart presented to electrical students at Nunez Community College on February 16. These students learned about career opportunities in energy efficiency and learned how trade allies work alongside the program to pass savings to their customers.
- Energy Smart staff led a panel discussion at the New Orleans Entrepreneur Week about careers in clean energy. Discussions from this event resulted in the hiring of a new employee by a trade ally of a conference attendee.

Supplier Diversity & Inclusion

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

In total, Energy Smart spent over \$1.14 million of non-incentive program funds on diverse suppliers in the first six months of PY12.



FINANCIAL PERFORMANCE



Budget Highlights

Table 24.1

OFFERING	INCENTIVES**	BUDGET*	% TO BUDGET
Small Commercial & Industrial Solutions	\$184,549	\$1,189,931	15.51%
Large Commercial & Industrial Solutions	\$1,517,091	\$4,264,094	35.58%
Publicly Funded Institutions	\$573,221	\$435,147	131.73%
Commercial & Industrial Construction Solutions	\$36,369	\$418,479	8.69%
Large Commercial & Industrial Demand Response	\$3,326	\$219,203	1.52%
EasyCool For Business	\$925	\$32,955	2.81%
Home Performance with ENERGY STAR	\$123,795	\$1,517,071	8.16%
Retail Lighting & Appliances	\$455,803	\$1,285,720	35.45%
Multifamily Solutions	\$20,602	\$359,750	5.73%
Income Qualified Weatherization	\$493,410	\$759,461	64.97%
A/C Solutions	\$113,656	\$439,100	25.88%
Appliance Recycling & Replacement Pilot	\$43,699	\$220,000	19.86%
School Kits & Community Outreach	\$54,100	\$105,400	51.33%
Behavioral Rewards	\$0	\$150,000	0.00%
EasyCool - Bring Your Own Thermostat	\$34,529	\$197,110	11.56%
TOTAL	\$3,655,079	\$11,593,421	31.53%

*Budgets are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentive spend from 1/1/2022 through 6/30/2022.

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

Table 24.2

ENERGY SMART EXPENSES/INVOICES							FUNDING SOURCES	
YEAR	Month	Program Year 9	Program Year 10	Program Year 11	Program Year 12	Total	EECR	Total Ending Balance
2020	December		\$ 729,841	\$ 9,950		\$ 739,791	\$ 1,421,024	\$ (729,692)
2021	January		\$ 2,149,540	\$ 622,185		\$ 2,771,725	\$ 1,606,650	\$ 435,383
2021	February	\$ (8,364)	\$ 107,855			\$ 99,491	\$ 1,487,205	\$ (952,331)
2021	March			\$ 891,152		\$ 891,152	\$ 1,580,120	\$ (1,641,300)
2021	April		\$ 561,183	\$ 886,829		\$ 1,448,012	\$ 1,361,185	\$ (1,554,472)
2021	May		\$ 88,640	\$ 870,789		\$ 959,429	\$ 1,515,385	\$ (2,110,429)
2021	June		\$ 56,915	\$ 997,210		\$ 1,054,125	\$ 1,785,305	\$ (2,841,608)
2021	July			\$ 507,291		\$ 507,291	\$ 1,927,943	\$ (4,262,260)
2021	August		\$ 15,496	\$ 1,524,794		\$ 1,540,290	\$ 2,007,523	\$ (4,729,493)
2021	September			\$ 1,095,309		\$ 1,095,309	\$ 1,723,663	\$ (5,357,847)
2021	October			\$ 1,252,002		\$ 1,252,002	\$ 1,650,500	\$ (5,756,346)
2021	November			\$ 501,536		\$ 501,536	\$ 1,503,356	\$ (6,758,166)
2021	December			\$ 3,791,478		\$ 3,791,478	\$ 1,406,260	\$ (4,372,949)
2022	January			\$ 751,172	\$ 304,262	\$ 1,055,435	\$ 1,608,154	\$ (4,925,668)
2022	February			\$ 619,315	\$ 458,560	\$ 1,077,875	\$ 1,587,348	\$ (5,435,141)
2022	March			\$ 107,209	\$ 1,567,619	\$ 1,674,828	\$ 1,541,703	\$ (5,302,017)
2022	April			\$ 852,071	\$ 786,649	\$ 1,638,720	\$ 1,420,329	\$ (5,083,625)
2022	May			\$ 9,283	\$ 163,514	\$ 172,797	\$ 1,608,370	\$ (6,519,198)
2022	June			\$ 148,353	\$ 1,865,910	\$ 2,014,263	\$ 1,956,262	\$ (6,461,198)

Appendices

Appendix A: School Kits & Education Summary

Appendix B: Community Outreach Summary

Appendix C: Training and Education

Appendix D: Marketing

Appendix A: School Kits & Education Summary

SCHOOL NAME	DATE	KITS DISTRIBUTED	ENROLLMENT OFFERING
LUSHER CHARTER SCHOOL	1/10/2022	152	Charter
ELEANOR MCMAIN SECONDARY SCHOOL	1/25/2022	75	Charter
LAWRENCE D. CROCKER	2/2/2022	50	Charter
ANDREW WILSON CHARTER SCHOOL	2/16/2022	75	Charter
SUCCESS AT THURGOOD MARSHALL	2/21/2022	48	Charter
KIPP EAST	2/22/2022	212	Charter
FIRSTLINE LIVE OAK	3/9/2022	136	Charter
AUDUBON CHARTER SCHOOL	3/24/2022	27	Charter
ST. STEPHEN	3/24/2022	52	Private
ELAN ACADEMY	3/28/2022	18	Charter
NEW ORLEANS CHARTER SCIENCE AND MATHEMATICS HIGH SCHOOL	3/28/2022	85	Charter
NOBLE MINDS INSTITUTE FOR WHOLE CHILD LEARNING	3/28/2022	10	Charter
ST. MARY'S ACADEMY	3/29/2022	52	Private
MARTIN BEHRMAN CHARTER SCHOOL	3/31/2022	95	Charter
EDNA KARR HIGH SCHOOL	4/14/2022	530	Charter
MORRIS JEFF COMMUNITY SCHOOL	4/21/2022	131	Charter
A DESIRE FOR CHANGE SUMMER CAMP	6/1/2022	100	Camp
ELECTRIC GIRLS SUMMER CAMP	6/6/2022	200	Camp
TOTAL		2048	

Appendix B: Community Outreach Summary

DATE	GROUP	PEOPLE AT EVENT
1/11/2022	New Orleans Chamber of Commerce Power Hour	22
1/11/2022	Hoffman Triangle Neighborhood Association	27
1/11/2022	Power Trip	5
1/25/2022	Customer Care Center - Westbank	115
1/26/2022	Central Circle	17
2/2/2022	Jane's Place	15
2/3/2022	Customer Care Center – Westbank	100
2/8/2022	East New Orleans Neighborhood Advisory Committee (ENONAC)	68
2/8/2022	Power Trip	4
2/18/2022	Customer Care Center - Eastbank	120
3/6/2022	Ephesus SDA Church	250
3/7/2022	Customer Care Center – Westbank and Eastbank	200
3/8/2022	East New Orleans Neighborhood Advisory Committee (ENONAC)	35
3/8/2022	Hoffman Triangle	32
3/8/2022	Power Trip	4
3/11/2022	Home and Garden Show	500
3/12/2022	Home and Garden Show	500
3/13/2022	Home and Garden Show	500
3/19/2022	Central City Community Care Day	150
3/26/2022	Heal Nola Fest	200
3/30/2022	Central Circle	18
3/31/2022	Viet	30
4/5/2022	Customer Care Center – Eastbank	300
4/9/2022	Tech2Talent	220
4/11/2022	Louisiana Green Corps	9
4/12/2022	Louisiana Green Corps	9
4/12/2022	Power Trip	4
4/13/2022	Louisiana Green Corps	9
4/14/2022	Louisiana Green Corps	9
4/19/2022	Customer Care Center – Westbank	150
5/3/2022	Customer Care Center – Eastbank	250
5/4/2022	City of New Orleans Department of Safety and Permits	43
5/10/2022	Power Trip	2
5/11/2022	Central Circle	18
5/14/2022	Alliance Francais	40
5/14/2022	Hazardous Waste Day	500
5/14/2022	Rock of Ages Crawfish Boil	60
5/17/2022	Dillard - Protecting your place of worship	44
5/17/2022	Customer Care Center – Eastbank	125
6/1/2022	Entergy Customer Appreciation Day	300

6/14/2022	Hoffman Triangle NA	27
6/14/2022	Power Trip	3
6/15/2022	Louisiana Green Corps	6
6/16/2022	Dillard - Councilmember Thomas event	12
6/16/2022	Louisiana Green Corps	6
6/24/2022	Rebuild Together	4
6/29/2022	Central Circle	14

Appendix C: Training Summary

DATE	TITLE	AUDIENCE	ATTENDEES	LENGTH	OBJECTIVE
1/4/2022	Trade Ally training - - Gravel Road Construction	Trade Ally	1	30	Review of the program incentives and how to submit projects
1/6/2022	Residential training -- Walmart 3167	Retail Employees	2	15	An outreach and overview training with retail staff and customers
1/6/2022	Customer training -- The Pelham Hotel	Commercial Customer	1	45	Program overview for a potential commercial customer
1/6/2022	Customer training -- Bethlehem Lutheran Baptist Church	Commercial Customer	1	30	Program overview for a potential commercial customer
1/7/2022	Residential training -- Mike's Hardware	Retail Employees	2	15	An outreach and overview training with retail staff and customers
1/11/2022	Trade Ally training - - GWJ Construction	Trade Ally	1	30	Review of the program incentives and how to submit projects
1/13/2022	Trade Ally training - - Southeastern LED	Trade Ally	1	60	Review of the program incentives and how to submit projects
1/14/2022	Residential training -- Adam's Street Grocery	Retail Employees	1	15	An outreach and overview training with retail staff and customers
1/17/2022	Trade Ally training - - Optimum Air Solutions	Trade Ally	1	30	Review of the program HVAC incentives and how to submit projects
1/20/2022	Customer training -- General Services Administration	Commercial Customer	1	45	Program overview for a potential commercial customer
1/21/2022	Customer training -- Rubenstein's	Commercial Customer	1	90	Meeting with large commercial retail customer about new construction incentives
1/25/2022	Customer training -- New Orleans Athletic Club	Commercial Customer	1	45	Program overview for a potential commercial customer
1/25/2022	Customer training -- Sheldon Harris	Commercial Customer	1	30	Meeting with small commercial customer about five rooftop units and the potential for HVAC incentives
1/26/2022	Customer Training - - New Orleans Military Academy	Commercial Customer	1	45	Program overview for a potential commercial customer

1/26/2022	Customer Training - - Southern Food and Beverage Museum	Commercial Customer	1	45	Program overview for a potential commercial customer
1/26/2022	Customer Training - - Orleans Parish Sheriff's Department	Commercial Customer	1	45	Program overview for a potential commercial customer
1/26/2022	Customer Training - - Tulane University Medical Center	Commercial Customer	1	45	Program overview for a potential commercial customer
1/26/2022	Customer Training - - Joey Jaeger	Commercial Customer	1	60	Program overview for potential commercial customer regarding hotels
1/27/2022	Customer Training - - SUNO Small Business Class	Commercial Customer	8	30	Discuss program incentives for small businesses associated with SUNO
1/31/2022	Trade Ally training - - Woodward Design and Build	Trade Ally	1	45	Review of the program new construction incentives and how to submit projects
2/1/2022	Customer Training - - Sean Bruno	Commercial Customer	1	30	Discuss program incentives for small businesses associated with SUNO
2/3/2022	Trade Ally training - - Optimum Air Solutions	Trade Ally	1	30	Review of the program HVAC incentives and how to submit projects
2/8/2022	Trade Ally training - - PY12 Kickoff Event	Trade Ally	16	60	Program Year Kickoff and Announcements
2/9/2022	Customer -- Royal Sonesta Hotel	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
2/10/2022	Customer -- LSU Health Sciences Center	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
2/10/2022	Contractor -- Erice Magee	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
2/11/2022	Customer -- Dupuy Storage Group	Commercial Customer	1	45	Discuss program incentives for large commercial businesses
2/15/2022	Customer -- The W Hotel	Commercial Customer	1	45	Discuss program incentives for large commercial businesses
2/15/2022	Customer -- Reverend Williams	Commercial Customer	1	30	Discuss program incentives for small businesses
2/15/2022	Customer -- UAL Liquidators	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
2/15/2022	Trade Ally training - - Lenny with Babin's A/C	Trade Ally	1	15	Review of the program HVAC incentives and how to submit projects

2/15/2022	Trade Ally training - - Donnie with Window Tint	Trade Ally	1	30	Review of the program window tint incentives and how to submit projects
2/17/2022	Customer -- St. Peter Claver Church	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
2/18/2022	Customer -- Loews Hotel	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
2/18/2022	Customer -- Lakefront Airport	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
2/21/2022	Customer -- Bethlehem Lutheran Church	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
2/22/2022	Customer -- Wellness and Massage Spa	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
2/24/2022	Customer -- Jerusalem Baptist Church	Commercial Customer	1	30	Discuss program incentives for large commercial accounts
3/2/2022	Customer -- Comeaux Furniture	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
3/4/2022	Customer -- Sisters of the Holy Family	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/4/2022	Customer -- Second Rose of Sharon	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/7/2022	Customer -- Episcopal Diocese	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
3/9/2022	Customer -- Flowers Foods	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/9/2022	Customer -- Legacy Professional Services	Commercial Customer	1	30	Calculator training specific to a lighting project submission
3/10/2022	Customer -- Riverwalk Marketplace	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/10/2022	Customer -- St. Joan of Arc	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/10/2022	Customer -- St. Clare's Monastery	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/14/2022	Customer -- St. John Lutheran	Commercial Customer	1	60	Discuss program incentives for small commercial accounts
3/15/2022	Customer -- Ray Avenue Baptist Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/15/2022	Customer -- Resurrection of Our Lord	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/15/2022	Customer -- Mater Dolorosa	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/17/2022	Customer -- St. Leo the Great	Commercial Customer	1	30	Discuss program incentives for small commercial accounts

3/17/2022	Customer -- People's United Methodist	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/18/2022	Customer -- Fatboy's Pizza	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/18/2022	Customer -- NOCHI	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/21/2022	Trade Ally training - - Snappy Tint	Trade Ally	1	30	Review of the program window tint incentives and how to submit projects
3/21/2022	Customer -- New Orleans Lawn and Tennis Club	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/22/2022	Customer -- People's United Methodist	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/24/2022	Customer -- Mossy Motors	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/24/2022	Customer -- MPress	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/24/2022	Customer -- Zony Mash Beer	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/29/2022	Customer -- Sisters of the Holy Family	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
3/30/2022	Customer -- 1555 Poydras	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/30/2022	Customer -- Ochsner Health System	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
3/31/2022	Customer -- 608 Baronne	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
4/1/2022	Customer -- Alliance Francaise	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/4/2022	Customer -- Servpro	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/6/2022	Customer -- Macedonia Baptist Church	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/6/2022	Customer -- Servpro	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/6/2022	Customer -- Berean Bible Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
4/6/2022	Customer -- New Hope Baptist Church	Commercial Customer	1	60	Discuss program incentives for small commercial accounts
4/7/2022	Customer -- Crescent City Health	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
4/7/2022	Customer -- Cafe Reconcile	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/8/2022	Customer -- Lake Vista United Methodist	Commercial Customer	1	45	Discuss program incentives for small commercial accounts

4/11/2022	Customer -- Elan Academy	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
4/11/2022	Customer -- Gentilly Greater Harvest	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
4/12/2022	Trade Ally training - - Daikin	Trade Ally	3	45	Review of the program HVAC and automation incentives and how to submit projects
4/13/2022	Customer -- Cafe Reconcile	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/18/2022	Customer -- Frenchmen Street Cafe	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/19/2022	Customer -- Lakeview Christian Church	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
4/20/2022	Residential Field training -- Walmart Tchoupitoulas 5022	Retail Employees	1	15	An outreach and overview training with retail staff and customers
4/20/2022	Residential Field training -- Save A Lot 377	Retail Employees	1	15	An outreach and overview training with retail staff and customers
4/20/2022	Customer -- LASPCA	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
4/21/2022	Customer -- New Orleans Fish House	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
4/21/2022	Customer -- Hilton Inn	Commercial Customer	1	60	Discuss program incentives for large commercial accounts
4/22/2022	Customer -- Restaurant Depot	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
4/25/2022	Residential Field training -- Rainbow Grocery	Retail Employees	1	15	An outreach and overview training with retail staff and customers
4/26/2022	Residential Field training -- Rainbow Grocery	Retail Employees	1	15	An outreach and overview training with retail staff and customers
4/26/2022	Customer -- Mike's Hardware Supply	Retail Employees	1	15	An outreach and overview training with retail staff and customers
4/27/2022	Residential Field training -- Rainbow Grocery	Retail Employees	2	30	An outreach and overview training with retail staff and customers
4/27/2022	Customer -- Hotel Peter and Paul	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/28/2022	Customer -- Carrollton Avenue Church of Christ	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
4/28/2022	Customer -- Trap Kitchen	Commercial Customer	1	30	Discuss program incentives for small commercial accounts

4/29/2022	Customer -- Loyola University	Commercial Customer	1	30	Discuss program incentives for large commercial accounts
5/2/2022	Customer -- Epiphany Missionary Baptist Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
5/4/2022	Customer -- Sewerage and Water Board	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
5/4/2022	Customer -- Holy Trinity Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
5/5/2022	Residential Field training -- Rockery Ace Hardware	Retail Employees	1	15	An outreach and overview training with retail staff and customers
5/5/2022	Customer -- Shiloh Christian Fellowship	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
5/6/2022	Customer -- Asia Baptist Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
5/10/2022	Customer -- Central City Christian Fellowship	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
5/11/2022	Customer -- Anytime Fitness	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
5/11/2022	Customer -- Lakeview Presbyterian	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
5/16/2022	Customer -- Ray Avenue Baptist Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
5/16/2022	Customer -- Cafe Reconcile	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
5/17/2022	Trade Ally training - - Gasket Guy	Trade Ally	1	30	Review of the program window tint incentives and how to submit projects
5/18/2022	Customer -- Church of the Immaculate Conception	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
5/19/2022	Trade Ally -- Building Automation Trade Allies	Trade Allies	8	150	Training on building automation principles
5/19/2022	Customer -- Church of the St. Charles Presbyterian	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
5/23/2022	Trade Ally -- Balthazar Elektriks	Trade Ally	3	45	Discuss program incentives for small commercial accounts
5/24/2022	Customer -- Live Nation	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
5/26/2022	Customer -- Xavier	Commercial Customer	1	45	Discuss program incentives for large commercial accounts

5/26/2022	Residential Field training -- Freret Hardware	Retail Employees	1	15	An outreach and overview training with retail staff and customers
5/26/2022	Residential Field training -- Walmart Tchoupitoulas	Retail Employees	1	30	An outreach and overview training with retail staff and customers
5/27/2022	Residential Field training -- Save A Lot 377	Retail Employees	1	15	An outreach and overview training with retail staff and customers
5/27/2022	Customer -- Jung Hotel	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
5/31/2022	Customer -- Lusher Charter School	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
5/31/2022	Customer -- Blaze Pizza	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
6/3/2022	Customer -- Creole Cuisine	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
6/6/2022	Customer -- UNO Tech Foundation	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
6/6/2022	Customer -- St. Luke's Episcopal	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
6/7/2022	Customer -- St. Mark Coptic Church	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
6/7/2022	Trade Ally -- Battco Construction	Trade Ally	1	30	Discuss program incentives for small commercial accounts
6/8/2022	Customer -- Dillard University	Commercial Customer	20	15	Discuss program incentives for small commercial accounts
6/8/2022	Customer -- Dillard University	Commercial Customer	20	15	Discuss program incentives for small commercial accounts
6/8/2022	Customer -- Continental Cement	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
6/9/2022	Residential Field training -- Costco NOLA 1147	Retail Employees	1	30	An outreach and overview training with retail staff and customers
6/10/2022	Trade Ally -- Elan Studio Lighting	Trade Ally	4	30	Review program incentives for small commercial accounts
6/13/2022	Customer -- Ursuline Convent	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
6/13/2022	Trade Ally -- Elan Studio Lighting	Trade Ally	1	15	Review program incentives for small commercial accounts
6/14/2022	Customer -- Horn's Eatery	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
6/14/2022	Customer -- Le Pavillion	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
6/14/2022	Customer -- Le Meridien	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
6/14/2022	Customer -- House of Blues	Commercial Customer	1	45	Discuss program incentives for large commercial accounts

6/15/2022	Customer -- Canseco's Supermarket	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
6/15/2022	Residential Field training -- Walmart Tchoupitoulas	Retail Employees	2	15	An outreach and overview training with retail staff and customers
6/15/2022	Customer -- St. James Major	Commercial Customer	1	60	Discuss program incentives for small commercial accounts
6/17/2022	Residential Field training -- Save A Lot 377	Retail Employees	2	15	An outreach and overview training with retail staff and customers
6/17/2022	Customer -- WBOK Radio	Commercial Customer	1	60	Discuss program incentives for small commercial accounts
6/21/2022	Trade Ally -- Window Genie	Trade Ally	1	30	Review program incentives for small commercial accounts
6/21/2022	Customer -- Mt. Salem Missionary Baptist Church	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
6/22/2022	Trade Ally -- Ice King	Trade Ally	1	60	Review program incentives for small commercial accounts
6/23/2022	Residential Field training -- Walmart Bullard	Retail Employees	1	15	An outreach and overview training with retail staff and customers
6/23/2022	Residential Field training -- Mike's Hardware 4223 Elysian Fields	Retail Employees	2	15	An outreach and overview training with retail staff and customers
6/23/2022	Customer -- Corpus Christi Church	Commercial Customer	1	45	Discuss program incentives for small commercial accounts
6/24/2022	Customer -- Imani Works Dance Studio	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
6/27/2022	Trade Ally -- WKA Lighting	Trade Ally	1	45	Review program incentives for small commercial accounts and how to submit projects, specifically focusing on HVAC incentives
6/27/2022	Trade Ally -- Premiere A/C and Heating	Trade Ally	1	45	Review program incentives for small commercial accounts and how to submit projects, specifically focusing on HVAC incentives
6/28/2022	Customer -- Delgado Community College	Commercial Customer	1	45	Discuss program incentives for large commercial accounts
6/29/2022	Trade Ally -- Premiere A/C and Heating	Trade Ally	1	45	Review program incentives for small commercial accounts and how to submit projects, specifically focusing on HVAC incentives
6/29/2022	Customer -- Windsor Court Hotel	Commercial Customer	1	45	Discuss program incentives for large commercial accounts

6/29/2022	Customer -- First Pentecostal Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts
6/29/2022	Customer -- First Grace Episcopal Church	Commercial Customer	4	45	Discuss program incentives for small commercial accounts
6/30/2022	Trade Ally -- Bell and McCoy	Trade Ally	4	60	Introduction to program incentives for large commercial accounts and how to submit projects, specifically focusing on lighting incentives
6/30/2022	Customer -- First Presbyterian Church	Commercial Customer	1	30	Discuss program incentives for small commercial accounts

Appendix D: Marketing Assets

Marketing Collateral

General Energy Smart Overview Brochure

Ready to get Energy Smart?
Visit energysmartnola.com.
Call 504-229-6868.
Email info@energysmartnola.com.

Energy Smart is a program of the Energy Efficiency Center, a non-profit organization that provides energy efficiency services to the Greater New Orleans area. 1115 Poydras Street, Suite 1000, New Orleans, LA 70112. ©2017 Energy Smart.



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



WHAT IS ENERGY SMART?

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

- Home energy assessments with direct-read meters (LEDs, faucet aerators, low-flow showerheads, etc.)
- A/C Tune-Ups to improve the cooling output and efficiency of your air conditioning unit (up to 20 percent, includes a \$400 rebate)
- Rebates to replace existing equipment with ENERGY STAR® qualified models.

Smart AC	Up to a \$200 rebate per system
Air Source Heat Pumps	Up to a \$250 rebate per system
Energy Star LED Light Bulbs	Up to a \$200 rebate per system
Window A/C	\$50 rebate
Refrigerator	\$50 rebate
Heat Pump Water Heaters	\$400 rebate
Electric Dryers	\$200 rebate
LED Light Bulbs	Up to \$200 per system
Air Filtration	Average \$200 per home for 600 CFM 20 inch, ultra-fine HEPA, e.g.
Water Heaters	Average \$200 per home for 200 CFM 20 inch, ultra-fine HEPA, e.g.
LED Lighting	Up to \$200 per system
LED Lighting	Average \$200 per home

WHY CHOOSE ENERGY SMART?

Savings - Earn valuable cash rebates for saving energy.

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

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

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

Energy Smart reduces the upfront cost of improving your home. Depending on the projects you choose, Energy Smart can offer you over \$2,000 toward your home energy improvements, which is more than you can get on your own utility bill.

WHERE DO I START?

1. Call 504-229-6868 or visit energysmartnola.com to receive the offer guide and decide what's right for you.
2. Contact Energy Smart to schedule a no-cost home energy assessment.
3. Implement energy efficiency improvements.
4. Receive Energy Smart rebates.
5. Start saving energy and money.

General Energy Smart Overview Brochure (Spanish)

¿Listo para participar en el programa Energy Smart?
Visite energysmartnola.com.
Teléfono: 504-229-6868.
Correo electrónico: info@energysmartnola.com.

Energy Smart es un programa de la Energy Efficiency Center, una organización sin fines de lucro que proporciona servicios de eficiencia energética a la zona metropolitana de Nueva Orleans. 1115 Poydras Street, Suite 1000, Nueva Orleans, LA 70112. ©2017 Energy Smart.



Es hora de que su energía le ayude a ahorrar dinero.



¿QUÉ ES ENERGY SMART?

Energy Smart ayuda a reducir sus facturas de servicios públicos de Energy New Orleans. La oferta utiliza un enfoque integral de toda la casa para mejorar la eficiencia energética y el confort a través de mediciones formales, tales como:

- Exámenes de eficiencia energética con medidores de lectura directa (LED, aeradores de grifos, cabezales de ducha de bajo flujo, etc.)
- Puntos de ajuste del A/C para mejorar la potencia de enfriamiento y la eficiencia de su unidad de aire acondicionado (hasta un 20 por ciento, incluye un reembolso de \$400)
- Reembolsos para reemplazar el equipo existente por modelos calificados ENERGY STAR®.

Smart AC	Reembolso de hasta \$200 por sistema
Air Source Heat Pumps	Reembolso de hasta \$250 por sistema
Energy Star LED Light Bulbs	Reembolso de hasta \$200 por sistema
Refrigerador	Reembolso de \$50
Calentador de agua de bomba de calor	Reembolso de \$400
Secadoras eléctricas	Reembolso de \$200
Bombillas LED	Hasta \$200 por sistema
Filtración de aire	Reembolso de \$200 por hogar para un filtro ultra-fino HEPA, e.g.
Calentador de agua	Reembolso de \$200 por hogar para un calentador ultra-fino HEPA, e.g.
Iluminación LED	Reembolso de \$200 por sistema
Iluminación LED	Reembolso de \$200 por hogar

¿POR QUÉ ELEGIR ENERGY SMART?

Ahorros - Gane valiosos reembolsos de dinero por ahorrar energía.

Opciones - Hay incentivos disponibles para una amplia gama de mejoras de eficiencia energética en su hogar, apartamento o negocio.

Facilidad - Trabaje directamente con un contratista participante que ofrece rebates instantáneos en el momento de la instalación.

Calidad - Energy Smart aprueba a los contratistas y trabaja con ellos para asegurar la mayor calidad de trabajo.

Energy Smart reduce el costo inicial de mejorar su hogar. Dependiendo de los proyectos que elija, Energy Smart puede ofrecerle más de \$2,000 para sus mejoras de eficiencia energética, lo que es más de lo que puede obtener en su propia factura de servicios públicos.

¿POR DÓNDE EMPIEZO?

1. Llame al 504-229-6868 o visite energysmartnola.com para recibir los folletos y decidir qué es lo más adecuado para usted.
2. Contáctese con Energy Smart para programar una evaluación del consumo de energía en el hogar o negocio.
3. Implemente mejoras de eficiencia energética.
4. Reciba reembolsos de Energy Smart.
5. Empezará a ahorrar dinero y energía.

ENERGY SMART PROGRAM MID-YEAR REPORT – PROGRAM YEAR 12

APPENDIX D

General Energy Smart Handout

Step-By-Step Guide During the Assessment

Home Performance with ENERGY STAR®

Through the Home Performance with ENERGY STAR offering, you'll receive a **no-cost** Home Energy Assessment with recommendations for ways to improve your home's energy efficiency. Rather than focusing on a single problem (like an old heater or cooling system, inefficient insulation or leaky windows), the Home Performance with ENERGY STAR offering helps you improve your home's whole system. **Lowest** installation of energy-saving upgrades* in your home may include:

- LED Light Bulbs****
 - Cost to replace incandescent or halogen light bulbs.
 - Cannot replace lighting if located in many roof spaces such as attic or crawlspace.
 - Will not be replaced if it starts when you go to sleep.
- Smart Thermostats**
 - Usually requires a Wi-Fi router to be installed at the site.
- Smart Power Strips**
- Low-Flow Showerheads**
 - Replaces water faucet aerator.
 - General residential faucet showerheads.
- Hot Water Pipe Insulation**
 - Replaces water heater tank only.
 - Up to 10 ft. of pipe to be insulated.
- Low-Flow Bathroom Aerators**
 - Replaces water faucet aerator only.
 - General residential faucet aerator only.
- Low-Flow Kitchen Aerators**
 - Replaces water faucet aerator only.
 - General residential faucet aerator only.

About the Assessment

Energy Smart offers a Home Energy Assessment to help you understand your home's energy performance. The assessment is a no-cost, one-hour visit by a trained energy auditor. The auditor will use a variety of tools to identify energy efficiency opportunities in your home. The auditor will provide you with a report that includes recommendations for energy-saving upgrades. The report will also include a list of energy-saving upgrades that you can make to improve your home's energy efficiency.

ENERGY STAR PARTNER OF THE YEAR Sustained Excellence

For more information about this and other energy efficiency offerings, visit energysmartnola.com, email info@energysmartnola.com or call 504-239-6868.

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

Energy Smart Online Marketplace

As an Energy Smart client, you're eligible to receive instant discounts on energy-saving products that will help you save more. In addition to products, the Energy Smart Online Marketplace helps you save on other ways to save. Shop and start saving today at shop.energysmartnola.com.

Service Rebates

View details on how to receive rebates on the Energy Smart Online Marketplace.

- In-Store Lighting Discounts**
 - Visit shop.energysmartnola.com for a full list of participating opportunities.
- Central A/C Replacement**
 - Up to \$200 Mail-In Rebate on unit.
- Attic Insulation**
 - Up to \$45 per square foot.
- Central A/C Duct Sealing**
 - Up to \$100 Mail-In Rebate on labor.
- Home Air Sealing**
 - Up to \$250 Mail-In Rebate on labor.
- Control A/C Time-Up**
 - Up to \$250 Mail-In Rebate on unit.
 - All Energy Smart Online marketplace rebates are eligible.
 - System must be at least one year old.
 - Rebate amount based on square footage of the unit. See the terms and conditions for more details.
 - The new A/C system is eligible for rebate credit only if the original unit is replaced.

Purchase Rebates

- ENERGY STAR Window A/C Units**
 - \$20 Mail-In Rebate.
- ENERGY STAR Refrigerators**
 - \$20 Mail-In Rebate.
- ENERGY STAR Pool Pumps**
 - \$200 Mail-In Rebate.
- ENERGY STAR Heat Pump Water Heaters**
 - \$200 Mail-In Rebate.
- ENERGY STAR Dehumidifiers**
 - \$25 Mail-In Rebate.
- ENERGY STAR Water Coolers**
 - Up to \$100 Mail-In Rebate.
- ENERGY STAR Smart Thermostats**
 - Up to \$200 Mail-In Rebate.

For more information about this and other energy efficiency offerings, visit shop.energysmartnola.com, email info@energysmartnola.com or call 504-239-6868.

Residential Customer Authorization Form

Energy Smart Customer Authorization Form

Please print clearly.

Customer Name: _____

Property Address: _____

Telephone: _____

Alternate Telephone: _____

Email Address: _____

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

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

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

Combustion Test
Carbon Monoxide Level: _____ **PASS** **FAIL**

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

Customer Consent

I understand that the specific items to be installed from the above list will be set forth in a Home Energy Audit and Improvements Report (the "Report"), and I hereby authorize Franklin Energy to install, free of charge to me, the selected energy-saving home improvements, as recommended in the Report. I understand that if I have any questions about the Work or the Report, I may call 504-239-6868 or visit energysmartnola.com for more information.

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

For more information about this and other energy efficiency offerings, visit shop.energysmartnola.com, email info@energysmartnola.com or call 504-239-6868.

Energy Smart Customer Authorization Form

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

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

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

Authorized Signature: _____

Printed Name: _____

Date: _____

For more information about this and other energy efficiency offerings, visit shop.energysmartnola.com, email info@energysmartnola.com or call 504-239-6868.

Rebate Forms

A/C Tune-Up Rebate Form

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

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: (Account holder or resident) _____ **Account Number:** _____ **Meter Number:** _____
Customer Address: _____ **City:** _____ **State:** _____
Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (If RENT, please specify if necessary to have the owner of the property sign this form)
 I authorize direct payment of the rebate in the amount of \$_____ to the trade ally upon and recognize that I have received the equivalent value of this amount through services provided.

Signature: _____ **Date:** _____

Relationship to Account Holder: _____
 Please attach copies of dated invoices for the work including installation and retrofits costs.

The Energy Smart program provides rebates for residential customers to promote the maintenance/tune-up of HVAC equipment completed by a participating trade ally.

HVAC Tune-Up Rebate				
Type of System	Cost / Rebate	System Performance	Refrigerant	CA
Primary System <input type="checkbox"/> Air Conditioning & Heat Pump System <input type="checkbox"/> Air Conditioning System	Tune-Up Cost: \$_____	Minimum Seasonal SEER: _____ Minimum Seasonal EER: _____ Minimum Seasonal COP: _____ Minimum Seasonal HSPF: _____ Heating Efficiency (HSPF) (if heat pump): _____	_____	_____
	Approximate Age: _____	_____	_____	_____
Secondary System <input type="checkbox"/> Air Conditioning & Heat Pump System <input type="checkbox"/> Air Conditioning System	Tune-Up Cost: \$_____	Minimum Seasonal SEER: _____ Minimum Seasonal EER: _____ Minimum Seasonal COP: _____ Minimum Seasonal HSPF: _____ Heating Efficiency (HSPF) (if heat pump): _____	_____	_____
	Approximate Age: _____	_____	_____	_____

Rebate for Single Family (Maximum of \$100) **Rebate for Multi-Family (Maximum of \$250)**

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

Trade Ally's Name (please print): _____ **Service Date:** _____
City: _____ **State:** _____

Trade Ally's Signature: _____ **Date:** _____

Primary Contact Person: _____ **Contact Person Email:** _____ **Contact Person Phone:** _____

Please send this application along with required documents to: **Call: 504-229-6866 / Email: residentialapps@energysmart.com**

All rebate forms must be submitted within 45 days of the end of the work. Please use all rebate funds in the form of a check. Please allow 4-6 weeks for processing. The rebate will be issued through Dec 31, 2022 or while funds last.

For more information about this and other energy efficiency programs, visit energysmart.com or call 504-229-6866.

Check the website for program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions.

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

Available for Entergy New Orleans Customers

Checklist items marked as "NO" have been corrected	
The system has been checked for proper operation.	<input type="checkbox"/> Yes <input type="checkbox"/> No
A/B - Air filter has been replaced.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate drain has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate pan has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate drain has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate pan has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate drain has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate pan has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate drain has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Condensate pan has been inspected.	<input type="checkbox"/> Yes <input type="checkbox"/> No

Duct Efficiency Improvement Rebate				
Primary System	Cooling Capacity (Tons)	Test-In (CFM25)	Test-Out (CFM25)	Reduction (CFM25)
Primary System	_____	_____	_____	_____
Secondary System	_____	_____	_____	_____

Total Duct Sealing Cost: \$_____ **Duct Sealing Rebate:** \$_____

Approximate Age of the HVAC System: _____ **Secondary System:** _____

Primary Heating System: Electric Baseboard Gas Furnace Gas Boiler Oil Furnace Oil Boiler Other (Please Specify): _____

Secondary Heating System: Electric Baseboard Gas Furnace Gas Boiler Oil Furnace Oil Boiler Other (Please Specify): _____

Heating Efficiency (HSPF) (if heat pump) / ASHRAE (if forced air): _____

Cooling Efficiency (SEER): _____ **Secondary System:** _____

*The efficiency rating on the unit and installation must be indicated.

Please send this application along with required documents to: **Call: 504-229-6866 / Email: residentialapps@energysmart.com**

All rebate forms must be submitted within 45 days of the end of the work. Please use all rebate funds in the form of a check. Please allow 4-6 weeks for processing. The rebate will be issued through Dec 31, 2022 or while funds last.

For more information about this and other energy efficiency programs, visit energysmart.com or call 504-229-6866.

Check the website for program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions.

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

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: (Account holder or resident) _____ **Account Number:** _____ **Meter Number:** _____
Customer Address: _____ **City:** _____ **State:** _____
Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (If RENT, please specify if necessary to have the owner of the property sign this form)
 I authorize direct payment of the rebate in the amount of \$_____ to the trade ally upon and recognize that I have received the equivalent value of this amount through services provided.

Signature: _____ **Date:** _____

Relationship to Account Holder: _____
 Please attach copies of dated invoices for the work including installation and retrofits costs.

The Energy Smart program provides rebates for residential customers to promote the maintenance/tune-up of HVAC equipment completed by a participating trade ally.

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

Trade Ally's Name (please print): _____ **Service Date:** _____
City: _____ **State:** _____

Trade Ally's Signature: _____ **Date:** _____

Primary Contact Person: _____ **Contact Person Email:** _____ **Contact Person Phone:** _____

Please send this application along with required documents to: **Call: 504-229-6866 / Email: residentialapps@energysmart.com**

All rebate forms must be submitted within 45 days of the end of the work. Please use all rebate funds in the form of a check. Please allow 4-6 weeks for processing. The rebate will be issued through Dec 31, 2022 or while funds last.

For more information about this and other energy efficiency programs, visit energysmart.com or call 504-229-6866.

Check the website for program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions.

Central A/C Rebate Form

A/C Solutions: HVAC System Replacement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: (Account holder or resident) _____ **Account Number:** _____ **Meter Number:** _____
Customer Address: _____ **City:** _____ **State:** _____ **ZIP:** _____
Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (If RENT, please specify if necessary to have the owner of the property sign this form)
 I authorize direct payment of the rebate in the amount of \$_____ to the trade ally upon and recognize that I have received the equivalent value of this amount through services provided.

Signature: _____ **Date:** _____

Relationship to Account Holder: _____
 Please attach copies of dated invoices for the work including installation and retrofits costs.

The Energy Smart program provides rebates for residential customers to promote the replacement of HVAC equipment completed by a participating trade ally.

Please send this application along with required documents to: **Call: 504-229-6866 / Email: residentialapps@energysmart.com**

All rebate forms must be submitted within 45 days of the end of the work. Please use all rebate funds in the form of a check. Please allow 4-6 weeks for processing. The rebate will be issued through Dec 31, 2022 or while funds last.

For more information about this and other energy efficiency programs, visit energysmart.com or call 504-229-6866.

Check the website for program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions.

A/C Solutions: HVAC System Replacement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: (Account holder or resident) _____ **Account Number:** _____ **Meter Number:** _____
Customer Address: _____ **City:** _____ **State:** _____ **ZIP:** _____
Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (If RENT, please specify if necessary to have the owner of the property sign this form)
 I authorize direct payment of the rebate in the amount of \$_____ to the trade ally upon and recognize that I have received the equivalent value of this amount through services provided.

Signature: _____ **Date:** _____

Relationship to Account Holder: _____
 Please attach copies of dated invoices for the work including installation and retrofits costs.

The Energy Smart program provides rebates for residential customers to promote the replacement of HVAC equipment completed by a participating trade ally.

Please send this application along with required documents to: **Call: 504-229-6866 / Email: residentialapps@energysmart.com**

All rebate forms must be submitted within 45 days of the end of the work. Please use all rebate funds in the form of a check. Please allow 4-6 weeks for processing. The rebate will be issued through Dec 31, 2022 or while funds last.

For more information about this and other energy efficiency programs, visit energysmart.com or call 504-229-6866.

Check the website for program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions. Rebates are subject to program rules, terms and conditions.

Duct Efficiency Improvement Rebate Form

Duct Efficiency Improvement Rebate Form

Available for Energy New Orleans Customers

Please fill out completely. All information is required.

Choose one: I participated in Home Performance with ENERGY STAR.
 I participated in Multi-Family Solutions.

Customer Name: _____ Account Number: _____ Meter Number: _____
 (Account Holder or Record) (Final Billing Address)

Customer Address: _____ City: _____ State: _____ ZIP: _____

Customer Email Address: _____ Customer Phone Number: _____

Type of Residence: Single Family Multi-Family (5 or more units) Other _____
 Condo Rent (PLEASE NOTE: If you rent, it is necessary to have the owner's sign this form.)

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

Signature: _____ Date: _____

Relationship to Account Holder: _____

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

Duct Efficiency Improvement Rebate						
	Cooling Capacity (Tons)	Test-In (CFM45)	Test-In (35% or less)	Test-Out (CFM45)	Reduction (CFH45)	Total Duct Sealing Cost
Primary System						
Secondary System						

Total Cooling Rebate Amount: This amount is based on a rebate of **(\$150 per CFM45 or Heat Pump + \$225 per CFM45 or Heat)**.
 This rebate is subject to the rebate program rules and conditions. Rebate amounts are based on the total duct leakage (duct plus air handler) and are subject to the rebate program rules and conditions. Rebate amounts are based on the total duct leakage (duct plus air handler) and are subject to the rebate program rules and conditions. Rebate amounts are based on the total duct leakage (duct plus air handler) and are subject to the rebate program rules and conditions.

HVAC System Characteristics

Approximate Age of the HVAC System: _____ (Secondary System)
 Primary Heating System: Electric Furnace Gas Furnace Heat Pump Other (Please specify) _____
 Secondary Heating System: Electric Furnace Gas Furnace Heat Pump Other (Please specify) _____

Heating Efficiency (SEER): _____ (Secondary System)
 Cooling Efficiency (SEER): _____ (Secondary System)

Other HVAC equipment (please specify): _____

Service Date: _____

By signing below, the trade ally confirms that it has performed the work listed on this form and that it has met the requirements of the rebate program. The trade ally warrants that the work was performed in accordance with the applicable codes and standards and that the work was performed in accordance with the applicable codes and standards and that the work was performed in accordance with the applicable codes and standards.

Trade Ally's Name: _____ (Please print)
 Mailing Address: _____
 City: _____ State: _____ ZIP: _____

Trade Ally's Signature: _____ Date: _____
 Primary Contact Person: _____
 Contact Person Email: _____
 Contact Person Phone: _____

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

Duct Efficiency Improvement Rebate Form

Available for Energy New Orleans Customers

Please fill out completely. All information is required.

Choose one: I participated in Home Performance with ENERGY STAR.
 I participated in Multi-Family Solutions.

Customer Name: _____ Account Number: _____ Meter Number: _____
 (Account Holder or Record) (Final Billing Address)

Customer Address: _____ City: _____ State: _____ ZIP: _____

Customer Email Address: _____ Customer Phone Number: _____

Type of Residence: Single Family Multi-Family (5 or more units) Other _____
 Condo Rent (PLEASE NOTE: If you rent, it is necessary to have the owner's sign this form.)

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

Signature: _____ Date: _____

Relationship to Account Holder: _____

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

Duct Efficiency Improvement Rebate						
	Cooling Capacity (Tons)	Test-In (CFM45)	Test-In (35% or less)	Test-Out (CFM45)	Reduction (CFH45)	Total Duct Sealing Cost
Primary System						
Secondary System						

Total Cooling Rebate Amount: This amount is based on a rebate of **(\$150 per CFM45 or Heat Pump + \$225 per CFM45 or Heat)**.
 This rebate is subject to the rebate program rules and conditions. Rebate amounts are based on the total duct leakage (duct plus air handler) and are subject to the rebate program rules and conditions. Rebate amounts are based on the total duct leakage (duct plus air handler) and are subject to the rebate program rules and conditions. Rebate amounts are based on the total duct leakage (duct plus air handler) and are subject to the rebate program rules and conditions.

HVAC System Characteristics

Approximate Age of the HVAC System: _____ (Secondary System)
 Primary Heating System: Electric Furnace Gas Furnace Heat Pump Other (Please specify) _____
 Secondary Heating System: Electric Furnace Gas Furnace Heat Pump Other (Please specify) _____

Heating Efficiency (SEER): _____ (Secondary System)
 Cooling Efficiency (SEER): _____ (Secondary System)

Other HVAC equipment (please specify): _____

Service Date: _____

By signing below, the trade ally confirms that it has performed the work listed on this form and that it has met the requirements of the rebate program. The trade ally warrants that the work was performed in accordance with the applicable codes and standards and that the work was performed in accordance with the applicable codes and standards and that the work was performed in accordance with the applicable codes and standards.

Trade Ally's Name: _____ (Please print)
 Mailing Address: _____
 City: _____ State: _____ ZIP: _____

Trade Ally's Signature: _____ Date: _____
 Primary Contact Person: _____
 Contact Person Email: _____
 Contact Person Phone: _____

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

HPwES and MF Attic Insulation and Air Infiltration Reeducation Rebate Form

Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Energy New Orleans Customers

Please fill out completely. All information is required.

Choose one: I participated in Home Performance with ENERGY STAR.
 I participated in the Multi-Family Solutions.

Customer Name: _____ Account Number: _____ Meter Number: _____
 (Account Holder or Record) (Final Billing Address)

Customer Address: _____ City: _____ State: _____ ZIP: _____

Customer Email Address: _____ Customer Phone Number: _____

Type of Residence: Single Family Multi-Family (5 or more units) Other _____
 Condo Rent (PLEASE NOTE: If you rent, it is necessary to have the owner's sign this form.)

How is the residence primarily heated and cooled?
 Electric Resistance Heater (Furnace, Baseboard, etc.) Heat Pump System (Air Source, Mini-Split, etc.) Gas Heater

Heating: Air Conditioned (Central or Ductless) No Air Conditioning

Approximate Age of the HVAC System: _____

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

Signature: _____ Date: _____

Relationship to Account Holder: _____

Attic Insulation (For trade ally use only)

Total Insulation Cost	Total Rebate \$
Starting R-value	
Gas-Insulated Heat Pump	
Electric Strip or Furnace	

Air Infiltration and Reduction*

Total Air Sealing Cost	Number of Seals	Starting CFM45	Final Improved CFM45	CFM45 Reduction
Normal				
Well				
Exposed				

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

Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Energy New Orleans Customers

Please fill out completely. All information is required.

Choose one: I participated in Home Performance with ENERGY STAR.
 I participated in the Multi-Family Solutions.

Customer Name: _____ Account Number: _____ Meter Number: _____
 (Account Holder or Record) (Final Billing Address)

Customer Address: _____ City: _____ State: _____ ZIP: _____

Customer Email Address: _____ Customer Phone Number: _____

Type of Residence: Single Family Multi-Family (5 or more units) Other _____
 Condo Rent (PLEASE NOTE: If you rent, it is necessary to have the owner's sign this form.)

How is the residence primarily heated and cooled?
 Electric Resistance Heater (Furnace, Baseboard, etc.) Heat Pump System (Air Source, Mini-Split, etc.) Gas Heater

Heating: Air Conditioned (Central or Ductless) No Air Conditioning

Approximate Age of the HVAC System: _____

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

Signature: _____ Date: _____

Relationship to Account Holder: _____

Attic Insulation (For trade ally use only)

Total Insulation Cost	Total Rebate \$
Starting R-value	
Gas-Insulated Heat Pump	
Electric Strip or Furnace	

Air Infiltration and Reduction*

Total Air Sealing Cost	Number of Seals	Starting CFM45	Final Improved CFM45	CFM45 Reduction
Normal				
Well				
Exposed				

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

IQW Attic Insulation and Air Infiltration Reeducation Rebate Form

Income Qualified Weatherization Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: (Account Holder or Record) _____ **Account Number:** _____ **Meter Number:** _____

Customer Address: _____ **City:** _____ **State:** _____ **ZIP:** _____

Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (PLEASE NOTE: If payment is necessary to have the owner of the property sign this form.)

How is the residence primarily heated and cooled:
Heating: Electric Resistance Heated (Furnace, Baseboard, etc.) Heat Pump System (Air Source, Mini-Split, etc.) Gas Heated

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

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

Signature: _____ **Date:** _____

Relationship to Account Holder: _____

Attic Insulation (For trade ally use only)

Total Insulation Cost: _____	Total Rebate \$: _____		
\$ REBATE per Sq. Ft. (per ceiling foot/line)			
Starting R-value	Gas Heated	Heat Pump	Electric Strip or Furnace
3 to 4.9	\$0.28 per Sq. Ft.	\$0.28 per Sq. Ft.	\$0.35 per Sq. Ft.
5 to 6.9	\$0.36 per Sq. Ft.	\$0.36 per Sq. Ft.	\$0.39 per Sq. Ft.
Total Rebate Amount: _____			

Service Date: _____

Air Infiltration and Reduction*

Total Air Sealing Cost: _____	Number of Stories: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3		
Home Sealing (check one): <input type="checkbox"/> Normal <input type="checkbox"/> Wall <input type="checkbox"/> Ceiling			
Starting CFM50	Final Improved CFM50	CFM50 Reduction*	_____
\$ REBATE per CFM50 Reduction (per ceiling foot/line)			
Gas Heated	Heat Pump	Electric Strip or Furnace	Electric Strip or Furnace (No A/C)
\$0.28 per Sq. Ft.	\$0.28 per CFM50	\$0.28 per CFM50	No \$/Sq. Ft.
Total Rebate Amount: _____			

*CFM50 is a measure of air leakage.

Please send this application along with required documents to: Entergy Smart, 514 E. Poydras Dr., Blvd. Suite 140, New Orleans, LA 70112-2204. **Call: 504-229-4868 / Email: residentialapps@energysmartola.com**

Rebate forms must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022 or while funds last.

Income Qualified Weatherization Attic Insulation and Air Infiltration Reduction Rebate Form

Available for Entergy New Orleans Customers

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

Trade Ally's Company Name (please print): _____

Trade Ally's Mailing Address: _____

City: _____ **State:** _____ **ZIP:** _____

Trade Ally's Signature: _____ **Date:** _____

Primary Contact: _____

Contact Person Email: _____ **Contact Person Phone:** _____

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

Terms and Conditions

Rebate Offer: Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2022 and December 31, 2022. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

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

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

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

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

Send signed application and all required documents to:

Entergy Smart
 514 E. Poydras Dr., Suite 140
 New Orleans, LA 70112-2204
 Phone: 504-229-4868
 Email: residentialapps@energysmartola.com

Please send this application along with required documents to: Entergy Smart, 514 E. Poydras Dr., Blvd. Suite 140, New Orleans, LA 70112-2204. **Call: 504-229-4868 / Email: residentialapps@energysmartola.com**

Rebate forms must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022 or while funds last.

IQW Duct Efficiency Improvement Rebate Form

Income Qualified Weatherization Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

Please fill out completely. All information is required.

Customer Name: (Account Holder or Record) _____ **Account Number:** _____ **Meter Number:** _____

Customer Address: _____ **City:** _____ **State:** _____ **ZIP:** _____

Customer Email Address: _____ **Customer Phone Number:** _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (PLEASE NOTE: If payment is necessary to have the owner of the property sign this form.)

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

Signature: _____ **Date:** _____

Relationship to Account Holder: _____

Duct Efficiency Improvement Rebate

Primary System	Cooling Capacity (Tons)	Test-In (CFM50)	Test-Out (CFM50)	Reduction (CFM50)	Total Duct Sealing Cost	Duct Sealing Rebate
Secondary System						

*Total Duct Sealing Cost includes: Materials (LABOR NOT INCLUDED)

(Please attach invoices for outside testing of all pressure fans and blowers and for total duct leakage (duct pressure and overall) if required on your form. Also attach a certificate of Air SEALS manual inspection (Block Off) if possible. Duct leakage will be tested before and after sealing. Improvement must result in both to qualify. Only available for all ducts, not partial homes.)

HVAC System Characteristics

Approximate Age of the HVAC System: _____ (Primary System) _____ (Secondary System)

Primary Heating System* Electric Resistance Gas Furnace Gas Furnace Heat Pump Other (Please Specify) _____

Secondary Heating System* Electric Resistance Gas Furnace Heat Pump Other (Please Specify) _____

Heating Efficiency (EER or Heat Pump) / A/C Tonnage: _____ (Primary System) _____ (Secondary System)

Cooling Efficiency (EER): _____ (Primary System) _____ (Secondary System)

*For eligibility, heating or cooling contractor must be included.

Please send this application along with required documents to: Entergy Smart, 514 E. Poydras Dr., Blvd. Suite 140, New Orleans, LA 70112-2204. **Call: 504-229-4868 / Email: residentialapps@energysmartola.com**

All rebate forms must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022 or while funds last.

Income Qualified Weatherization Duct Efficiency Improvement Rebate Form

Available for Entergy New Orleans Customers

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

Trade Ally's Company Name (please print): _____

Trade Ally's Mailing Address: _____

City: _____ **State:** _____ **ZIP:** _____

Trade Ally's Signature: _____ **Date:** _____

Primary Contact Person: _____

Contact Person Email: _____ **Contact Person Phone:** _____

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

Terms and Conditions

Rebate Offer: Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2022 and December 31, 2022. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to assure that all requirements for the rebate are met.

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

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

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

Customer Satisfaction Survey: I understand that I may be contacted by an Entergy Smart survey or questionnaire to provide feedback on my satisfaction with the program.

Send signed application and all required documents to:

Entergy Smart Residential Energy Efficiency Program
 514 E. Poydras Dr., Suite 140
 New Orleans, LA 70112
 Phone: 504-229-4868
 Email: residentialapps@energysmartola.com

Please send this application along with required documents to: Entergy Smart, 514 E. Poydras Dr., Blvd. Suite 140, New Orleans, LA 70112-2204. **Call: 504-229-4868 / Email: residentialapps@energysmartola.com**

All rebate forms must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022 or while funds last.

Dehumidifier Rebate Form



Get a \$25 Rebate

Energy Smart Dehumidifier Rebate

Available for Entergy New Orleans Customers

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



\$25 Rebate on ENERGY STAR Qualified Dehumidifier

To search for qualified products and verify eligibility, go to energystar.gov/productfinder/product/certified-dehumidifiers.

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



Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name: _____ Email: _____
 Entergy Customer's Name: _____ Entergy Customer's Email: _____
 Installation Address: _____ City: _____ State: _____ ZIP: _____
 Purchaser's Address: _____ City: _____ State: _____ ZIP: _____
 Daytime Phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (3 or more units) Other _____
 Own Rent

Dehumidifier Information: Make: _____ Model#: _____ Capacity (pints): _____

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

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

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to: Entergy, residentialapps@energysmartnola.com
 Entergy Smart
 1022 Greenwood Park Blvd., Suite 100
 New Orleans, LA 70002-3308
 This offer is available through Dec. 31, 2020, or while funds last.

Entergy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2020 Entergy Services, LLC. All Rights Reserved. 06/20/20 01/20

Heat Pump Water Heater Rebate Form



Get a \$400 Rebate

Energy Smart Heat Pump Water Heater Rebate

Available for Entergy New Orleans Customers

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



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

To search for qualified products and to verify eligibility, go to energystar.gov/productfinder/product/certified-water-heaters.

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



Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name: _____ Email: _____
 Entergy Customer's Name: _____ Entergy Customer's Email: _____
 Installation Address: _____ City: _____ State: _____ ZIP: _____
 Purchaser's Address: _____ City: _____ State: _____ ZIP: _____
 Daytime Phone: _____

Type of Residence: Single Family (Detached) Single Family (Attached) Multifamily (3 or more units) Other _____
 Own Rent

Heat Pump Water Heater Information: Make: _____ Model#: _____

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

Existing Water Heater Type and Age: Electric Water Heater Gas Water Heater Heat Pump Water Heater Approx. Age: _____

Installation Location: Inside Conditioned Space Unconditioned Garage Unconditioned Basement Others (Specify) _____

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

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to: Entergy, residentialapps@energysmartnola.com
 Entergy Smart
 1022 Greenwood Park Blvd., Suite 100
 New Orleans, LA 70002-3308
 This offer is available through Dec. 31, 2020, or while funds last.

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Pool Pump Rebate Form

Energy Smart
A New Orleans Program

Get a \$300 Rebate

Energy Smart In-ground Pool Pump Rebate

Available for Energy New Orleans Customers

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



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

To search for qualified products and verify eligibility go to: energystar.gov/productfinder/product/in-ground-pool-pumps.

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



Energy New Orleans Residential Electric Customer Information

Please fill out completely. Only in-ground pool pumps qualify for this rebate. All information is required.

Purchaser's Name: _____ Email: _____
 Energy Customer's Name: _____ Energy Customer's Email: _____
 Installation Address: _____ City: _____ State: _____ ZIP: _____
 Purchaser's Address: _____ City: _____ State: _____ ZIP: _____
 Daytime Phone: _____

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

Pool Pump Information: Make: _____ Model #: _____
 Type of Pump: Two Speed Variable Speed
 Pool Pump Horsepower: _____ Estimate of Pool Square Footage: _____
 Age of Displaced Pump: _____

Approx. Hours of Operating Per Day in **Filtering** Mode: _____
 Approx. Hours of Operating Per Day in **Cleaning** Mode: _____

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

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:
Energy Smart
 124 Emerald Park Blvd., Suite 100
 New Orleans, LA 70002-2508
 Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022, or while funds last.

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Refrigerator Rebate Form

Energy Smart
A New Orleans Program

Get a \$50 Rebate

Energy Smart Refrigerator Rebate

Available for Energy New Orleans Customers

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



\$50 Rebate on ENERGY STAR Qualified Refrigerators

To search for qualified products and to verify eligibility go to: energystar.gov/productfinder/product/for-the-residential-refrigerators. Compact refrigerators and freezers less than 375 cubic feet do not qualify.

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



Energy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name: _____ Email: _____
 Energy Customer's Name: _____ Energy Customer's Email: _____
 Installation Address: _____ City: _____ State: _____ ZIP: _____
 Purchaser's Address: _____ City: _____ State: _____ ZIP: _____
 Daytime Phone: _____

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

Refrigerator Information: Make: _____ Model #: _____ Ice Maker: Yes No

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

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

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

Purchaser's Signature: _____ Date: _____

Please send this application along with a copy of your dated sales receipt to:
Energy Smart
 124 Emerald Park Blvd., Suite 100
 New Orleans, LA 70002-2508
 Email: residentialapps@energysmartnola.com

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022, or while funds last.

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Smart Thermostat Rebate Form



Get a \$100 Rebate

Energy Smart Smart Thermostat Rebate

Available for Energy New Orleans Customers

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



\$100 Rebate on ENERGY STAR Qualified Smart Thermostats

To search for qualified products and to verify eligibility, go to www.energystar.gov/products/heating/cooling/smart_thermostats.

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



Entergy New Orleans Residential Electric Customer Information

Purchaser's Name _____ Email _____
 Entergy Customer's Name _____ Entergy Customer's Email _____
 Installation Address _____ City _____ State _____ ZIP _____
 Purchaser's Address _____ City _____ State _____ ZIP _____
 Daytime Phone _____

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

How is the Residence Currently Heated and Cooled? (check all that apply)
Heat: Gas Heated Electrically Heated Heat Pump System
Cool: Air Conditioned (Central or Room A/C) No Air Conditioning
Type: Manual Programmable Unknown

Smart Thermostat Replacement: Make _____ Model _____ Serial Number _____
Total Square Footage Served by Installed Thermostat: Square Footage _____

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

Purchaser's Signature _____ Date _____

Please send this application along with required documents to:
Energy Smart
 324 Elmwood Park Blvd., Suite 102
 New Orleans, LA 70002-2203

Call 504-229-6868 / Email: residentialapps@energysmartnola.com
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This rebate is available through Dec. 31, 2022, on the funds list.

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Trade Ally Smart Thermostat Rebate Form

Energy Smart Trade Ally A/C Solutions Smart Thermostat Rebate Form

Please fill out completely. All information is required. To search for qualified products and to verify eligibility, go to http://www.energystar.gov/products/heating/cooling/smart_thermostats.

Customer Name: _____ **Account Number:** _____ **Meter Number:** _____
 (Account Holder on Record) _____ City _____ State _____ ZIP _____

Customer Address: _____ **Customer Phone Number:** _____
 City _____ State _____ ZIP _____

Type of Residence: Single Family Multifamily (5 or more units) Other _____
 Own Rent (If RENT, specify equipment to have the owner of the property, sign this form.)

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

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

\$100 Smart Thermostat Rebate	
Primary System	How is the residence currently heated and cooled? (check all that apply) Heat: <input type="checkbox"/> Gas Heated <input type="checkbox"/> Electrically Heated <input type="checkbox"/> Heat Pump System Cool: <input type="checkbox"/> Air Conditioned (Central or Room A/C) <input type="checkbox"/> No Air Conditioning Type: <input type="checkbox"/> Manual <input type="checkbox"/> Programmable <input type="checkbox"/> Unknown Smart Thermostat Replacement: Make _____ Model _____ Serial Number _____ Total Square Footage Served by Installed Thermostat: _____
Secondary System	How is the residence currently heated and cooled? (check all that apply) Heat: <input type="checkbox"/> Gas Heated <input type="checkbox"/> Electrically Heated <input type="checkbox"/> Heat Pump System Cool: <input type="checkbox"/> Air Conditioned (Central or Room A/C) <input type="checkbox"/> No Air Conditioning Type: <input type="checkbox"/> Manual <input type="checkbox"/> Programmable <input type="checkbox"/> Unknown Smart Thermostat Replacement: Make _____ Model _____ Serial Number _____ Total Square Footage Served by Installed Thermostat: _____



I certify that a smart thermostat installation has been completed, including all of the applicable actions indicated in the checklist above.

Trade Ally's Name: _____ **Service Date:** _____
Mailing Address: _____ **City:** _____ **State:** _____ **ZIP:** _____
Trade Ally's Signature: _____ **Date:** _____
Primary Contact Person: _____ **Contact Person Email:** _____ **Contact Person Phone:** _____

Thermostat has been checked for proper operation. Yes No
 Customer has been trained on proper use of the smart thermostat. Yes No

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

For more information about this and other energy efficiency programs, visit energysmartnola.com or call 504-229-6868.
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Energy Smart Trade Ally A/C Solutions Smart Thermostat Rebate Form

Terms and Conditions

Rebate Offer: Rebate applicants must be subscribed within 45 days of service. Must submit one rebate application per general contractor. Service must be performed between January 1, 2022 and December 31, 2022. Work must be completed by a participating trade ally approved by Entergy New Orleans, LLC. Rebate will be issued in the form of a check. This rebate is available through Dec. 31, 2022, on the funds list.

Participation Requirements: Trades to participate in this rebate program will receive rebates for all smart thermostats installed on a residential property. Rebates will be issued to the trade ally specified in the rebate application. Rebates will be issued in the form of a check. This rebate is available through Dec. 31, 2022, on the funds list.

Inspection: Entergy reserves the right to conduct an inspection of your installation at any time. If an inspection is required, it will be conducted within 30 days of completion.

Liability: Entergy New Orleans, LLC or their personnel, subsidiaries, employees, affiliates, or agents shall not be liable for any damages, including consequential damages, arising out of or from the use of the rebate program. The quality of the work, labor, materials, and subcontractors is the responsibility of the contractor. Entergy New Orleans, LLC is not responsible for the rebate offer.

Customer Satisfaction Survey: Entergy reserves the right to conduct a survey of the rebate program. The survey will be conducted within 30 days of the rebate offer.

Energy Smart Residential Electric Efficiency Program: 324 Elmwood Park Blvd., Suite 102, New Orleans, LA 70002.
 Phone: 504-229-6868
 Email: residentialapps@energysmartnola.com

Please send this application along with required documents to:
Energy Smart
 324 Elmwood Park Blvd., Suite 102
 New Orleans, LA 70002

Call 504-229-6868 / Email: residentialapps@energysmartnola.com
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This rebate is available through Dec. 31, 2022, on the funds list.

For more information about this and other energy efficiency programs, visit energysmartnola.com or call 504-229-6868.
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Water Cooler Rebate Form



Get up to \$50 Rebate

Energy Smart Water Cooler Rebate

Available for Entergy New Orleans Customers

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



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

To search for qualified products and verify eligibility go to energy.gov/products/energy/water-coolers.

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



Entergy New Orleans Residential Electric Customer Information

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

Purchaser's Name _____ Email _____
 Entergy Customer's Name _____ Entergy Customer's Email _____
 Installation Address _____ City _____ State _____ ZIP _____
 Purchaser's Address _____ City _____ State _____ ZIP _____
 Daytime Phone _____

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

Water Cooler Information: Brand _____ Make _____ Model _____

Product Type: Hot & Cold \$50 Rebate Cook & Cold \$15 Rebate Cold Only \$25 Rebate

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

Purchaser's Signature _____ Date _____

Please send this application along with a copy of your dated sales receipt to:
Entergy Smart
 524 Entwood Park Blvd., Suite 240
 New Orleans, LA 70122-3308

Email: residentialapps@energysmartnola.com
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022, or while funds last.

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Window A/C Rebate Form



Get a \$50 Rebate

Energy Smart Window Air Conditioner Rebate

Available for Entergy New Orleans Customers

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



\$50 Rebate on ENERGY STAR Qualified Air Conditioner Units

To search for qualified products and to verify eligibility go to energy.gov/products/energy/air-conditioners.

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



Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required.

Purchaser's Name _____ Email _____
 Entergy Customer's Name _____ Entergy Customer's Email _____
 Installation Address _____ City _____ State _____ ZIP _____
 Purchaser's Address _____ City _____ State _____ ZIP _____
 Daytime Phone _____

Type of Residence: Single Family (Detached) _____ Single Family (Attached) _____ Other _____ Own _____ Rent _____
 Size of Area to Be Cooled _____ sq. ft.

Air Conditioner Information: Make _____ Model _____
 Cooling Capacity (Btu/hr) _____ Is System Reverse Cycle _____ CEER _____ Window or Wall Installation _____ Louvered Slides _____
 Yes No Window Wall Yes No

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

Purchaser's Signature _____ Date _____


Please send this application along with a copy of your dated sales receipt to:
Entergy Smart
 524 Entwood Park Blvd., Suite 240
 New Orleans, LA 70122-3308

Email: residentialapps@energysmartnola.com
 All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through Dec. 31, 2022, or while funds last.

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Customer Satisfaction Surveys

Home Performance with ENERGY STAR Satisfaction Survey




Hi Energy Smart Customer,

Thank you for participating in the Home Performance with ENERGY STAR® offering. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.


[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager



Income-Qualified Weatherization Satisfaction Survey




Hi Energy Smart Customer,

Thank you for participating in the Income-Qualified Weatherization offering. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager



A/C Tune-Up Satisfaction Survey



Hi Energy Smart Customer,

Thank you for participating in the A/C Tune-up offering. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager



Energy Smart Online Marketplace Satisfaction Survey



Hi Energy Smart Customer,

Thank you for participating in the A/C Tune-up offering. Energy Smart would like your feedback regarding your installation and customer service experience. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager



Energy Efficiency Kit Satisfaction Survey



Hi Energy Smart Customer,

Thank you for ordering an Energy Efficiency Kit from Energy Smart. We would like your feedback regarding your experience receiving and installing your Energy Efficiency Kit with ENERGY STAR® certified products. Simply [click here](#) or on the button below to complete a brief survey.

[Complete the survey](#)

Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Sincerely,
Nate Wolf
Program Manager



Sensi Smart Thermostat Leave Behind

EnergySmart
A New Orleans Program

Ready. Set. Start saving.

Welcome to your new Emerson Sensi™ smart thermostat

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

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

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

You can also use the table below to easily find the recommended temperature setting based on your preferences. Following these tips will help you save energy and money.

WINTER DEGREES		SUMMER DEGREES	
HOME	NIGHT/AWAY	HOME	NIGHT/AWAY
65	62	75	83
70	65	76	81
75	67	74	79
74	66	73	77




For Energy Smart information, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.

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EnergySmart
A New Orleans Program

Troubleshooting



Adjusting the temperature

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

No heat

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

No cool

- Confirm the thermostat mode is set to "Cool."
- Lower the set point below room temperature. Within five seconds, the thermostat should make a soft click sound, and "Cooling" should display on the screen. If no sound indicates that the thermostat is operating properly.
- If the thermostat does not click, try resetting the "Cool" schedule.

Restart the thermostat

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

"Call for Service" appears on the screen

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

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

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HPwES Contractor Agreement

Energy Smart Home Performance with ENERGY STAR® Offering

Participating Trade Ally Agreement

Overview

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. The Energy Smart Home Performance with ENERGY STAR (HPwES) Offering is designed to promote energy efficiency by providing home energy walk-through assessments, direct installation of energy-efficient measures, and deeper energy efficiency retrofits delivered through a participating trade ally. Local trade allies must meet program and HPwES national standards of training, certifications (OS or HERS Rated), license, insurance and O&M rankings. Local trade allies must sign and adhere to this program Participation Agreement and agree to abide by the requirements outlined in the Trade Ally Operations Manual in order to submit projects through the program and receive incentives.

HPwES will offer three levels of participation. All levels of participation require and start with a Franklin Energy technician delivered audit. Trade allies who bring customers or projects to the program must have a Franklin Energy audit delivered to receive incentives for deeper retrofit projects.

Participant Information

Trade Ally Business Name:			
Email:	Phone:	Website:	# of Employees:
Liability Insurance Limit:	Business License #:	Insurance Expiration Date:	Tax ID #:
Address:		Address:	
City:	State:	ZIP:	City:
Contact Name:	Contact Name:		
Title:	Title:		
Direct Number:	Direct Number:		
Email:	Email:		

Is your business classified as one of the following? If so, check which: Women owned Minority owned Veteran owned

Main Business type (Please select the most applicable) Contractor Distributor Consultant Other _____

The primary products and services your business offers (Please select all that apply):

<input type="checkbox"/> A/C Installations	<input type="checkbox"/> Attic Insulation	<input type="checkbox"/> Energy Management	<input type="checkbox"/> Pool Pump Insulation
<input type="checkbox"/> A/C Service and Maintenance	<input type="checkbox"/> Duct Sealing	<input type="checkbox"/> Engineering	<input type="checkbox"/> Service and Maintenance
<input type="checkbox"/> Air Sealing/Insulation	<input type="checkbox"/> Energy Audit	<input type="checkbox"/> New Construction	<input type="checkbox"/> Other _____

How many projects has your company completed with utility energy efficiency programs in the past?

0 Projects 1 Project 2-5 Projects 6-10 Projects 11-15 Projects 16-50 Projects More than 50 Projects

Please list any relevant licenses, professional certifications and memberships:

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

Energy Smart Home Performance with ENERGY STAR® Offering

HPwES will offer three levels of participation. All levels of participation require and start with a Franklin Energy technician delivered audit. Trade allies who bring customers or projects to the program must have a Franklin Energy audit delivered to receive incentives for deeper retrofit projects.

Level I Assessment

The Level I assessment includes a walk-through inspection and direct installation of low-cost measures such as LEDs and faucet aerators implemented by Franklin Energy staff. An assessment report including referrals for air filtration and insulation measures, possible installation of smart thermostats, and recommendations for other programs will be provided to the customer. Level I assessment will refer customer to Level II, Level III, and additional portfolio program offerings. The Level I assessment includes a visual inspection of the living space, attic, and crawl space/basement, and exterior of the home, as well as mechanical and building envelope systems and discussion of lifestyle and customer behaviors that impact energy use.

Level II Assessment

Level II assessment includes Level I Franklin Energy delivered assessment and direct installation. Additionally, the Level II assessment involves a comprehensive diagnostic testing of the mechanical and HVAC systems via duct blaster test in and test out and/or A/C tune-up via manifold test in and test out depending on measures installed. The discount to the customer is received at point of sale via a rebate from the trade ally to the customer. The trade ally will then apply for the rebate from the Program Implementer, Franklin Energy.

Tool for Assessment: Duct Blaster for duct sealing, #Handfold for A/C tune-up.

Level III Assessment

The Level III assessment involves a comprehensive home inspection (Level I), may include mechanical and HVAC diagnostic testing (Level II), and blower door test in and test out (Level III). The test in and test out blower door will be performed by an enrolled HPwES trade ally targeted to achieve deeper savings within the home's building envelope and insulation.

Tool for Assessment: Duct Blaster for duct sealing, #Handfold for A/C tune-up, blower door for Level III building envelope.

Through this Participation Agreement, the trade ally will work with Franklin Energy to provide accurate information about the program to customers, promote the incentives to customers, and provide necessary documentation to Franklin Energy to receive reimbursement for the rebates given to the customer. Franklin Energy will provide outreach materials and education about ENERGY STAR units to participating trade allies, track program participation, and provide timely rebate payments to the trade allies.

Terms & Conditions

These Terms & Conditions (the "Participation Agreement") are entered into between _____ ("Participating Trade Ally") and Franklin Energy ("Program Implementer"), representing the program.

Performing the following measures (please indicate):

- A/C Tune-up
- Duct Sealing/Insulation
- Attic Insulation
- Air Infiltration

Through this Participation Agreement, Program Implementer and Participating Trade Ally agrees as follows:

Paying Trade Ally Incentives: The Program Implementer reserves the right to deny incentive payments and withdraw incentives for improper work performance as noted in the Participation Requirements of the Participation Agreement. The Program Implementer reserves the right to adjust incentive budgets and incentive levels based upon market conditions, evaluation results, and program implementation experience. Once program funding is exhausted in a given program year, no further incentives will be made for any work performed in that program year. The Program Implementer is responsible for providing information regarding available incentive funding levels to Participating Trade Ally. In addition to providing incentives to Participating Trade Ally as set forth above, the Program Implementer will provide marketing support for Participating Trade Ally.

Verification of Work: Participating Trade Ally agrees to allow random field inspections during project installation. This is to verify that the Participating Trade Ally complies with all safety, recycling, customer service, and other program requirements set forth in this Participation Agreement. If an inspection determines that project work is not executed in a satisfactory manner as defined in this Participation Agreement or by the customer's standards, the Program Implementer shall request that all deficiencies be corrected within ten (10) business days. Failure to comply with all requests may result in the Participating Trade Ally's immediate rejection of incentives from the project. Multiple instances of a Participating Trade Ally's failure to meet minimum program standards and correct deficiencies may lead to the Participating Trade Ally being removed from the program and rendering the Participating Trade Ally ineligible to receive any future incentives under the program.

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

Energy Smart Home Performance with ENERGY STAR® Offering

Terms & Conditions (cont.)

Participating Trade Ally agrees to allow random field inspections of work performed under this Participation Agreement, including performance testing, in order to maintain the quality standards sought by this program. The Program Implementer will inspect the first five (5) jobs completed by the Participating Trade Ally. All remaining jobs will be inspected at a rate of 5% or greater. Any project with an incentive greater than \$10000 must be pre-inspected and pass-inspected.

Participation Requirements:

Participating Trade Ally acknowledges and agrees that it participates in the HP+ES program at the sole discretion of the Program Implementer and is subject to removal from the program and disqualification of eligibility to receive incentives if it fails to comply with the terms and spirit of this Participation Agreement. In the event Participating Trade Ally is removed from the program, it shall immediately cease promoting its participation in HP+ES and shall return any marketing material provided by the program. A removed Participating Trade Ally shall not be eligible for consideration to be reinstated for six calendar months from the date of notification of removal. A removed Participating Trade Ally shall have a one-time option to appeal the removal decision in writing to the Program Implementer. All decisions of the Program Implementer shall be final.

Participating Trade Ally Shall:

- Exhibit fair business practices including:
 - Treating program clients fairly and delivering promised services in a timely and responsible manner.
 - Demonstrate the capability to conduct business successfully by providing ONE of the following:
 - Specific evidence of business capacity including:
 - A minimum of three (3) satisfactory professional/trade references such as suppliers of materials, tools, and credit.

If a Participating Trade Ally is unable to meet these requirements, they may submit in writing a request for review ("Request for Waiver") to the Program Implementer. The Request for Waiver must provide a detailed, reasonable, and credible explanation of the reasons why the Participating Trade Ally is unable to comply with the terms of the requirement. Program Implementer reserves the right to reject any and all Request for Waivers.

Program Guidelines:

Participating Trade Ally shall maintain any and all relevant licenses as required by federal, state, county, or government for work in the trades that it undertakes through this program.

Participating Trade Ally shall provide and maintain, at its sole cost and expense, and shall require each subcontractor (regardless of tier) to provide and maintain, at no cost to Program Implementer in effect during the performance of any work under this Participation Agreement minimum insurance coverage as follows: (a) workers' compensation insurance with statutory limits of liability; (b) employer's liability insurance with limits of

not less than \$500,000 per occurrence; (c) Commercial General Liability insurance, providing bodily injury and property damage coverage, including premises liability, products/completed operations liability, and blank contractual liability with limits of not less than \$100,000 per occurrence and annual aggregate; and (d) automobile liability (covering owned and non-owned vehicles) coverage with limits of not less than \$100,000 per accident.

Any Participating Trade Ally found to be engaged in any fraudulent activity or misrepresentation of any kind (including, but not limited to, dates, addresses, operating data, meter numbers or Energy New Orleans; LLC account numbers) shall be removed from the program per the procedure outlined in the Participation Requirements section above and shall reimburse the program for any funds distributed for work that is determined by the program to be fraudulent or misrepresented.

Participating Trade Ally shall maintain effective procedures for quality control, resolution of customer complaints or disputes, and response to customer emergencies. The Participating Trade Ally agrees to make these procedures available to the Program Implementer for review and improvement, upon request.

Participating Trade Ally shall properly represent the relationship between the Participating Trade Ally, Energy New Orleans, LLC, the Program Implementer and the HP+ES brand. The Participating Trade Ally and its employees shall not represent themselves as employees of Energy New Orleans, LLC or Program Implementer.

Marketing materials that use the program or HP+ES logo or name should be sent to the Program Manager for compliance review. Program Managers require a minimum of five (5) business days to review materials. Any materials obtained by Participating Trade Ally using program or HP+ES logo or referencing program or HP+ES by name must receive written approval from program prior to use.

Participating Trade Ally will be cognizant of proper materials disposal and have a standard operating procedure for recycling materials. The program requires the Participating Trade Ally to provide receipts and other documentation verifying adherence to proper procedure.

Participating Trade Ally shall provide and adhere to its own safety policies while traveling to and performing project installations. Failure to comply with its safety policy will result in immediate dismissal from the program.

Program Implementer must be notified within four (4) hours of the occurrence below:

- OSHA recordable injury (regardless of party at fault).
- Electrical outage / interruption on an electrical or natural gas service caused by Participating Trade Ally or related to program work.
- Environmental spill or release.
- OSHA citation (verbal or written) related to program work.
- Electrical flash or contact or gas leak.

Energy Smart Home Performance with ENERGY STAR® Offering

Terms & Conditions (cont.)

- Vehicle accident while performing project work (regardless of party at fault).
- Condition that draws negative media attention.

Failure to notify Program Implementer of occurrence of these incidents may result in suspension from the program per the Participation Requirements section.

Program Incentives:

The Program Implementer will pay Participating Trade Allies within forty-five (45) days of submission of complete application materials. The Participating Trade Ally will be eligible for monetary incentive.

Program Defaults:

When the Program Implementer identifies customers that have qualifying central Level II and Level III upgrade opportunities, the Program Implementer will provide the customer with a list of Participating Trade Ally contact information. The Participating Trade Ally will respond to customers referred by other programs and provide services in accordance with the requirements of this Participation Agreement. Participating Trade Ally recognizes that the customers received from the program constitute a benefit and the Participating Trade Ally agrees to respond to these customers in a timely manner.

Program Warranty:

The Participating Trade Ally must provide the customer with a written warranty on labor and materials for a minimum of one (1) year from the date the work is substantially complete and accepted by the customer. All installed equipment shall carry manufacturer's warranty.

Independent Trade Ally Status:

The Participating Trade Ally is an independent contractor under this HP+ES Program and has the sole right and obligation to supervise, manage, contract, direct, procure, perform or cause to be performed, all work to be provided to customers in connection with the program. The program requires the Participating Trade Ally to provide receipts and other documentation verifying adherence to proper procedure. Participating Trade Ally (or its subcontractors) shall be, and remain, employees of the Participating Trade Ally (or its subcontractors). Neither Energy New Orleans, LLC nor the Program Implementer or their respective affiliates, subsidiaries, and successors are, or shall be construed to be, an employer (common law or otherwise), co-employer, or joint employer of any Participating Trade Ally personnel. Neither Energy New Orleans, LLC (nor its subcontractors) nor any Participating Trade Ally personnel is an agent of Energy New Orleans, LLC or the Program Implementer, and no such party or person has any authority to represent Energy New Orleans, LLC or the Program Implementer as to any matters. The Participating Trade Ally will assume full responsibility for payment of all federal, state, provincial, and local taxes, withholding or contributions imposed or required under unemployment insurance, social security, and income tax laws with respect to all Participating Trade Ally personnel. Should Energy New Orleans, LLC or the Program Implementer be required to pay any amount for failure

by the Participating Contractor (or its subcontractors) to withhold or pay any amount as may be required by or in agreement, the Participating Trade Ally agrees to indemnify Energy New Orleans, LLC and Program Implementer as the case may be, for any amount so paid, including interest, penalties, attorney's fees, court costs, and fees.

Limitation of Liability:

In no event shall Energy New Orleans, LLC or the Program Implementer or their respective affiliates, officers, directors, agents, employees, and representatives have any liability for claims of any kind, whether based on contract, tort (including negligence and strict liability), or otherwise, for any loss or damage sustained or incurred by any third party relating to this Participation Agreement including the performance of services or participation by the Participating Trade Ally in the HP+ES Program.

The Participating Trade Ally hereby releases and discharges Energy New Orleans, LLC and the Program Implementer from all liability for such claims. The Participating Trade Ally shall, indemnify, defend, and hold harmless Energy New Orleans, LLC and Program Implementer and their respective affiliates, officers, directors, agents, employees, and representatives from and against losses, claims, damages, expenses (including reasonable attorney's fees and actual costs), and liabilities for property damage or bodily injury to any person, resulting from the performance of the services or participation by the Participating Trade Ally in the HP+ES Program.

Term of this Participation Agreement

Regardless of the date the signatures execute this Participation Agreement, no Participating Trade Ally shall be eligible for an incentive for any work performed prior to April 1, 2021. Regardless of the execution date, this Participation Agreement will expire on December 31, 2022, unless otherwise extended in writing by the parties to Participating Trade Ally is terminated as provided herein.

Tax Liability:

Incentives may be taxable as gross income. Neither Energy New Orleans, LLC nor Program Implementer are responsible for any taxes that may be imposed on Participating Trade Ally business as a result of participating in this program.

Trademarks and Other Intellectual Property:

Except as expressly provided in this Participation Agreement, Energy New Orleans, LLC and Program Implementer do not transfer or license any trademark or other intellectual property right to Participating Trade Ally. The Participating Trade Ally shall not register, apply to register or claim any rights to any trademark that contains Energy New Orleans, LLC or Program Implementer's trademarks. All uses by the Participating Trade Ally of Energy New Orleans, LLC's trademarks shall inure solely to the benefit of Energy New Orleans, LLC and this program. Any use by Participating Trade Ally of Energy New Orleans, LLC's trademarks is subject to the prior written consent of the program.



Energy Smart is a service mark of Entergy. This program developed by the New Orleans City Council and administered by Energy New Orleans, LLC.



Energy Smart is a service mark of Entergy. This program developed by the New Orleans City Council and administered by Energy New Orleans, LLC.

Energy Smart Home Performance with ENERGY STAR® Offering

Terms & Conditions (cont.)

Upon expiration or termination of the Participation Agreement, Participating Trade Ally agrees to immediately cease the use of and shall not thereafter use Energy New Orleans, LLC's trademarks.

For purposes of this Participation Agreement, "the trademarks" shall include any trademarks, service marks, names, logos, and designs of Energy New Orleans, LLC (including the HP+ES program marketing materials) that are now or hereafter created, claimed, adopted, acquired or used by Energy New Orleans and/or the Energy Smart Programs, and affiliated or related companies.

Confidentiality:

For purposes of this Participation Agreement, the term "Confidential Information" is defined to mean any Entergy New Orleans, LLC customer information, knowledge, data, statistics, business plans, records, trade secrets, business systems, operational methods, customer lists, concepts, ideas, policies, any social security numbers, and/or other personal identifiable information or data disclosed by Program Implementer and/or its affiliates, employees, agents, consultants, or representatives to Participating Trade Ally or its employees (collectively "Trade Ally Employees"), which is not otherwise available to the public including both the existence and contents of this Participation Agreement. The term "Confidential Information" does not include information (i) which is or becomes generally available to the public other than as a result of disclosure by Trade Ally Employees; (ii) was written, Participating Trade Ally's lawful possession on a non-confidential basis prior to being furnished by Program Implementer; (iii) becomes available to Participating Trade Ally on a non-confidential basis from a source that is under no obligation to Entergy New Orleans, LLC or Program Implementer to keep such information confidential; (iv) is developed by or for Participating Trade Ally without any use of or reliance upon Confidential Information; (v) is approved for release by written authorization by the owner of the information.

Participating Trade Ally shall retain any Confidential Information in strict confidence and shall not use, exploit, or disclose, or permit the use, exploitation, or disclosure of any Confidential Information obtained from Program Implementer except to persons or entities directly involved in the HP+ES program and then, only to the extent necessary in connection with the HP+ES program, or as otherwise required by law. Participating Trade Ally shall inform Trade Ally Employees to whom Confidential Information is disclosed that the Confidential Information has been shared with Participating Trade Ally in strict confidence.

Participating Trade Ally shall take all measures to ensure that Trade Ally Employees keep any Confidential Information strictly confidential and not use or exploit any of the Confidential Information in any manner.

Participating Trade Ally will be responsible for any breach or anticipated breach of this Participation Agreement by any Trade Ally Employee or third party to whom it discloses Confidential Information.

Participating Trade Ally acknowledges that a breach of the terms, conditions, or obligations contained herein may cause irreparable damage to Program Implementer and to Energy New Orleans, LLC for which a remedy at law would not be adequate. In the event of such breach or threatened breach, Program Implementer and Energy New Orleans, LLC shall be entitled to seek appropriate injunctive relief in any court of competent jurisdiction, restraining Participating Trade Ally and Trade Ally Employees from any such threatened or actual violation of the provisions of this Participation Agreement. This provision does not limit Program Implementer's or Energy New Orleans, LLC's rights to seek monetary damages in addition to injunctive relief.

In the event that Participating Trade Ally or Trade Ally's Employees are requested or required to disclose any Confidential Information subject to this Participation Agreement in a legal or regulatory proceeding, Participating Trade Ally shall provide Program Implementer and Energy New Orleans, LLC with prompt written notice of any such request or requirements in order to provide them an opportunity to seek a protective order or other appropriate remedy. Participating Trade Ally shall cooperate with Program Implementer and Energy New Orleans, LLC and their counsel in Program Implementer's and Energy New Orleans, LLC's efforts to prevent or limit such disclosure of Confidential Information.

Energy Smart Home Performance with ENERGY STAR® Offering

Signatures

By signing below, the Participating Trade Ally accepts this Participation Agreement with Program Implementer. The signatory for the Participation Agreement represents that he/she is authorized to commit the Participating Trade Ally to the terms outlined in the Participation Agreement.

Trade Ally

Printed Name: _____ Title: _____
 Company Name: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Fax: _____ Email: _____

Signatures

Signature: _____ Date: _____

Program Implementer

Company Name: Franklin Energy
 Address: 524 Elmwood Park Blvd, Suite 400
 City: New Orleans State: LA ZIP: 70123
 Phone: 504-229-6868 Fax: _____ Email: _____

Signatures

Signature: _____ Date: _____

Printed Name: _____ Title: _____
 Company Name: _____
 Phone: _____ Fax: _____ Email: _____



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Energy Smart is a service mark of Entergy. This program developed by the New Orleans City Council and administered by Energy New Orleans, LLC.

**Energy Smart Home Performance
with ENERGY STAR® Offering**

Signatures (cont.)

Printed Name: _____ Title: _____
 Company Name: _____
 Phone: _____ Fax: _____ Email: _____



Bank References

Bank Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Email: _____

Trade References

1 Company Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Fax: _____ Email: _____

2 Company Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Fax: _____ Email: _____



Energy Smart is a low-carbon energy efficiency program developed by the New Orleans City Council and sponsored by Entergy New Orleans, LLC.

**Energy Smart Home Performance
with ENERGY STAR® Offering**

Trade References (cont.)

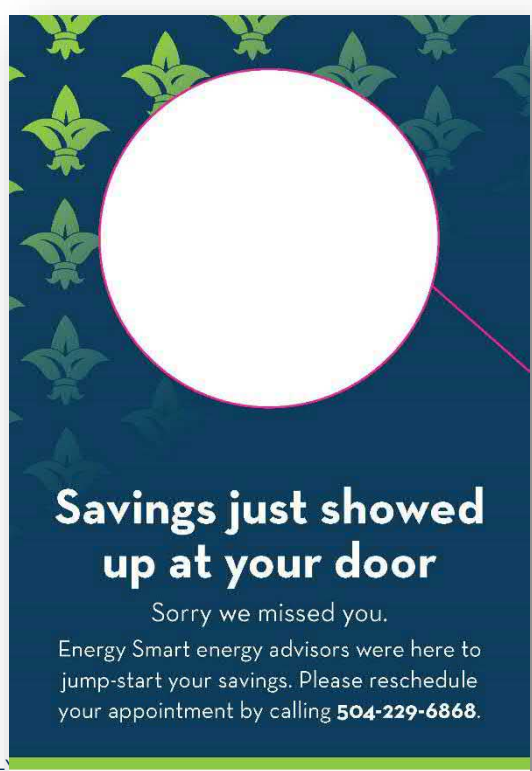
3 Company Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Fax: _____ Email: _____

Please sign and return this document to:
 Franklin Energy
 554 Elmwood Park Blvd, Suite 100
 New Orleans, LA 70125
 Phone: 504-229-6868
 Email: rec.energysmartnola@franklinenergy.com

Energy Smart is a low-carbon energy efficiency program developed by the New Orleans City Council and sponsored by Entergy New Orleans, LLC.

HPwES and IQW Sorry We Missed You Door Hanger



**Savings just showed
up at your door**

Sorry we missed you.
 Energy Smart energy advisors were here to
 jump-start your savings. Please reschedule
 your appointment by calling **504-229-6868**.



Get savings on top of free products

Multifamily Sorry We Missed You Door Hanger



Savings just showed up at your door.

Sorry we missed you. Energy Smart energy advisors will be installing energy-saving products for a limited time. To receive these products, contact us today.



Get savings on top of free products.
Products for participating may include:

LED Light Bulbs	Kitchen Aerators	Bathroom Aerators	Low-flow Showerheads	Smart Thermostat
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Call **Multifamily Solutions** at **504-229-6868** today.
Visit energysmartnola.com for more energy-saving tips.

Energy advisor name: _____ Phone: _____ Date: _____

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

Multifamily Solutions



Please be careful as you enter.



Multifamily Solutions



Dear Resident of Unit _____:

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



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

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

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

Sincerely,

Energy Smart Program Team

Energy Advisor Name: _____
(please print)

Witness Name: _____
(please print)

Date: ____ / ____ / ____

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100-00000-004

Multifamily Landlord Permission Form

Landlord Permission Form

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

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

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

PERMISSION TO ENTER PREMISES

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

Landlord(s)/Agency Signature	Customer Signature
Title	Customer Name
Date	Date



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Multifamily Direct Install Service Agreement

Multifamily Solutions

Direct Installation Service Agreement

Property Information

Property Owner: _____

Building Name: _____

Installation Address: _____ Property Phone: _____

City: _____ State: _____ ZIP: _____

Agreement

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

PROPERTY OWNER ALSO AGREES THAT IN CONSIDERATION OF ITS PARTICIPATION IN THE PROGRAM AND RECEIPT OF FREE PRODUCTS, ENTERGY WILL NOT BE RESPONSIBLE IN CONTRACT, TORT OR OTHERWISE FOR ANY LOSSES OR DAMAGES OF ANY KIND INCURRED, ARISING OUT OF OR RELATED TO THIS PROGRAM. FRANKLIN ENERGY, LLC WILL BE RESPONSIBLE FOR ANY LOSS OR DAMAGE INCURRED TO THE EXTENT CAUSED BY FRANKLIN ENERGY, LLC GROSS NEGLIGENCE OR WILLFUL MISCONDUCT. PROPERTY OWNER AGREES THAT UNDER NO CIRCUMSTANCES WILL ENTERGY OR FRANKLIN ENERGY, LLC BE RESPONSIBLE FOR ANY INDIRECT, CONSEQUENTIAL, INCIDENTAL OR SPECULATIVE DAMAGES. NO ACTION UNDER THIS AGREEMENT MAY BE COMMENCED MORE THAN 60 DAYS AFTER THE INCIDENT GIVING RISE TO SUCH CAUSE OF ACTION HAS OCCURRED. THE UNDERSIGNED HAS READ AND UNDERSTANDS THE ABOVE AND HAS AUTHORITY TO SIGN THIS AGREEMENT AS OR ON BEHALF OF THE OWNER OF THE ABOVE IDENTIFIED PROPERTY.

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

Customer Signature

Customer Signature: _____

Print Customer Name: _____ Date: _____

Property Owner or Authorized Manager's Signature: _____



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Multifamily Program Sell Sheet

Keep costs low and satisfaction high.



What if you could enhance your property and save your residents money—all without spending a cent? It's not too good to be true. It's **Multifamily Solutions**.

What do you get for signing up?
Residents will receive installation of energy-saving products* in their homes. Upgrades may include:


LED Light Bulbs


Kitchen Aerators


Bathroom Aerators


Low-Flow Showerheads



Smart Thermostat

Who can participate?
Qualifying multifamily properties must contain five or more units under one roof and must be an Entergy New Orleans customer.

How do you sign up?
Call 504-229-6868 or email info@energysmartnola.com if you're interested. We'd love to answer any questions you may have about the program, too.

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

*Actual products installed may differ from the illustrations. Program availability may be limited by the environmental award, availability and product availability. Some energy-saving products may not be available in all areas and are subject to change without notice. ©2012 Entergy Services, LLC. All rights reserved.

Multifamily Tenant Leave Behind

Multifamily Solutions

Better products. Brighter community.

Thank you for participating in the Multifamily Solutions offering.
We hope you enjoy the **complimentary** energy-saving products you received.

Here's what we may have installed today
and the typical benefits customers experience.


LED Light Bulbs
(60W equivalent)
(90W equivalent)
Use up to 75 percent less energy and provide longer product life than incandescent lighting.


Kitchen Aerators
Reduce water usage by up to 30 percent.


Bathroom Aerators
Reduce the flow of water to your faucet to an efficient 1.0 gallons per minute.


Low-flow Showerheads
Use up to 40 percent less water than a standard-flow showerhead, without losing water pressure.


Smart Thermostat
Customize your home's temperature settings to fit your schedule, even when you're away.

*Energy-saving products installed are dependent upon Energy account type and pricing.

For questions about these upgrades or Multifamily Solutions, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.




Entergy Smart is a complimentary energy efficiency program developed by the City of New Orleans, City Council and administered by Entergy New Orleans, LLC. ©2012 Entergy Services, LLC. All rights reserved.

Multifamily Tenant Notification Flyer

Multifamily Solutions

Save the date to save energy.
Technicians from the Multifamily Solutions offering will be in your building on _____.

Look forward to receiving complimentary products.
You'll receive complimentary installation of energy-saving products, such as:

LED Light Bulbs
(60W equivalent)
(75W equivalent)

Kitchen Aerators
15 gpm

Bathroom Aerators
10 gpm

Low-flow Showerheads
1.5 gpm

Smart Thermostats

Installation will only take a few minutes.
After your appointment, you'll receive information about your new products, including estimated savings. Contact your property manager if you have questions about this flyer.

Energy-saving products installed are dependent upon building account type and eligibility. Actual products installed may differ from the images shown. Measures are selected based on the existing equipment. All items are provided and installed by Energy Smart. The date will be selected depending on utility type and existing baseload. LEDs will be installed only in fixtures containing incandescent or halogen lamps.

Thank you for participating. We look forward to helping you save energy and money.
energysmartnola.com | info@energysmartnola.com | 504.229.6668

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Retail Employee Education Flyer

Give Expert Advice on ENERGY STAR®

Make energy savings and rebates count toward their purchase.

WHY PROMOTE ENERGY STAR?

It's truly the smart choice. ENERGY STAR means higher quality, better performance and more energy savings. By promoting ENERGY STAR, you're not just helping customers save energy and money, you're doing your part for the environment.

THE BENEFITS OF ENERGY STAR.

It's top rated and saves money. Let customers know ENERGY STAR qualified lighting solutions and appliances are an easy way to lower their energy bills for years to come. Plus, they can receive instant or mail-in rebates to offset the initial cost.

Energy New Orleans offers the Energy Smart energy efficiency program to help customers, like yours, lower their utility bills at a lower price tag.

These high-efficiency appliances and lighting solutions reduce energy use for better home efficiency and brighter communities. Your store may include the following products with available rebates:

MEASURE	REBATE AMOUNT
ENERGY STAR LED lighting	Manufacturer discount provided
ENERGY STAR qualified window A/C units	\$50 rebate
ENERGY STAR qualified refrigerators	\$50 rebate
ENERGY STAR qualified heat pump water heaters	\$400 rebate
ENERGY STAR qualified in-ground pool pumps	\$300 rebate

Selling Stats

LIGHTING

- ENERGY STAR LEDs use only a quarter of the energy standard incandescent light bulbs consume, and they last up to 25 times longer.
- On average, upgrades save up to \$55 each year.
- Customers receive discounted price from manufacturer.

REFRIGERATOR

- ENERGY STAR refrigerators use half the energy of a 15-year-old refrigerator.
- On average, an upgrade saves up to \$50 each year.
- Customers can receive a \$50 rebate off qualifying refrigerators from Energy Smart.

IN-GROUND POOL PUMP

- ENERGY STAR in-ground pool pumps run quieter and keep filter systems running longer.
- On average, an upgrade saves over \$200 each year.
- Customers can receive a \$300 rebate off qualifying pool pumps from Energy Smart.

DEHUMIDIFIER

- ENERGY STAR dehumidifiers remove as much moisture as conventional units, but use nearly 15 percent less energy.
- Customers can receive a \$25 rebate off qualifying dehumidifiers from Energy Smart.

HEAT PUMP WATER HEATER

- ENERGY STAR heat pump water heaters transfer heat from surrounding air to heat the water. If the air is too cold, it effectively uses a heating element to heat the water instead.
- An ENERGY STAR heat pump water heater will save around \$5,500 over its lifespan compared to standard heat pump water heaters.
- Customers can receive a \$400 rebate off qualifying heat pump water heaters from Energy Smart.

ROOM WINDOW AIR CONDITIONER

- ENERGY STAR room window air conditioners give customers more control over their comfort, in addition to energy savings.
- On average, an upgrade uses about 10 percent less energy.
- Customers can receive a \$50 rebate off qualifying room window A/C units from Energy Smart.

SMART THERMOSTATS

- ENERGY STAR certified smart thermostats adjust your home's temperature based on the activity in your home and are compatible with programs offered by Energy Smart for additional savings.
- Customers can receive up to a \$80 rebate off qualifying smart thermostats from Energy Smart.

Ask your manager which products qualify in your store.

For more info about the Energy Smart program, visit: energysmartnola.info

For more info about ENERGY STAR products, visit: energystar.gov/products/appliances

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Single LED Bulb Giveaway Label


Energy Smart
LED Light Bulb

EnergySmart  |  *Entergy*
A New Orleans Program


energysmartnola.com
504-229-6868

Four-Pack LED Bulb Giveaway Label

EnergySmart 
A New Orleans Program



Energy Smart
LED Bulb Kit
Install today to start saving.

 entergy

energysmartnola.com • 504-229-6868

Energy Efficiency Kit Label





Energy Smart Energy Efficiency Kit

Install today to save today.



063-0316-04-00-LENERGYNOHPK-02


Energy Efficiency Kit Insert




Ready to get Energy Smart? Visit energysmartnola.com

HERE ARE SEVEN MORE WAYS YOU CAN SAVE:

- Contact Energy Smart at 504-239-6868 to see if you qualify for a no-cost installation of energy efficiency products and an assessment of your home.
- Install additional energy-saving LED lighting products, water-saving showerheads and faucet aerators. You could also receive instant rebates on LED lighting products when you purchase from local participating retailers.
- Adjust your thermostat to match your schedule. We recommend setting your temperature at 68 degrees in the winter (and lowering it while you're asleep) and 78 degrees in the summer (and raising it while you're away or asleep).
- Choose ENERGY STAR® certified appliances, which ensure quality and energy savings. Some products, such as window A/C units, refrigerators and heat pump water heaters, also qualify for rebates through Energy Smart.
- Tune up your A/C system through the A/C Solutions offering. Not only will it improve the efficiency and performance of your A/C equipment, but you'll also receive an instant rebate.
- Stop costly air leaks by working with an Energy Smart participating trade ally to seal your ductwork, weatherize your home and install insulation. You may also qualify for Energy Smart rebates.
- Looking for more ways to manage energy costs? Visit energysmartnola.com for energy efficiency products that can be delivered directly to your door.





Energy Smart Energy Efficiency Kit Product Guide

This kit contains products to start you on your journey to energy efficiency.

3 smart LED light bulbs	1 water-saving showerhead
1 smart LED light bulb	1 water-saving kitchen aerator
1 water-saving bathroom aerator	




WHAT IS ENERGY SMART?

Energy Smart helps conserve the amount of energy (from electricity and water) we use at home and throughout our communities. The small amount saved adds up quickly, as well as help the environment. You can start saving immediately with these complimentary items in your Energy Smart Energy Efficiency Kit.

Congratulations

You took the first step on your energy efficiency journey by installing your Energy Efficiency Kit. You've cut down on your energy use and started lowering your energy costs. So why stop now? Call 504-239-6868 to schedule your assessment.

Questions?

For more information and to learn about additional ways to save energy and money, visit energysmartnola.com, call 504-239-6868 or email info@energysmartnola.com.

Be sure to tell your friends, family and neighbors how they can save energy and money with Energy Smart.

WATER-SAVING SHOWERHEAD

This water-saving showerhead provides a powerful flow rate while using up to 75 percent less water, regardless of water pressure. Less water also means less energy is needed to heat the water.

WATER-SAVING AERATORS

These aerators can be installed on most kitchen and bathroom sink faucets in order to save water and energy. They produce powerful streams of water at a reduced flow rate, regardless of available water pressure. Plus, there's an additional bonus: less energy is required to heat hot water.

Smart Thermostat Rebate Landing Page



Submit Your Rebate Request

Complete the form below to request your rebate of up to \$100 on an ENERGY STAR® certified smart thermostat. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:



Purchaser's Name* **Purchaser's Email***

First Name Last Name

Entergy Customer's Name* **Entergy Customer's Email***

First Name Last Name

Installation Address*

Address Line 1

Address Line 2

City State ZIP Code

Purchaser's Address*

Address Line 1

Address Line 2

City State ZIP Code

Daytime Phone*

Type of Residence*

Single Family (Detached) Single Family (Attached) Multifamily (Five or more units)

Other:

Do you own or rent your home?*

Own Rent

How is the residence currently heated? (check all that apply)*

Gas Heated Electrically Heated Heat Pump System

How is the residence currently cooled? (check all that apply)*

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

How is the temperature in the residence currently controlled? (check all that apply)*

Type: Manual Type: Programmable Type: Unknown

Make* **Model*** **Serial Number:***

Square Footage:*

Total square footage served by installed thermostat.

Please attach a copy of your dated sales receipt.*

No File Chosen

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

Signature* **Date***

Use your mouse or finger to draw your signature above

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2022 or while funds last. Limit two rebates per customer per account lifetime. To search for qualified products and to verify eligibility, go to <https://www.energysmartnola.info/wp-content/uploads/2020/07/Energy-Smart-2020-Smart-Thermostat-Qualified-Products-List-7-2-20.pdf>

Dehumidifier Rebate Landing Page



Submit Your Rebate Request

Complete the form below to request your rebate of up to \$25 on an ENERGY STAR® certified dehumidifier. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:

Purchaser's Name*

First Name

Purchaser's Email*

Last Name

Entergy Customer's Name*

First Name

Entergy Customer's Email*

Last Name

Installation Address*

Address Line 1

Address Line 2

City

State

ZIP Code

Purchaser's Address*

Address Line 1

Address Line 2

City

State

ZIP Code

Daytime Phone*

Type of Residence*

- Single Family (Detached)
 Single Family (Attached)
 Multifamily (Five or more units)
 Other:

Do you own or rent your home?*

- Own
 Rent

Make*

Model #*

Capacity (pints)*

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

- Gas Heated
 Electrically Heated
 Heat Pump System
 Air Conditioned (Central or Room A/C)
 No Air Conditioning

Please attach a copy of your dated sales receipt.*

CHOOSE FILE

REMOVE FILE

No File Chosen

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

Signature*

Date*

Use your mouse or finger to draw your signature above

[clear](#)

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2022, or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to the website: energystar.gov/products/appliances/dehumidifiers.

SUBMIT FORM

Water Cooler Rebate Landing Page



Submit Your Rebate Request

Complete the form below to request your rebate of up to \$50 on an ENERGY STAR® certified water cooler. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required:



Purchaser's Name*

First Name Last Name

Purchaser's Email*

Entergy Customer's Name*

First Name Last Name

Entergy Customer's Email*

Installation Address*

Address Line 1

Address Line 2

City State ZIP Code

Purchaser's Address*

Address Line 1

Address Line 2

City State ZIP Code

Daytime Phone*

Type of Residence*

Single Family (Detached)
 Single Family (Attached)
 Multifamily (Five or more units)

Other:

Do you own or rent your home?*

Own
 Rent



Brand*

Make*

Model #*

Product Type

Hot & Cold (\$50 Rebate)
 Cook and Cold (\$25 Rebate)
 Cold Only (\$25 Rebate)

Please attach a copy of your dated sales receipt.*

CHOOSE FILE

REMOVE FILE

No File Chosen



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

Signature*

Date*

Use your mouse or finger to draw your signature above

[\[clear\]](#)

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2022 or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to energystar.gov/productfinder/product/certified-water-coolers.

SUBMIT FORM

Trade Ally Rebate Forms Landing Page



Trade Ally Rebate Forms

A/C Tune-Up Rebates

- [Downloadable PDF](#)

Attic Insulation and Air Infiltration Reeducation Rebates (Market-Rate)

- [Downloadable PDF](#)

Attic Insulation and Air Infiltration Reeducation Rebates (Income-Qualified Weatherization)

- [Downloadable PDF](#)

Central A/C Rebates

- [Downloadable PDF](#)

Customer Authorization Form

- [Downloadable PDF](#)

Dehumidifier Rebates

- [Submit online rebate request](#)
- [Downloadable PDF](#)

Duct Efficiency Improvement Rebates (A/C Solutions)

- [Downloadable PDF](#)

Duct Efficiency Improvement Rebates (Income-Qualified Weatherization)

- [Downloadable PDF](#)

Heat Pump Water Heater Rebates

- [Submit online rebate request](#)
- [Downloadable PDF](#)

Landlord Permission Form

- [Downloadable PDF](#)

Pool Pump Rebates

- [Submit online rebate request](#)
- [Downloadable PDF](#)

Refrigerator Rebates

- [Submit online rebate request](#)
- [Downloadable PDF](#)

Smart Thermostat Rebates (Retail Lighting and Appliances)

- [Downloadable PDF](#)

Smart Thermostat Rebates (Trade Ally)

- [Downloadable PDF](#)

Water Cooler Rebates

- [Submit online rebate request](#)
- [Downloadable PDF](#)

Window A/C Rebates

- [Submit online rebate request](#)
- [Downloadable PDF](#)



HER Reports

Home Energy Report: Electricity

Name:
Account Number:
Service Address:
November Report

Here is your personalized analysis of your home's energy use. To see your complete savings plan, log in to your account at [bit.ly/myenergy](#).

Monthly Electricity Use: **88% more** than Efficient Neighbors

How You're Doing:

Good

More savings possible

Above typical use

My Home	394 kWh
Similar Neighbors	793 kWh
Efficient Neighbors	210 kWh

*Similar Neighbors are located nearby and have similar square footages. Efficient Neighbors are considered the top 15% of the Similar Neighbor group. The square footages of your home were collected from public information sources. All data is weather normalized to account for year-to-year temperature variations. kWh refers to the use of 1,000 watts of electricity in one hour. Data displayed in this report is normalized for neighbor comparisons and does not necessarily correspond to billing data for this report period.

Annual Electricity Use ■ My Home ■ Efficient Neighbors

Month	My Home	Efficient Neighbors
Dec	750	200
Jan	750	200
Feb	700	200
Mar	250	200
Apr	600	200
May	650	200
Jun	850	250
Jul	950	300
Aug	750	250
Sep	650	250
Oct	650	250
Nov	450	200

Turn over to find great energy-saving ideas. ▶

Save energy with your **top tips**

Load ovens and ranges to capacity.
Cost: Free
Fully loaded cooking equipment utilize energy more efficiently.

Unplug/turn off computers & electronics at night.
Cost: Free
Most still use small amounts of power even when they are in a standby or low-power setting.

Check and repair weatherstripping.
Cost: Under \$100
Air leaks from windows and doors reduce comfort and increase energy use. Adding weatherstripping is an easy and inexpensive DIY project.

Your Energy Smart Rewards balance: **3502 Points**

Earn points by claiming your account, creating your savings plan and reducing your energy use. Redeem points for gifts cards at [bit.ly/myenergy](#)

Redeem: **\$10 gift card**

Next Level: **\$25 gift card**

0 PIS / 5000 PIS

Earn two points for every kWh saved. Every 200 points earns \$1 towards a gift card.

Get a FREE home checkup
Energy Smart offers free home energy checkups, valuable rebates and more.
Visit [energysmartnola.com](#)

Spending breakdown

Complete your online Home Assessment for a detailed breakdown of your energy use.


- Kitchen Appliances
- Lighting
- Consumer Electronics
- Laundry/Utility
- Other

*Just rated! Home savings at the moment you can save after purchase, installation and maintenance costs, as well as rebates, incentives and weatherize. Entergy has provided a detailed home profile and suggestions for improvement. To see your energy use, visit [bit.ly/myenergy](#). All the costs associated with our service are included in our savings plan. Our list of local contractors and suppliers who can provide actual costs. The Home Energy Report was prepared specifically for you and is only available to you. For the most part, it is a public energy knowledge resource. All data is weather-normalized. Savings are estimated. All rebates are awarded by Entergy or other participating utility. All costs are based on current energy prices. A fee additional term a home checkup. This report is available to you and is based on your current profile and other publicly available information. We will continue to improve our energy-saving program described by the Home Energy Report. All energy and rebates are provided by Entergy New Orleans. © 2014 Entergy New Orleans. All rights reserved.

ENERGY SMART PROGRAM MID-YEAR REPORT – PROGRAM YEAR 12

APPENDIX D

CEP Widget




ENERGY STAR® Appliances

Purchase a new ENERGY STAR appliance such as a refrigerator or water cooler and receive a \$50 rebate.

< ○ ○ ● ○ ○ >

[LEARN MORE](#)



Online Marketplace

Shop for energy-efficient products from the comfort of your home and receive instant discounts. Save big on smart thermostats, energy-efficient lighting and more.

< ○ ● ○ ○ ○ ○ >

[LEARN MORE](#)




A/C Solutions

Keep your home cool, comfortable and energy efficient with an A/C Tune-up, central A/C rebates and smart thermostats.

< ○ ○ ○ ○ ● ○ >

[LEARN MORE](#)




Appliance Recycling

Get \$50 for your old fridge or freezer.

< ○ ○ ○ ○ ● >

[LEARN MORE](#)



Home Performance with ENERGY STAR®

Choose an in-person or virtual home energy assessment and you'll also receive free energy-efficient products, including LED light bulbs.

< ● ○ ○ ○ ○ ○ >

[LEARN MORE](#)

Vehicle Magnet




Point of Purchase Signage



Marketing Tactics

Home Fitness Campaign Materials

Emails




EnergySmart
A New Orleans Program

Entergy

Get Your Home in Tiptop Shape

Home Energy Fitness on Any Budget

Energy Smart offers a variety of ways to get your home in tiptop shape, including a no-cost assessment and energy-efficient products that can save you energy.



You'll also receive a custom report of your home's energy usage and recommendations for additional steps you can take for optimal energy savings.

[Schedule Today](#)

More Ways to Save Energy

Maximize your savings and earn rebates when you purchase qualifying energy-efficient upgrades such as refrigerators, A/C units, smart thermostats and more.

[Save Now](#)

For more information about these and other Energy Smart offerings:

Visit: energysmartnola.com

Call: 504-223-6868

Email: info@energysmartnola.com



EnergySmart
A New Orleans Program

Entergy

A Fit Home is an Energy-Efficient One

Get Your Home in Tiptop Shape

Energy Smart offers a variety of ways to get your home in tiptop shape to improve comfort all year round. Start your energy-saving journey with a [Home Performance with ENERGY STAR](#) assessment.



Here are more no-cost ways to save energy:

- Receive energy-efficient products.
- Review a custom report of your home's energy usage.
- Read recommendations about additional steps you can take to achieve optimal energy savings.
- Earn rebates for energy-efficient upgrades.

[Start Today](#)

For more information about these and other Energy Smart offerings:

Visit: energysmartnola.com

Call: 504-223-6868

Email: info@energysmartnola.com

Google Search Ad

Ad · www.energysmartnola.info/

No-Cost Products and Services | Energy Savings For Your Home

Energy Smart offers ways to help you save on energy bills, including appliance rebates. Visit our website to learn about installing no-cost energy-efficient products.

Streaming Radio



Home Fitness
Campaign Streaming

Radio Banner Ads



A Fit Home is an
Energy-Efficient One

For more information, visit
energysmartnola.com/savenow or
call **504-229-6868**.



A Fit Home is an
Energy-Efficient One

For more information, visit
energysmartnola.com/savenow or
call **504-229-6868**.

Google Ads



No-Cost
Energy-Efficient
Products

**GET YOUR
HOME IN
SHAPE**

[LEARN MORE](#)



**Make No-Cost
Efficiency
Improvements**

[SAVE NOW](#)



**Lower Your Energy Bill
ENERGY-EFFICIENT
UPGRADES AND REBATES**


 

[START SAVING](#)

Facebook Ad


Entergy New Orleans
Sponsored

A fit home is an energy-efficient one. Energy Smart offers no-cost whole-home assessments, product rebates and more.




Save with a Home Energy Assessment
No-cost produ...

[Learn More](#)



Rebates for Energy-Efficient Upgrades
Appliances and...

[Learn More](#)



Home Energy Fitness on any Budget
We can help.

[Learn More](#)

Like Comment Share

Gambit Print Ad



Get Your Home in Tiptop Shape

Energy Smart offers no-cost whole-home energy assessments and rebates on energy-saving products.

For more information, visit energysmartnola.com/savenow or call 504-229-6868.

Energy Smart
A New Orleans Program

Entergy

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Gambit Digital Ads



Circuit E-Newsletter



Circuit by Entergy
June 2022



Jump into energy savings

Old, inefficient pool pumps can be costly and use a lot of energy.

[READ MORE](#)



Energy Efficiency Adds Curb Appeal

With these tips, you can save money and make energy efficiency visible to the entire neighborhood.

[READ MORE](#)



Solar Answers: Is Solar Right For You?

Is solar energy a good fit for your home? This video will help provide the answer.

[WATCH NOW](#)



How to Keep Your Upstairs Cooler This Summer

Stop sweating it out on your second floor. Take comfort to the next level with these simple tips.

[READ MORE](#)

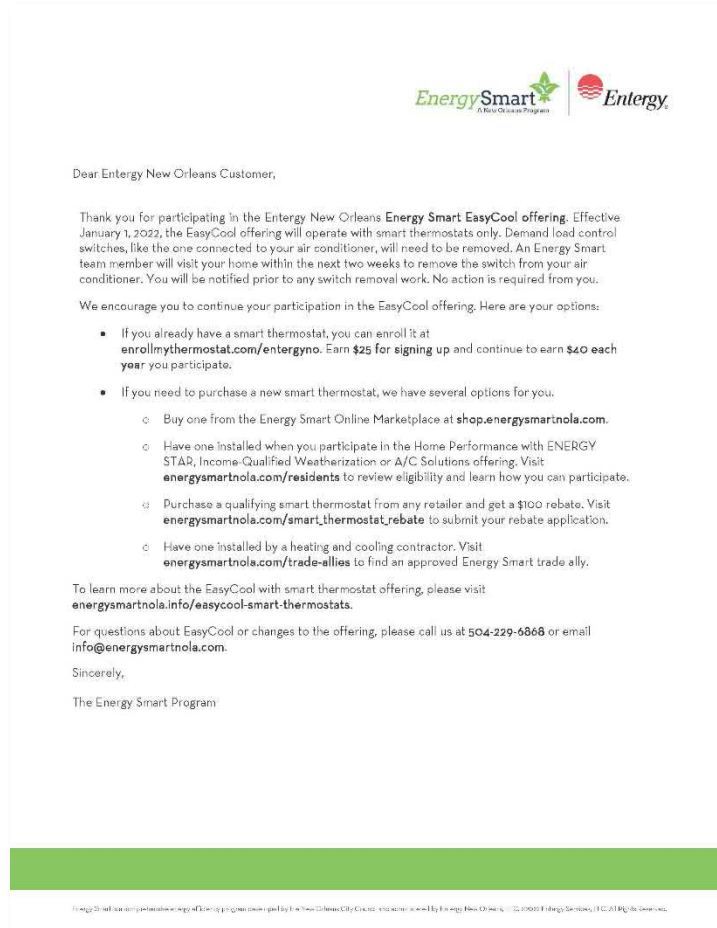


Weekend Energy Warrior: Air Sealing Your Attic

Secure your attic against energy waste with this simple plan of attack.

[TAKE A LOOK](#)

EasyCool Switch Removal Letter and Envelope



Trade Ally Emails

1st Quarter Newsletter




March 2022

Your Trade Ally Tier Report is Coming Soon

Be on the lookout for your tier report coming via email this month. Use your tier to let customers know you maintain high standards and are a dependable project resource.

Tier Details:

Tier	Key Details
Platinum	<ul style="list-style-type: none"> Minimum 400 hours of work in 2021 Received 5 or more positive project customer emails Received 5 or more 5-star ratings on Energy Smart user satisfaction Received 5 or more 5-star ratings on Energy Smart user satisfaction
Gold	<ul style="list-style-type: none"> Minimum 300 hours of work in 2021 Received 3 or more positive project customer emails
Silver	<ul style="list-style-type: none"> Received 2 or more positive project customer emails Listed on Energy Smart website as a Tier 1 or 2 resource Percentage of repeat customer orders
Bronze	<ul style="list-style-type: none"> Received 1 or more positive project customer emails Listed on Energy Smart website as a Tier 1 or 2 resource

Your tier will be based on the following criteria:

- Average On-Time project completion in 2021
- Average star rating based on project in 2021

Tiering will be requested for HVAC, roof, solar, and trade allies performing all residential services.

Your report will contain further information on tier calculations.

Reminder: Order Your 2022 Badges

If you haven't ordered your 2022 badge, please take a moment to submit photos of each team member to [EnergySmart](#). Each team member should be photographed against a solid, preferably white, background. Remember, the clearer the photo, the better.

Please send photos and 2022 badge requests by **March 17, 2022**. Thank you for your cooperation.

Trade Ally Training Webinars

Stay tuned for the 2022 trade ally training webinar schedule. This year's topics may include:

- Measuring Performance with Microsoft Excel
- Introduction to Grid Testing
- Measuring HVAC
- LED Lighting

Resources

- [Energy Smart](#)
- [Energy Smart](#)
- [Energy Smart](#)

For more information about this and other Energy Smart offerings, visit [energy-smart.com](#), email info@energy-smart.com or call 811-337-8888.

Energy Smart is a registered energy efficiency program. Webpage by the Green Network. All rights reserved.



High Energy User Campaign Materials

Email




Assessments, Efficiency Upgrades and More

If you're looking to save energy, look no further than Energy Smart. We offer safe, easy, no-cost assessments where an energy auditor assesses your home for possible no-cost energy-efficient products and provides recommendations for additional steps you can take to save energy.

How Will Home Performance with ENERGY STAR® Help Your Home?



- Lowers annual utility bills by up to 20%.
- Reduces the up-front cost of installing energy-efficient upgrades.
- Improves energy efficiency.
- Boosts your home's value.
- Provides you with no-cost, energy-efficient products, which may include LED light bulbs and smart power strips.

[Schedule Today](#)



How Else Can Energy Smart Help Maximize Your Savings?

- **Air Conditioning:** Get an instant rebate of up to \$100, and improve the cooling power and efficiency of your unit by up to 20%.
- **Smart Lighting and Systems:** Rebates of up to \$200 are available for residential lighting and a variety of ENERGY STAR certified appliances, including smart thermostats, heat pump water heaters and water heaters.
- **Energy-Saving Online Businesses:** Save even more by shopping on our marketplace for discounted energy-efficient products, such as advanced power strips, air and pipe insulation.
- **Appliance Rebates:** Looking to get rid of outdated refrigerators or freezers? We'll give you \$50 to help pay your working appliance.
- **Smart Therms:** Residential customers can get up to \$60 in rebates for helping to reduce energy use during short periods of high electricity usage, also known as peak demand events.

[Learn More](#)

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)
energysmarttools.com 888-222-6888 info@energysmarttools.com






Save with Energy Efficiency Upgrades

If it's your goal to lower your energy bill—you're in luck. Energy Smart offers several ways to save. Get started with a no-cost Home Performance with ENERGY STAR® assessment which takes a whole-home approach to improving efficiency and comfort.

What No-Cost Products Could You Receive During Your Home Performance with ENERGY STAR® Assessment?

- Smart thermostats.
- Showerheads.
- LED light bulbs.
- Advanced power strips.
- Faucet aerators.



[Schedule Now](#)


How Can Energy Smart Help Maximize Your Savings?

Not sure where to start to save energy? Contact Energy Smart. With a long list of offerings available—including rebates for energy-efficient upgrades, discounts on energy-efficient products and more—there's something that fits your needs.

[Learn More](#)

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)
energysmarttools.com 888-222-6888 info@energysmarttools.com



Direct Mail



Assessments, Efficiency Upgrades and More

Sign up for a no-cost home assessment and receive energy-saving products (up to a \$300 value).

Schedule online today at energysmartnola.com/savenow or call **504-229-6868**.



Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Energy New Orleans, LLC. ©2022 Entergy Services, LLC. All Rights Reserved.

Energy Smart Can Help Maximize Your Savings

More simple ways to save at home:

- A/C maintenance.
- Lighting and appliance rebates.
- Discounted energy-efficient products.
- Appliance recycling.
- Energy reduction during periods of high electricity usage.

Start saving today.

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



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



Bill Insert



Energy Smart Makes Saving Simple.

EnergySmart
A New Orleans Program

Entergy








Improve your home's energy efficiency and comfort. With a Home Performance with ENERGY STAR® assessment, you can receive no-cost energy-saving products, a personalized energy report and rebates on qualifying energy-efficient upgrades.

Start saving today by signing up for an assessment.
Schedule yours online at energysmartnola.com/performance
or by calling **504-229-6868**.

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No-cost installation of energy-saving products* in your home may include:

-  **LED light bulbs**
-  **Smart thermostats**
-  **Smart power strips**
-  **Water-saving showerheads**
-  **Hot-water pipe insulation**
-  **Water-saving bathroom aerators**
-  **Water-saving kitchen aerators**

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

Schedule an assessment online at energysmartnola.com/performance
or by calling **504-229-6868**.

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Spring into Energy Savings Campaign Materials

Email



Two Simple Ways to Save

Celebrate spring with savings and an energy-efficient home from Energy Smart. Get started by scheduling a no-cost [Home Performance with ENERGY STAR®](#) assessment and an [A/C Tune-Up](#). We'll identify the best ways for you to save at home and help you optimize your A/C unit.

Benefits of Home Performance with ENERGY STAR



- Saves up to 20% on annual utility bills.
- Reduces the up-front cost of installing energy efficiency upgrades.
- Improves your home's energy efficiency.
- Boosts your home's comfort.

[Register Now](#)

Benefits of an A/C Tune-Up

- Includes an instant rebate of up to \$150 to make it more affordable.
- Lowers your monthly energy usage.
- Improves the cooling output and efficiency of your unit by up to 30%.
- Results in a more dependable, longer-lasting unit.

[Get Started](#)

For more information about these and other Energy Smart offerings:

		
Visit energysmartnola.com	Call 504-229-6888	Email info@energysmartnola.com



Google Search

Ad · www.energysmartnola.info/ ▾

Improve A/C Efficiency | Lower Energy Bills

Schedule your Energy Smart home assessment or A/C Tune-Up to lower your utility bill today. Complete a no-cost home assessment and save up to 20% on your annual utility bills.

Trade Ally Emails

Save the Date



SAVE THE DATE 

**Residential Energy Efficiency:
HVAC Technology and Attic Air Sealing Webinar**

Date: May 18
Time: 9-11 a.m.
Location: Webinar

Topics:

- Heat pumps in hot, humid climates.
- Non-matched air handler and condensing units and other field encounters.
- A case study of a 15-year-old gas-fired split system.

The training will conclude with instruction on air sealing from the attic side to demonstrate how to decrease air infiltration and address duct sealing at the same time.

[Join Meeting >](#)

Or call in (audio only)
[+1 468-270-0551](tel:+1468-270-0551)
Phone Conference ID: 154 335 531#



For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6888.
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2nd Quarter Newsletter





May 2022

Program Progress to Goal

Progress to Goal



Category	Progress to Goal (%)
HVAC Technology	100%
Trade Ally	75%
Energy Efficiency	25%



Trade Ally Budget Will Be Here Soon

Thank you for submitting your budget information. We are currently contacting your collect, and we will be in touch soon.

**Residential Energy Efficiency:
HVAC Technology and Attic Air Sealing Webinar**

Date: May 16, 2022
Time: 9-11 a.m.
Location: Webinar

Topics:

- Insulation in the attic/closets
- Non-attached air barrier and conditioning units and other field exercises
- A case study of a 15-year-old gas-fired system

The meeting will conclude with a question and answer period. The attendees will discuss how to increase air infiltration and address duct sealing at the same time.

[Join Meeting >](#)

Or call in (audio only)
+1 464 276-3524
Phone Conference ID: 157 335 5216



Did You Miss the Recent Training Session?

On Tuesday, March 22, 2022, Energy Smart and Energy Solutions with Chris Flavin from Eco-Smart Solutions held a training on attic ventilation and insulation.

Topics included:

- Implications of code-book-requiring air seal
- Types of attic ventilation
- The relationship between attic venting and insulation

[Click here to view the recording](#)



GO Virtual Trade Ally Advisory Group Meeting

Date: July 14, 2022
Time: 9:00 a.m.
Location: Webinar

At this quarterly meeting, Energy Solutions and Energy Smart will join together to share updates to the offerings and discuss your experiences. The session will close with time for viewer questions and document feedback.

Resources

- [Trade Ally Program](#)
- [Decision Matrix](#)
- [Customer Engagement, Webinar Overview](#)

For more information, documents and other energy efficiency offerings, visit energy-smart.ca.gov, email info@energy-smart.ca.gov or call 877-335-5216.

Energy Smart is a program of the Energy Efficiency Program administered by the California Department of Energy Resources, 1515 Energy Center, 1515 Energy Center, 1515 Energy Center, 1515 Energy Center.

A/C Tune-Up Customer Reach Back Campaign Materials

Postcard



Achieve Cool Savings with an A/C Tune-Up

Lower your utility bill and improve the efficiency of your A/C unit by up to 30%.



Earn an instant rebate (up to \$150).

Visit energysmartnola.com/ac or call **504-229-6868** to get started.



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





Four Reasons to Get an A/C Tune-Up

1. Improves the cooling output and efficiency of your unit by up to 30%.
2. Lowers your monthly energy usage.
3. Results in a more dependable, longer-lasting unit.
4. Includes an instant rebate of up to \$150, making the service more affordable.

Visit energysmartnola.com/ac or call **504-229-6868** to sign up and start saving today.




Email



Achieve Cool Savings with an A/C Tune-Up

Is your A/C unit in need of a tune-up? Energy Smart can help. During New Orleans' hottest days of the year, it's important to maintain the efficiency of your system to save energy while ensuring you stay cool and comfortable throughout the summer heat.




Why Should I Get an A/C Tune-up?




- Improves the cooling output and efficiency of your unit by up to 30 percent.
- Lowers your monthly energy usage.
- Results in a more dependable, longer-lasting unit.
- Includes an instant rebate of up to \$150, making the service more affordable.

[Start Saving](#)

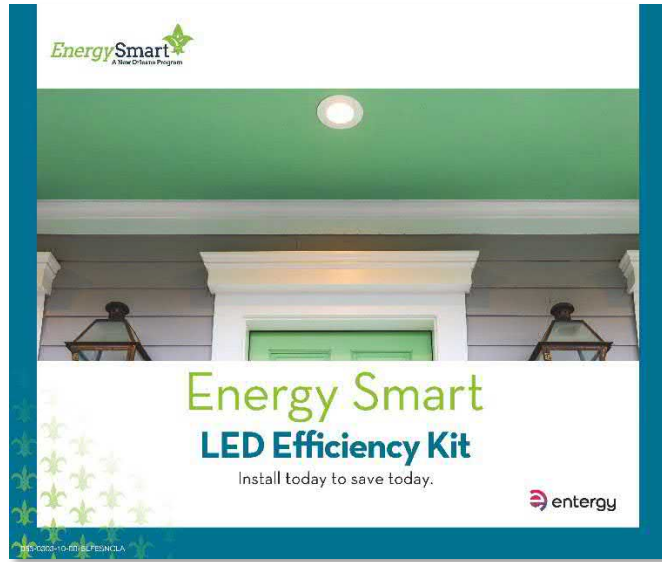
For more information about these and other Energy Smart offerings:

 Visit energysmartnola.com	 Call 504-229-6060	 Email info@energysmartnola.com
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LED Kit Materials

Label



Insert

Ready to get Energy Smart?
Visit energysmartnola.com

HERE ARE SEVEN MORE WAYS YOU CAN SAVE:

1. Contact Energy Smart at 504-329-6868 to see if you qualify for a rebate, installation of energy efficiency products and an assessment of your home.
2. Install additional energy-saving LED lighting products. You could also receive instant rebates on LED lighting products when you purchase from local participating retailers.
3. Adjust your thermostat to match your schedule. We recommend setting your temperature at 68 degrees in the winter (and lowering it while you're away or asleep) and 78 degrees in the summer (and raising it while you're away or asleep).
4. Choose ENERGY STAR® certified appliances, which ensure quality and energy savings. Some products, such as window A/C units, refrigerators and heat pump water heaters, also qualify for rebates through Energy Smart.
5. Tune up your A/C system through the A/C Solutions offering. Not only will it improve the efficiency and performance of your A/C equipment, but you'll also receive an instant rebate!
6. Stop costly air leaks by working with an Energy Smart participating trade ally to seal your ductwork, weatherize your home and install insulation. You may also qualify for Energy Smart rebates.
7. Looking for more ways to manage energy costs? Visit shop.energysmartnola.com for energy efficiency products that can be delivered directly to your door.

Energy Smart is a utility sponsored energy efficiency program developed by the New Orleans City Council and the Energy Services Board (ESB) in partnership with Entergy. © 2012 Entergy Services, Inc. All rights reserved.

Energy Smart
A New Orleans Program

Energy Smart

LED Efficiency Kit

Product Guide

This kit contains products to start you on your journey to energy efficiency.

- 5 9-watt LED light bulbs
- 2 15-watt LED spotlight bulbs
- 1 15-watt LED light bulb

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LIGHT UP YOUR ENERGY SAVINGS

Dear Valued Customer,

Energy Smart wants to help you maximize your energy savings with this complimentary LED Efficiency Kit. As an Entergy New Orleans customer, we want to help you reduce your energy use and save money on your utility bill.

Install the LED light bulbs in this kit to achieve a well lit and energy-efficient home. And, as an added bonus, you'll be helping support the environment.

Sincerely,
The Energy Smart program

Spread the Word
Be sure to tell your friends, family and neighbors how they can save energy and money with Energy Smart.

LIGHT BULBS

Light-emitting diodes, or LEDs, are a great energy-saving light source. These bulbs use up to 80% less energy and last up to 50 times longer than incandescents. That's up to 35,000 hours.

LIGHTING SAFETY BENEFITS

Outdoor lighting on walkways or paths around your home can improve safety for you and your guests when coming and going. Well-placed path lights can also help you to detect and avoid any potential hazardous missteps due to lack of visibility.

A well lit home also provides a sense of security. A home that is illuminated will deter potential trespassers and allow for greater visibility into unexpected activity on your property.

Questions?
For more information and to learn about additional ways to save energy and money, visit energysmartnola.com, call 504-329-6868 or email info@energysmartnola.com.

A/C Tune-Up Bill Insert



Keep Cool and Save Energy with an A/C Tune-Up

This summer, maximize home comfort and save energy with an A/C Tune-Up and up to \$150 in rebates from Energy Smart.

The A/C Tune-Up

A trusted trade ally partner will come to your home and thoroughly assess your A/C unit to ensure it is functioning as efficiently as possible.

Schedule an A/C Tune-Up Today.

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

Four Reasons to Complete an A/C Tune-Up

1. Improves efficiency by 30%, reducing your monthly bill.
2. Helps the unit last longer and run more reliably.
3. Makes for a cooler indoor environment with better humidity control.
4. Comes with an instant rebate of up to \$150 from Energy Smart.



Stay Cool and Start Saving Energy.

Visit energysmartnola.com/cooloff or call **504-229-6868** to schedule your A/C Tune-Up today.


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E-072212 | 065-0301-10-00



Keep Your Cool Campaign

Email



EnergySmart
A One-Source Program

Keep cool with energy savings

New Orleans is known for its summer heat, and Energy Smart is here to help you prepare for the soaring temperatures. Keep your home comfortable and energy efficient with A/C Solutions. Offerings include an A/C Tune-Up or rebates for a new A/C unit.

The benefits of an A/C Tune-Up

An A/C Tune-Up improves the cooling output and efficiency of your unit by up to 30% and lowers your monthly energy usage. This can also help your unit last longer and run more reliably. Energy Smart makes it more affordable with an instant rebate of up to \$150.

[Start Saving](#)


Is it time to upgrade your central A/C unit or smart thermostat?

If your A/C system or smart thermostat is outdated or in need of a replacement, take advantage of Energy Smart rebates. Earn up to \$500 cash back when you upgrade to an energy-efficient model.

[Learn More](#)

For more information about these and other Energy Smart offerings:

- Visit: energysmartnola.com
- Call: 504-229-6988
- Email: info@energysmartnola.com

 **energy**

Google Search Ads

Ad · www.energysmartnola.info/ ▾

Lower utility bill | Air conditioner rebates

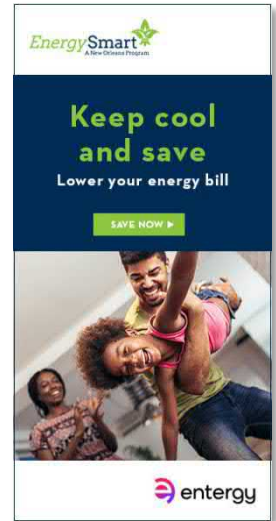
Schedule your appointment with an Energy Smart A/C contractor today. Save money on energy bills and improve home comfort with energy-efficient A/C.

Ad · www.energysmartnola.info/ ▾

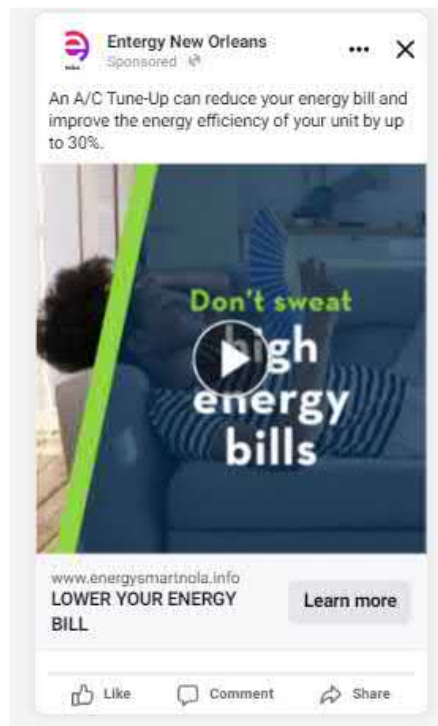
Energy savings for home | How to lower my energy bills

See how Energy Smart can help you lower your monthly energy bill. Find instant discounts on an A/C Tune-Up, smart thermostats and a central A/C unit.

Google Display



Facebook Ad



Animation_01.mp4

My Rewards Emails



Energy Smart Rewards Program

Personalized and rewarding energy savings

Thank you for completing your online home assessment at the [Energy Assessment](#).

Now that you have a detailed report of your energy use and a customized savings plan with your personalized recommendations, it's time to start taking action and earning more My Rewards points. Here are a couple of your personalized recommendations to get you started:

- Consider LED interior and exterior lighting. LEDs use less energy, are long-lasting, and provide better light quality than CFLs. LEDs are more durable than incandescent or CFL bulbs, and unlike CFLs, don't contain mercury.
- Rinse your clothes with cold water. Rinsing in cold water can add up to substantial energy savings over the course of a year.

Don't forget that each time you complete one of your personalized energy-saving recommendations, you will earn points that you can redeem for gift cards to your favorite restaurants and retailers. Every 1,000 points you earn is redeemable for a \$1 gift card.

Here are some more ways you can continue to save energy and earn rewards points:

Action	Points
Sign up (one time)	500 points
Complete home assessment	1,000 points
Complete an item in your Action Plan (up to 5/year)	100 points
Place an order from the Online Marketplace (up to 10/year)	100 points
Save energy (kWh saved = 2 pts/kWh)	Up to 300 points per month

What is a kilowatt hour (kWh)?

- 1 day of use of a 60W light bulb
- 1 hour of room air conditioning
- 11 minutes of central air conditioning

Log in to the [Energy Rewards Center](#) to continue your energy-saving journey and earn rewards points.

[Save More](#)

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)
[energysmart.com](#) [811.228.6688](#) [MyEnergyRewards@entergy.com](#)

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Energy Smart Rewards Program

Personalized and rewarding energy savings

The [Energy Rewards Center](#) gives you access to a variety of tools that help you gain control of your energy usage. Your personalized dashboard provides insight into how your energy-saving efforts are making a difference. You can view how much money you've saved on monthly energy bills, the health and comfort improvements you've implemented, and the CO₂ emissions you've prevented.

Earn 1,000 My Rewards points today when you complete your online home assessment. After comparing your assessment, you will receive a detailed report of your energy use and a customized savings plan consisting of personalized recommendations to help you save energy and money.

Each time you complete one of your personalized energy-saving recommendations, you will earn points that you can redeem for gift cards to your favorite restaurants and retailers. Every 1,000 points you earn is redeemable for a \$1 gift card.

Earning rewards points is easy. See all the ways you can save energy and earn more rewards points:

Action	Points
Sign up (one time)	500 points
Complete home assessment	1,000 points
Complete an item in your Action Plan (up to 5/year)	100 points
Place an order from the Online Marketplace (up to 10/year)	100 points
Save energy (kWh saved = 2 pts/kWh)	Up to 300 points per month

What is a kilowatt hour (kWh)?

- 1 day of use of a 60W light bulb
- 1 hour of room air conditioning
- 11 minutes of central air conditioning

Here are a couple of reward actions you can take to save energy and earn rewards points:

- Raise the temperature setting on your thermostat to 78 degrees in the summer when you're home. Raising the temperature setting of your HVAC will use less electricity and have little impact on your comfort.
- Only run your dryer with full loads of laundry. Using the clothes dryer with fully full or near full loads of laundry saves substantial amounts of energy.

Log in to the [Energy Rewards Center](#) to earn savings.

[Start Saving](#)

For more information about these and other Energy Smart offerings:

[Visit](#) [Call](#) [Email](#)
[energysmart.com](#) [811.228.6688](#) [MyEnergyRewards@entergy.com](#)

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Online Marketplace Promotions Valentine's Day Sample Materials

Lead Generation Email

EnergySmart **Entergy**

**Find Your Perfect Match:
A New Smart Thermostat**

During the month of February, we have deals you're going to absolutely fall in love with on select ENERGY STAR® certified Google and Emerson smart thermostats. Easily upgrade your energy efficiency with our exclusive offers on the models listed below.

Promotions end on Friday, Feb. 25, 2022, so don't miss out on this limited-time sale.

\$420 \$1 Google Nest Thermostat
after \$100 instant rebate and promotional discount

Allows control from anywhere with the Google Home app

Shop Now

\$249 \$99 Google Nest Learning Thermostat
after \$100 instant rebate and promotional discount

Learns what temperature you like and builds a schedule around yours.

Shop Now

\$420 \$1 Emerson Sensi™ smart thermostat
after \$100 instant rebate and promotional discount

Features a low profile sleek and minimalist design that looks great on your wall.

Shop Now

\$499 \$49 Emerson Sensi™ Touch smart thermostat
after \$100 instant rebate and promotional discount

Remotely controls your home comfort from your smartphone or tablet.

Shop Now

For more information about these and other Energy Smart offerings:

www.energysmarttools.com |
 [Call 504-275-8995](tel:504-275-8995) |
 [Email info@energysmarttools.com](mailto:info@energysmarttools.com)

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Google, Google Nest Thermostat and Google Nest Learning Thermostat are trademarks of Google LLC.

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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70113-9905

www.energysmarttools.com

Remarketing Email

EnergySmart **Entergy**

Efficiency Savings You'll Adore

When you're looking for the perfect items to make your home more energy efficient, don't forget—we've got you covered. Google and Emerson smart thermostats start at \$1, and Energy Conscious® specialty LED lighting is 50% off.

But hurry, these ENERGY STAR® certified energy-efficient products won't be on sale much longer.

Promotions end on Friday, Feb. 25, 2022, so don't miss out on this limited-time sale.

Google Nest Thermostat
Feb. 18-25, 2022
\$1 \$199
after \$100 instant rebate and promotional discount

4-Pack Dimmable LED Globe, 6W
Feb. 18-25, 2022
\$9.79 \$12.66
after \$3 rebate and promotional discount

Shop Now **Shop Now**

Emerson Sensi™ Smart Thermostat
Feb. 18-25, 2022
\$1 \$199
after \$100 instant rebate and promotional discount

Emerson Sensi™ Touch Smart Thermostat
Feb. 18-25, 2022
\$49 \$199
after \$100 instant rebate and promotional discount

Shop Now **Shop Now**

For more information about these and other Energy Smart offerings:

www.energysmarttools.com |
 [Call 504-275-8995](tel:504-275-8995) |
 [Email info@energysmarttools.com](mailto:info@energysmarttools.com)

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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70113-9905

www.energysmarttools.com

Valentine's Day Sample Materials Facebook Ad

Entergy New Orleans
Sponsored · 🌐

Smart thermostats start at \$1, so now's your opportunity to inexpensively make upgrades to improve efficiency at home.



\$249-\$99

Nest Learning Thermostat

Find Your Match: A New Smart Thermostat
SHOP NOW TO REQUIRE OUR DEALS

Shop Now

Like Comment Share

Homepage Banner

EnergySmart
A New Orleans Program

Entergy


Sign In / Register 🔍 My Cart

HOME ENERGY EFFICIENCY KIT ENERGY SAVERS WATER SAVERS THERMOSTATS SHOP ALL MORE

**Find Your Perfect Match:
Specialty LED Lighting**

Save 30% on Simply Conserve® specialty LED lighting. Offer valid Feb. 16-25, 2022.

SHOP OFFER



Earth Day Sample Materials

Lead Generation Email

Energy Smart
Conserve Energy for Earth Day with Smart Thermostats

On April 22, Earth Day brings together 1 billion people across the globe every year with the same singular mission: to protect and preserve our health, livelihoods and lifestyles for generations to come.

Energy Smart is offering earth-shattering deals on energy-efficient Google, Emerson and ecobee smart thermostats starting at \$1.

Google Nest Thermostat
 \$129 \$1
 after \$100 instant rebate and promotional discount

Control it from anywhere with the Google Home app.

[Shop Now](#)

Emerson Sensi™ smart thermostat
 \$129 \$1
 after \$100 instant rebate and promotional discount

Features a low profile sleek and minimalist design that looks great on your wall.

[Shop Now](#)

ecobee SmartThermostat with voice control
 \$249 \$99
 after \$100 instant rebate and promotional discount

Use your voice to adjust the temperature, play music, make a call and more.

[Shop Now](#)

For more information about these and other Energy Smart offerings:

www.energysmart.com
[800.429.8888](tel:800.429.8888)
info@energysmart.com

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www.energysmart.com

Remarketing Email 1 & 2

Energy Smart
Best Deals on Earth for Earth Day

Earth Day is April 22, and Energy Smart is celebrating all month long. Get your energy savings started by upgrading to energy-efficient products. Google, Emerson and ecobee smart thermostats are as low as \$1, and Simply Conserves Flood LEDs are 30% off.

Google Nest Thermostat
 \$129 \$1
 after \$100 instant rebate and promotional discount

Control it from anywhere with the Google Home app.

[Shop Now](#)

Emerson Sensi™ smart thermostat
 \$129 \$1
 after \$100 instant rebate and promotional discount

Features a low profile sleek and minimalist design that looks great on your wall.

[Shop Now](#)

ecobee SmartThermostat with voice control
 \$249 \$99
 after \$100 instant rebate and promotional discount

Use your voice to adjust the temperature, play music, make a call and more.

[Shop Now](#)

30% off Simply Conserves® Flood LEDs
 (discount applied at checkout)

Shrugly from light wherever you need it most.

[Shop Now](#)

For more information about these and other Energy Smart offerings:

www.energysmart.com
[800.429.8888](tel:800.429.8888)
info@energysmart.com

Earth Day Sample Materials

Facebook Ad

The Facebook ad features the Entergy New Orleans logo and a 'Sponsored' label. The main text reads: 'Find Earth-shattering deals on energy-efficient Google, Emerson and ecobee smart thermostats that start at \$1.' The central graphic is a green circle with a white border, containing a green '\$1' tag at the top, a 'Cooling' mode indicator, the number '78', and 'Indoor 80'. Below the circle, the text 'Google Nest Thermostat' is displayed. At the bottom, a white bar contains the text 'Conserve Energy for Earth Day.' and 'SHOP FOR LIMITED-TIME DEALS.' with a 'Shop Now' button. Social media icons for Like, Comment, and Share are also present.

Homepage Banner

The homepage banner features the EnergySmart and Entergy logos at the top left, with 'Sign In / Register' and 'My Cart' links at the top right. A navigation menu includes 'HOME', 'ENERGY EFFICIENCY KIT', 'ENERGY SAVERS', 'WATER SAVERS', 'THERMOSTATS', 'SHOP ALL', and 'MORE'. The main banner area has a green background with a hand holding a white LED light bulb. A black box on the left contains the text 'Best Lighting Deals for Earth' and 'Save 30% on Simply Conserve® flood LED lighting. Offer valid April 13-23, 2022.' with a 'SHOP NOW' button. A dark blue footer bar at the bottom contains the text: 'Plus sales tax. Limit twenty (20) light bulbs per customer, per account lifetime.'

Memorial Day Sample Materials

Lead Generation Email

EnergySmart

Google smart thermostats as low as \$1

The Big Easy is starting to heat up. May means summer is officially right around the corner—which also means Energy Smart has cool deals on ENERGY STAR® certified **Google Smart Thermostats** and **standard LEDs**.

Google Nest Thermostat
\$129.99 **\$1**
after \$100 instant rebate and promotional discount

Control it from anywhere with the Google Home app.

Shop Now

Google Nest Learning Thermostat
\$249 **\$99**
after \$100 instant rebate and promotional discount

The ENERGY STAR certified smart thermostat learns what temperature you like and builds a schedule around yours.

Shop Now

25% off Simply Conserve® Standard LEDs
discount applied at checkout

Certified by ENERGY STAR, these LEDs use 80% less energy and last up to 15 times longer than incandescent bulbs.

Shop Now

Welcome the sunshine with savings.
For more information about Home and other Energy Smart offerings.

Visit www.energysmart.com | Call 800.229.8888 | Email info@energysmart.com

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Energy Smart, 524 Elmwood Park Blvd, Suite 140, New Orleans, Louisiana 70113-9901
www.energysmart.com

Remarketing Email

EnergySmart

Smart thermostats as low as \$1

Warmer temperatures in New Orleans mean two things for comfort—no bats and air conditioning. While the debate may never be settled on if bats are better stuffed or with condensed milk, there's no denying that an energy-efficient smart thermostat is a must.

That's why now is the perfect time to upgrade to an ENERGY STAR® certified smart thermostat. Not only can they help you stay cool and save energy, we're offering great deals on models from Emerson, Google and ecobee. Add even more energy efficiency to your home with ENERGY STAR® certified standard LEDs, now 20% off.

Emerson Sensi™ Smart Thermostat
\$129 **\$1**
after \$100 instant rebate and promotional discount

Features a low-profile sleek and minimalist design that looks great on your wall.

Shop Now

Google Nest Thermostat
\$129.99 **\$1**
after \$100 instant rebate and promotional discount

Control it from anywhere with the Google Home app.

Shop Now

ecobee3 lite-Smart Thermostat
\$149.99 **\$29.99**
after \$100 instant rebate and promotional discount

Save up to 23% on heating and cooling costs.*

Shop Now

25% off Simply Conserve® Standard LEDs
discount applied at checkout

Certified by ENERGY STAR, these LEDs use 80% less energy and last up to 15 times longer than incandescent bulbs.

Shop Now

Welcome the sunshine with savings.
For more information about Home and other Energy Smart offerings.

Visit www.energysmart.com | Call 800.229.8888 | Email info@energysmart.com



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www.energysmart.com


Memorial Day Sample Materials

SmartThermostat with Voice Control Email



Last call for the ecobee SmartThermostat with voice control

Don't miss out on your chance to order an ecobee SmartThermostat with voice control for only \$89 after instant rebates and promotional discounts from Energy Smart. Order yours today. This offer is only valid while supplies last.






ecobee SmartThermostat with voice control
\$249 \$89
after \$100 instant rebate and \$60 promotional discount


Experience enhanced comfort:

- Features voice control that works with Google Home and Amazon Alexa.
- Allows you to manage with a smartphone app while you're away.
- Adapts to your schedule.
- Pairs with Bluetooth for music streaming.
- Is ENERGY STAR® certified.

[Order Now](#)

For more information about these and other Energy Smart offerings:

 Visit energysmartnola.com	 Call 504-229-6868	 Email info@energysmartnola.com
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Plus sales tax. Discount automatically applied at checkout. Limit two (2) thermostats per customer, per account. The ecobee SmartThermostat with voice control promotion runs until May 30, 2022, or while supplies last.

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[Website](#) [Manual](#) [Professionals](#)

Memorial Day Sample Materials

Homepage Banner

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A New Orleans Program

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Sign In / Register My Cart

HOME ENERGY EFFICIENCY KIT ENERGY SAVERS WATER SAVERS THERMOSTATS SHOP ALL MORE

**Get an Emerson Sensi™
Smart Thermostat for as
Low as \$1.**

Save on two energy-efficient models. Offer
valid May 23-July 8, 2022.

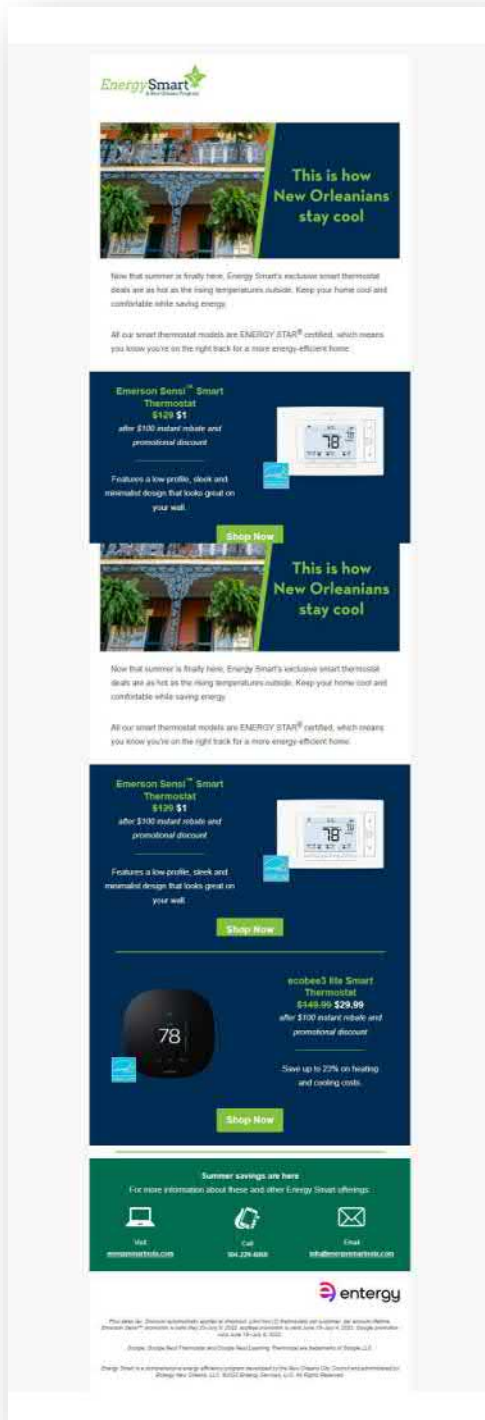
Shop Offer

ASK ABOUT ENERGY STAR

Plus sales tax. Discount automatically applied at checkout. Limit two (2) thermostats per customer, per account lifetime.

Summer Promotion Sample Materials

Lead Generation Email



EnergySmart
A New Concept in Home Comfort

This is how New Orleanians stay cool

Now that summer is finally here, Energy Smart's exclusive smart thermostat deals are as hot as the rising temperatures outside. Keep your home cool and comfortable while saving energy.

All our smart thermostat models are ENERGY STAR® certified, which means you know you're on the right track for a more energy-efficient home.

Emerson Sensi™ Smart Thermostat
\$129 ~~\$1~~
after \$100 instant rebate and promotional discount

Features a low profile, sleek and minimalist design that looks great on your wall.

[Shop Now](#)

This is how New Orleanians stay cool

Now that summer is finally here, Energy Smart's exclusive smart thermostat deals are as hot as the rising temperatures outside. Keep your home cool and comfortable while saving energy.

All our smart thermostat models are ENERGY STAR® certified, which means you know you're on the right track for a more energy-efficient home.

Emerson Sensi™ Smart Thermostat
\$129 ~~\$1~~
after \$100 instant rebate and promotional discount

Features a low profile, sleek and minimalist design that looks great on your wall.

[Shop Now](#)

ecobee3 lite Smart Thermostat
\$149.99 ~~\$29.99~~
after \$100 instant rebate and promotional discount

Save up to 23% on heating and cooling costs.

[Shop Now](#)

Summer savings are here
For more information about these and other Energy Smart offerings:

www.energysmart.com
[304-228-4888](tel:304-228-4888)
info@energysmart.com

entergy

* Please refer to: Emerson Sensi™ Smart Thermostat (model number 58-100) and Emerson Sensi™ Smart Thermostat (model number 58-100) for more information. Emerson Sensi™ Smart Thermostat (model number 58-100) and Emerson Sensi™ Smart Thermostat (model number 58-100) are available until 10/31/2015. ecobee3 lite Smart Thermostat (model number 58-100) is available until 10/31/2015. © 2015 Entergy Services, LLC. All rights reserved.

Remarketing Email 1 & 2



EnergySmart
A New Concept in Home Comfort

Hometown discount: smart thermostats for as low as \$1

Energy Smart can help you save energy during your hot summers. Upgrade to smart thermostat models certified by ENERGY STAR® to better control the comfort of your home.

Emerson Sensi™ Smart Thermostat
\$129 ~~\$1~~
after \$100 instant rebate and promotional discount

Features a low profile, sleek and minimalist design that looks great on your wall.

[Shop Now](#)

Google Nest Thermostat
\$129.99 ~~\$1~~
after \$100 instant rebate and promotional discount

Control it from anywhere with the Google Home app.

[Shop Now](#)

Emerson Sensi™ Touch Smart Thermostat
\$169 ~~\$49~~
after \$100 instant rebate and promotional discount

Remotely control your home's comfort from your smartphone or tablet.

[Shop Now](#)

ecobee3 lite Smart Thermostat
\$149.99 ~~\$29.99~~
after \$100 instant rebate and promotional discount

Save up to 23% on heating and cooling costs.

[Shop Now](#)

Summer savings are here
For more information about these and other Energy Smart offerings:

www.energysmart.com
[304-228-4888](tel:304-228-4888)
info@energysmart.com

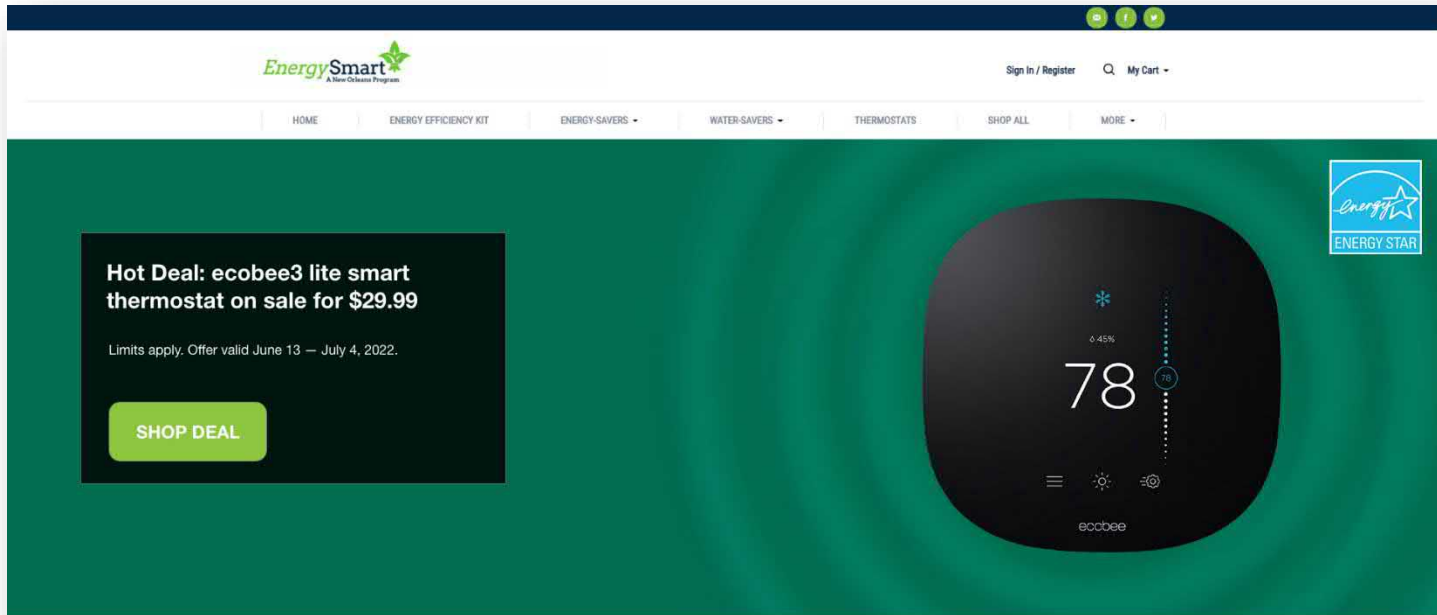
entergy

* Please refer to: Emerson Sensi™ Smart Thermostat (model number 58-100) and Emerson Sensi™ Smart Thermostat (model number 58-100) for more information. Emerson Sensi™ Smart Thermostat (model number 58-100) and Emerson Sensi™ Smart Thermostat (model number 58-100) are available until 10/31/2015. ecobee3 lite Smart Thermostat (model number 58-100) is available until 10/31/2015. © 2015 Entergy Services, LLC. All rights reserved.

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[Download the Energy Smart app](#)

Summer Promotion Sample Materials

Homepage Banner



Google Postcard Sample Materials



A SPECIAL OFFER
on ENERGY STAR® certified

GOOGLE NEST SMART THERMOSTATS

Stay cool this summer with Google Nest smart thermostats for as low as **\$1**.




EnergySmart
A New Orleans Program

shop.energysmartnola.com/Google2022

Plus sales tax. Discount automatically applied at checkout. Limit two (2) thermostats per customer, per account lifetime. Google promotion runs June 15-July 6, 2022. Google, Google Nest Thermostat and Google Nest Learning Thermostat are trademarks of Google LLC. Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2022 Entergy Services, LLC. All Rights Reserved.

063-0345-06-00


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



**INDICIA
HERE**

**Save up to \$150 on Google
Nest smart thermostats**
Offer valid June 15-July 6, 2022

Shop for your Google Nest thermostat today at
shop.energysmartnola.com/Google2022.



Appliance Recycling Marketing Materials

Email



**Get \$50
for your old fridge or freezer**



All it takes is three easy steps:

- 1** Click here to **schedule your pickup** in minutes online—it's quick and easy. Or, call 877-743-3128.
- 2** Energy Smart will haul away your working fridge or freezer* at **no cost**.
- 3** Receive your **\$50 check** in the mail.

Schedule Now

To learn more, visit energysmartnola.com.

*Size and other restrictions apply

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Mailing address:
Energy Smart
1000 Poydras St., Suite 2000
New Orleans, LA 70112

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



Customer Leave Behind



**Go green. Get green.
Get \$50 for your old
fridge or freezer.**



**To learn more, visit
energysmartnola.com/recycle
or call 877-743-3128.**

Why recycle?

- 1 You Get \$50** - You'll automatically receive a check for \$50 within four to six weeks of your pickup. No hassle, no rebate forms to fill out.
- 2 You'll Save Money** - Refrigerators that are 15 years or older use twice as much energy as a new ENERGY STAR® unit. Make the switch, and reduce your electric bill.
- 3 It's Easy** - We'll pick up your secondary fridge or freezer for free in one convenient, 15-minute appointment. No need to haul your appliance to the curb - we'll pick it up from inside your home.
- 4 It's Environmentally Responsible** - All refrigerators and freezers collected will be responsibly recycled, preventing up to 10,000 pounds of carbon pollution.

Appliance recycling is available for customers with a working, secondary refrigerator or freezer.*

To schedule your
free pickup, visit
energysmartnola.com/recycle
scan the QR code
or call 877-743-3128.



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*Size and other restrictions apply.



Social Ad



The social ad features a green banner at the top with the text "Get \$50 for your old fridge or freezer". Below this is a dark blue section with a white button that says "Schedule Now" and text that reads "To learn more, visit energysmartnola.com". The bottom left corner contains the Energy Smart logo, which includes a green leaf icon and the text "Energy Smart A New Orleans Program". The right side of the ad is a photograph of two men in light-colored work clothes moving a large, cardboard-wrapped appliance on a dolly in a warehouse or garage setting.

Paid Search

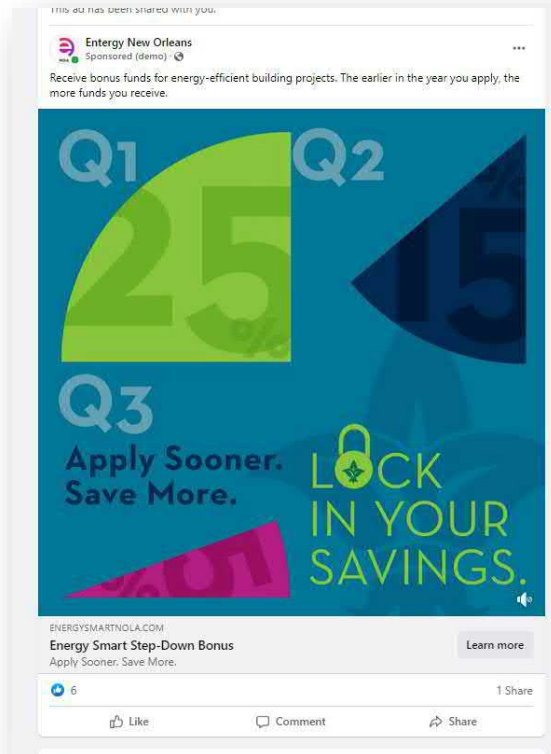
<https://www.energysmartnola.info> > appliance-recycling

Appliance Recycling | Energy Smart NOLA

Appliance Recycling. Get \$50 for your old fridge or freezer. Looking to get rid of an outdated refrigerator or freezer? Energy Smart will give you \$50 to ...

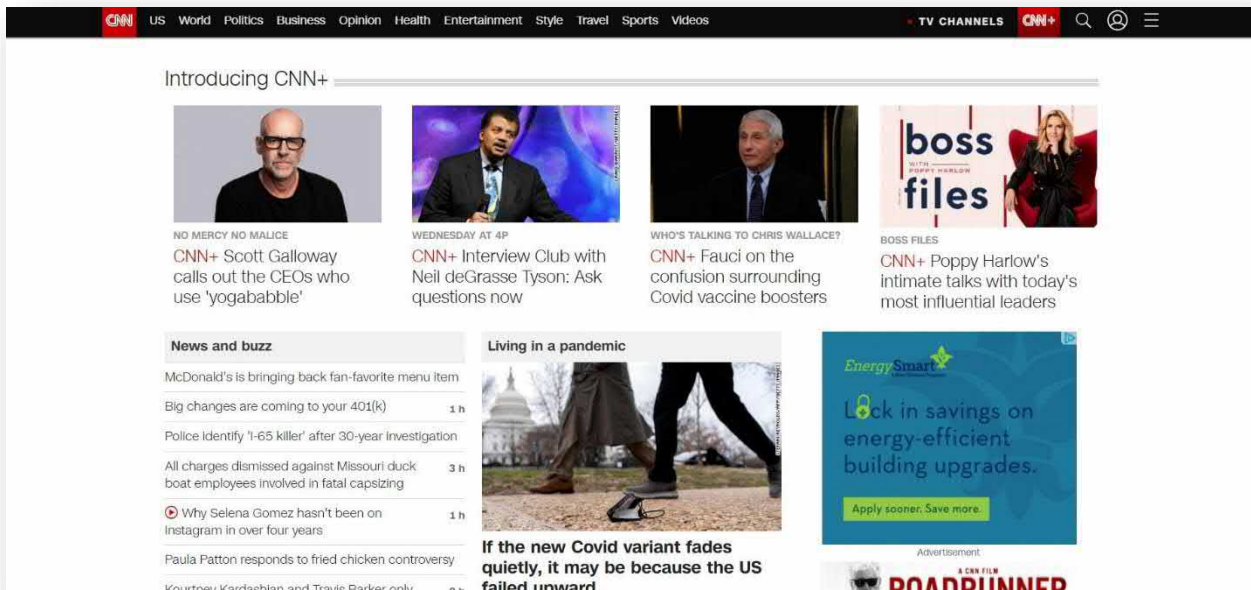
Step-Down Bonus Campaign

Social Creative



Digital Display





Half-Page Print Ad in City Business Journal

The advertisement features a blue background with a large green padlock icon. The main headline reads: "LOCK IN SAVINGS ON ENERGY-EFFICIENT BUILDING UPGRADES." Below this, it states: "Owning or running a business can be costly. Energy Smart can help you save on energy usage and expenses." To the right, a circular graphic shows a 25% increase in savings, with a 15% bonus incentive highlighted in a pink segment. The text "Apply Sooner. Save More." is repeated.

The bottom section of the ad contains the following text:

We provide cash incentives for completing upgrades. And right now, you can lock in a 15% bonus incentive when you apply in Q2.

Over **\$1.1 million in Incentives** were locked in by customers during Q1.

READY TO LOCK IN?

For more information, visit energysmartnola.com or call 504-229-6868.

The Energy Smart logo is displayed at the bottom right, with the tagline "A New Orleans Program".

Q1 Email



Q1 is almost over, which means time is running out to secure the largest possible incentive for your energy efficiency project. Q1 incentive bonus is 25% and decreases each quarter throughout the year.

How It Works

1. Apply before March 31. Your incentive rate is based on the quarter your application is approved.
2. Complete your project by December 31.

Not sure where to start? Our Energy Advisors are here to guide you every step of the way. Visit energysmartnola.com to learn more about energy savings upgrades to your building or facilities.

Contact an Energy Advisor

*Bonus rate does not apply to New Construction, Retro-commissioning, Small Business Direct Install and Demand Response projects.



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Energy Smart
1100 Poydras St., Suite 2060
New Orleans, LA 70163

Q2 Email



Over \$1.1 million in cash incentives were locked in by customers during Q1. Don't miss out on your chance to get more money for your energy efficiency projects. You can lock in a 15% bonus incentive when you apply in Q2.

Let Energy Smart pay for your energy efficiency projects. [Apply today.](#)

Ready to Lock In?

1. Apply before June 30. Your incentive rate is based on the quarter your application is approved.
2. Complete your project by December 31.

[Lock In My Savings](#)

Not sure where to start? Complete this [form](#), and our energy advisors will contact you to start planning your projects today.

Visit energysmartnola.com to learn more about energy savings upgrades to your building or facilities.

*Bonus rate does not apply to New Construction, Retro-commissioning, Small Business Direct Install and Demand Response projects.



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Q2 Second Email



Don't miss out on your chance to lock in your 15% bonus incentive in Q2. Let Energy Smart pay for your energy efficiency upgrades. Over \$1.1 million in cash incentives were locked in by customers in Q1. Lock in your savings before June 30.

Ready to Lock In?

1. Apply before June 30. Your incentive rate is based on the quarter your application is approved.
2. Complete your project by December 31.

[Lock In My Savings](#)

Visit energysmartnola.com to learn more about energy savings upgrades to your building or facilities.

Not sure where to start? Complete this [form](#), and our energy advisors will contact you to start planning your projects today.

*Bonus rate does not apply to New Construction, Retro-commissioning, Small Business Direct Install and Demand Response projects.



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

:30 Radio for WBOK 1230 AM

:30 Radio Script

New Orleans business customers let Energy Smart help pay for energy efficiency upgrades to your business. We identify and provide cash incentives for energy savings upgrades, and the sooner you apply, the more money you can get. Incentives are higher earlier in the year, so lock in your savings now. Visit energysmartnola.com to learn more and request a free visit from an Energy Advisor. You can receive up to 100% of your project cost. Apply now to save more.

As-Produced :30 Radio Spot



APTIM 4.7.22
-Wick.mp3

News Release



FOR IMMEDIATE RELEASE:

Feb. 17, 2022

Media Contact:

Meredith Adams

meredith@thespearsgroup.com

(225) 454-8329

Energy Smart Launches New Financial Incentive Structure for New Orleans Commercial Businesses

NEW ORLEANS – Energy Smart, the comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, has implemented a new bonus incentive structure that offers companies more money the earlier they apply to complete energy-saving facility upgrades in 2022.

The '[step-down bonus](#)' provides different quarterly bonus incentive levels to help business customers make energy-efficiency upgrades to their buildings or facilities and is available for new projects submitted and approved during the first three quarters of this year. The bonus incentive rate is based on the quarter in which a company's application is approved, with the highest project cost savings going to businesses that apply and are approved now through March 31.

"We're encouraging all commercial customers seeking to make energy-saving upgrades this year to apply now in order to secure the most money for their project," said Derek Mills, manager of Entergy New Orleans' demand-side management programs. "By locking in now, before March 31, you will receive the higher bonus and have until December 31, 2022 to complete the project."

Following application approval, program participants will have until December 31 to complete projects in order to receive their bonus incentive at the locked in rate. The 2022 'step-down bonus' offers a 25% bonus rate for projects approved during the first quarter, 15% during the second quarter and 5% during the third quarter. These bonus incentives are in addition to the standard cash incentives offered by the program for approved energy-efficiency projects and are applied to the overall total project incentive.

“Don’t delay those projects,” Mills says. “This is a great opportunity to prioritize energy-saving upgrades, reduce long-term operating costs for your business and take advantage of the \$6.3 million in available incentives from Energy Smart this year.”

Commercial businesses interested in learning more or applying should visit the Energy Smart [website](#) or complete [this form](#) to receive a call from an energy advisor.

ABOUT ENERGY SMART

Energy Smart provides financial incentives for making energy-efficiency upgrades that decrease unnecessary usage and help businesses save money. The program launched in 2010 and is open to all Entergy New Orleans customers. Since the program began, Energy Smart has distributed more than \$36 million in cash incentives and allowed customers to save more than 288 million kilowatt hours. For more information about Energy Smart, visit energysmartnola.com/businesses or call 504-229-6868.

###

Earned Media

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NEW ORLEANS **CITYBUSINESS** Daily Alert

LOUISIANA LOYALTY

Top Headlines February 17, 2022 p.m.

New Orleans “praline queen” Loretta Harrison dies at 66
Loretta Harrison, New Orleans’ “praline queen” who was founder and owner of Loretta’s Authentic Pralines, has died.

New incentive structure for businesses planning energy upgrades

LCMC committing \$75M to LSU for cancer care, education

Book of Lists:
The Book of Lists is the only resource guide to business and industry rankings in the greater New Orleans area. [Click here to purchase](#)

Money Makers
CityBusiness is looking for 50 professionals whose fiscal work has set the pace for their company and the region. Honorees will be selected based on industry and community involvement and achievement through

Louisiana’s life sciences sector changes lives around the globe
[LEARN MORE](#)

Home / News / Energy / New incentive structure for businesses planning energy upgrades

New incentive structure for businesses planning energy upgrades

By CityBusiness staff reports February 17, 2022

Energy Smart, an energy efficiency program for New Orleans commercial businesses, has a new bonus incentive structure that offers companies more money the earlier they apply to complete facility upgrades in 2022.

The program, developed by the City Council and administered by Entergy New Orleans, provides different quarterly bonus incentive levels to help businesses upgrade their buildings. The "step-down bonus" is available for new projects submitted and approved during the first three quarters of this year, a news release said. The incentive rate is based on the quarter in which a company's application is approved, with the highest project cost savings going to those that apply and are approved now through March 31.

Participants have until Dec. 31 to complete projects in order to receive their bonus incentive at the locked-in rate, the release said.

The 2022 'step-down bonus' offers a 25% bonus rate for projects approved during the first quarter, 15% during the second quarter and 5% during the third quarter.

Energy Smart also offers cash incentives for approved energy-efficiency projects. The incentives are applied to the overall total project incentive.

The program has \$6.3 million in available incentives this year, the release said.

To learn more, visit Energy Smart's website.

MONEY

Banner 2021 for stocks boosts gains for 401(k) savers

Visa, Amazon announce worldwide payment agreement

TECH TALK

Cox plans multibillion-dollar fiber network

Apple says iPhone to accept tap-to-pay without more hardware

Digital animation, visual effects studio to create jobs

PORTS & TRANSPORTATION

Gulf Coast latest battleground for Amtrak, train companies

EasyCool for Business Campaign

Social Carousel Ad

Frame 1



Frame 2



Frame 3

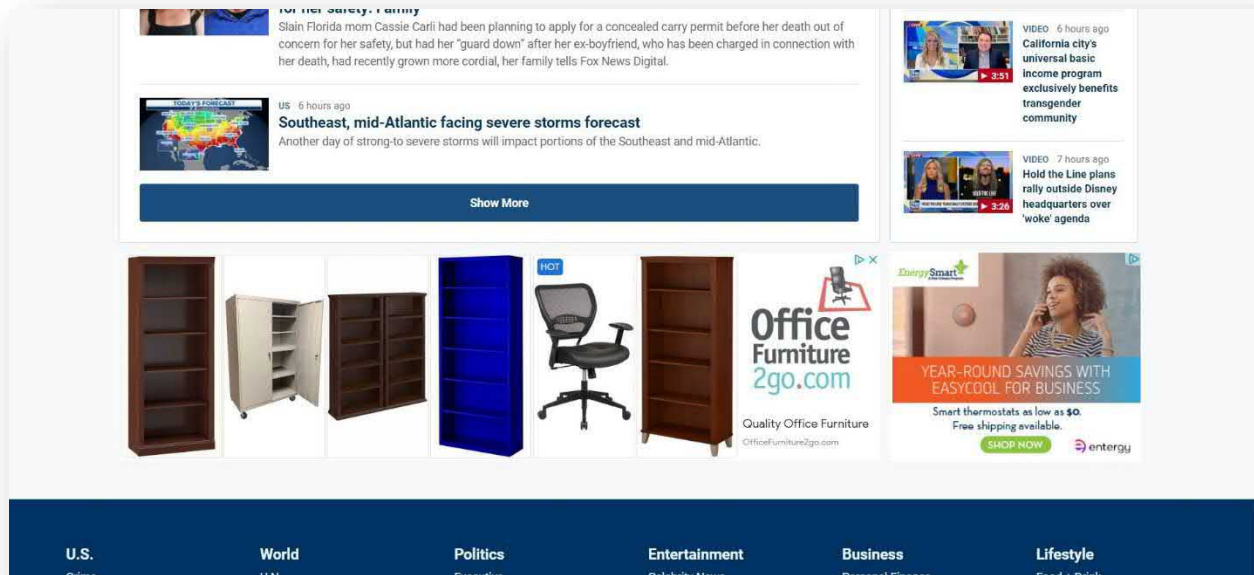


Frame 4

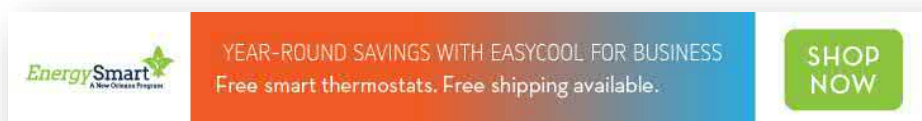


Digital Display

300x250



728x90



Winter Event Letter



Dear Entergy New Orleans EasyCool Participant,

Entergy New Orleans emergency thermostat adjustment events may be called this winter for up to four hours during times when the demand for electricity is expected to be extremely high above what can be supplied (usually mornings or evenings). Your thermostat will automatically decrease by up to 4° during these windows to avoid strain on the energy grid and potential outages in your area.

You are participating in these events as part of the Entergy New Orleans EasyCool offering, a program in which you previously enrolled that addresses similar events during the summer. EasyCool has been expanded to address potential emergency conditions this winter. You do not need to take any additional actions to participate in any events. If you have any questions about the offering, please refer to the [FAQ page](#).

Participation in any event is voluntary, and you have the ability to opt out of an event at any time by adjusting your thermostat back to its original set point.

Please call 504-229-8868 if you have any questions. Thank you for your participation, and be sure to tell your family and friends about Energy Smart.

Sincerely,
The Energy Smart Program



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New Orleans, LA 70163

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President's Day Promotion

Social Post



Get a Google Nest Learning thermostat for \$11

EnergySmart
A New Orleans Program



PRESIDENTS DAY SALE
Offer valid until Feb. 23



Thermostats as low as \$0



February 9-23
PRESIDENT'S DAY SALE

EnergySmart
A New Orleans Program

**Thermostats
as low as \$0**



Offer valid until Feb. 23

PRESIDENTS DAY SALE

EnergySmart
A New Orleans Program

Email

EnergySmart
A New Orleans Program

**Get a Google Nest
Learning thermostat
for \$11**



Get great deals on smart thermostats for your business during our Presidents Day Special – through February 23.

entergy

Visit energysmart.store for other discounted or free energy-saving products.

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

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Earth Day Promotion

Social Post

The image shows a social media post layout. On the left is a smartphone mockup displaying a user profile with five story highlights. To the right are the Instagram and Facebook icons. The main content is a promotional banner for EnergySmart products. The banner has a dark blue background and features the following elements:

- Text:** "Invest in your business this Earth Day." and "Claim free energy efficient products for your business."
- Products and Pricing:**
 - 40W Equivalent LED Light Bulb: \$39.00 (was \$59.00)
 - 40W Equivalent LED Light Bulb: \$5.00 (was \$10.00)
 - Google Nest Thermostat: \$129.00 (was \$199.00)
 - Emerson Sensi Smart Thermostat: \$169.00 (was \$210.00)
 - Save on energy efficiency kits for retail, office, or restaurant: \$24.99 (was \$39.00)
- Visuals:** A central graphic shows a thermostat set to 75 degrees (Cool set to 75, Indoor 72) next to a smart thermostat device. There are also images of various light bulbs and efficiency kits.
- Branding:** The EnergySmart logo is repeated four times across the bottom of the banner.

Below the banner is a social media interaction bar showing "218 likes" and a user comment: "User_name Lorem ipsum Doloripsum ipsum dolor sit amet, consectetur adipiscing elit more...". A "View all comments" link is also present.

Email



**Invest in your business
this Earth Day.**

**Claim free energy-efficient products
for your business.**

Exclusive Earth Day offers for Entergy New Orleans small business customers available only at the [Small Business Online Store](#).



\$0.00*
40W Equivalent LED Light Bulb



\$0.00*
60W Equivalent LED Light Bulb



\$0.00*
Googa Nest Thermostat



\$0.00*
Emerson Sensi Smart Thermostat



\$0.00*
Small Business Kit

*Price after instant rebate.


Visit [energysmartstore](#) for these offers as well as other discounted or no-additional-cost


Earned Media: WDSU Interview with Derek Mills



ENERGY SMART PROGRAM

1. Get A Smart Thermostat
2. LED Lighting Is Key
3. Energy-Efficient Products
4. Professional Installation
5. Start Small
6. Know Your Options




80°
12:48

Memorial Day Promotion

Social Carousel Ad

Cool savings for
small businesses
this Memorial Day.


Smart thermostats starting
at \$0.



EnergySmart
A New Orleans Program

Google Nest Learning
Thermostat

~~\$249.00~~ \$26




Cooling

75

indoor 78

Google Nest Thermostat

~~\$129.00~~ \$0



EnergySmart
A New Orleans Program

Emerson Sensi Touch Smart Thermostat
~~\$169.00~~ \$0



Emerson Sensi Wifi Smart Thermostat
~~\$129.00~~ \$0




EnergySmart
 A New Orleans Program

Ecobee Enhanced Smart Thermostat
~~\$189.00~~ \$16



Ecobee Premium Smart Thermostat
~~\$249.00~~ \$76



EnergySmart
 A New Orleans Program

Ecobee Voice Smart Thermostat
~~\$249.00~~ \$16



Ecobee3 Lite Smart Thermostat
~~\$179.00~~ \$0



EnergySmart
 A New Orleans Program

Email

Cool savings for
small businesses
this Memorial Day.

Summer is coming in hot.

Beat the heat with smart thermostats starting at \$0. Save money and keep your customers and employees cool this summer.

Exclusive Memorial Day offers for Entergy New Orleans small business customers available only at the [Small Business Online Store](#).



\$0*

ecobee3 Lite



\$0*

Emerson Sensi WiFi Thermostat



\$0*

Emerson Sensi Touch Smart
Thermostat



\$0*

Google Nest Thermostat

Increased Incentive Cap Campaign

Email



Energy Smart has changed its annual incentive cap structure to help cover more of your facilities' energy-efficient project costs.

Effective immediately the new incentive caps are as follows:

Per-Project Cap	Annual Customer Cap
\$200,000 <i>For lighting, new-lighting or combination of both</i>	\$600,000 <i>Across all projects and accounts</i>

To learn more about [this](#) and other Energy Smart programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.



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**NOLA.com Sponsored Content Campaign
In-Article Promotion**



Energy Smart Offers Ways for Commercial Businesses to Get Summer Ready

READ NOW

NOLA.com Cover Page

MORE NEW ORLEANS NEWS



**SPONSORED:
ENERGY SMART**
Energy Smart Offers Ways for Commercial Businesses to Get Summer Ready



CRIME/POLICE
New Orleans homicides: See map of locations, neighborhood totals and 2022 statistics



SPONSORED CONTENT
You Won't Believe How Easy It Is - How One Simple Beauty Trick...
By ella+mila



ONE TAMMANY
16-year-old arrested in shooting of Slidell man, police say



COURTS
Americans have right to carry guns in public, Supreme Court rules



CRIME/POLICE
In anger-fueled Metairie double homicide, suspect pleads not guilty to killing sister's fiancé

NOLA.com Article

The screenshot shows a news article on the NOLA.com website. At the top, there is a navigation bar with various menu items like 'HOME', 'NEWS', 'SPORTS', and 'WEATHER'. The article title is 'Energy Smart Offers Ways for Commercial Businesses to Get Summer Ready', dated July 18, 2022, at 12:08 AM. A large photograph of industrial machinery with a worker in a hard hat is featured. To the right of the photo are three social media sharing buttons for Facebook, Twitter, and Email. Below the photo is an 'Editor's Note' box stating: 'This article is brought to you by Energy Smart.' The main text of the article discusses the onset of summer in New Orleans, noting record high temperatures in May and increased energy consumption. It highlights that energy represents approximately one-third of a commercial building's operating costs and that implementing energy efficiency upgrades can directly impact the bottom line through reduced operating expenses. The article concludes by stating that now is a great time for businesses to start investing in energy-saving upgrades, and that Energy Smart is the program to turn to for assistance.

Energy Smart Offers Ways for Commercial Businesses to Get Summer Ready

Wednesday, July 18, 2022 - 12:08 AM

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Editor's Note
This article is brought to you by Energy Smart.

Summer in New Orleans is officially here. It's the hottest time of the year, with the local metro area already seeing record high temperatures in May. In fact, a record daily high temperature was set last month, breaking the previous record from 22 years ago. With this kind of extreme heat, energy consumption typically increases during the summer months in New Orleans as businesses and residents try to stay cool.

The onset of summer is a prime time to assess electric usage and implement measures to become more energy efficient. For commercial businesses in particular, energy represents approximately one-third of a commercial building's operating costs. Implementing energy efficiency upgrades in commercial properties can directly impact the bottom line through reduced operating expenses, and now is a great time for businesses to start investing in energy-saving upgrades. Here's where Energy Smart comes in.

¼ Page Print Article in The Advocate

an election issue himself 2015 O'Malley 1/11/16, Anna Luna, Biden turned to in public, Biden has de-

Energy Smart Offers Ways for Commercial Businesses to Get Summer Ready



This article is brought to you by Energy Smart.

Summer in New Orleans is officially here. It's the hottest time of the year, with the local metro area already seeing record high temperatures in May. In fact, a record daily high temperature was set last month, breaking the previous record from 22 years ago. With this kind of extreme heat, energy consumption typically increases during the summer months in New Orleans as businesses and residents try to stay cool.

The onset of summer is a prime time to assess the usage and implement measures to become more energy efficient. For commercial businesses in particular, energy represents approximately one-third of a commercial building's operating costs. Implementing energy efficiency upgrades in commercial properties can directly impact the bottom line through reduced operating expenses, and now is a great time for businesses to start investing in energy-saving upgrades. Here's where Energy Smart comes in.

Earlier this year, Energy Smart implemented a new bonus incentive structure that gives companies more money the earlier they apply to complete energy-saving facility upgrades during 2022. The "top-down bonus" provides different quarterly bonus incentives to help businesses complete energy efficiency upgrades to their buildings or facilities and is available for new projects submitted and approved during

Further, research shows that by switching to LED lighting, commercial building owners can cut their lighting costs by more than 75% over a 20-year period.

- HVAC upgrades bring major benefits. Data from the National Institute of Building Sciences shows the typical payback for high-efficiency commercial HVAC equipment is three to five years. In this timeframe, owners or administrators can experience up to a 30% reduction in annual HVAC-related utility costs. Given nearly half of the energy generated for commercial buildings is used for HVAC and refrigeration, upgrading to high-efficiency HVAC equipment is a logical step in lowering operating costs. HVAC upgrades can also lead to improved comfort and increased air quality in indoor office environments, as well as provide remote operation capabilities.

"If you run a large commercial operation, energy is a major expense," said Mills. "Energy efficiency projects like HVAC and building automation systems upgrades can help lower maintenance costs and operating expenses, among other benefits."

For commercial customers interested in making HVAC upgrades, Energy Smart provides cash incentives for projects involving new A/C units, heat pumps, chillers, duct sealing, A/C and heat pump tune-ups, and window film. In 2021, Energy Smart awarded commercial customers more than \$240,000 in HVAC-specific incentives, and these projects resulted in over 2 million

Happy Father's Day!

DAD KNOWS, CD MONEY GROWS
MOVE YOUR MONEY TO CRESCENT™

12 MONTH CD **2.00% APY**

60 MONTH CD **2.85% APY**

MORE TERMS AVAILABLE

VISIT US IN BRANCH OR ONLINE & OPEN A SMART.

AVAILABLE AT ALL OUR NEW ORLEANS METRO BRANCH LOCATIONS





We're encouraging all commercial customers seeking to make energy-saving upgrades this year to apply now in order to take advantage of this limited-time offer. For more information, visit www.energysmart.org. We encourage commercial customers to talk to an Energy Smart energy

New Orleans Chamber of Commerce New Member Campaign

Welcome to New Orleans Chamber of Commerce!

Mission: To provide the opportunities and resources that will enable businesses to prosper through networking, education and advocacy.

Vision: To be the leading membership organization that connects all businesses to foster opportunity, development and growth in the New Orleans community.

Upcoming Events

- Jul 20 2022 Power Hour Sponsored by Gulf Coast Bank & Trust Company July
- Jul 20 2022 Educational Webinar: The Great Recession? Now What?
- Jul 27 2022 Chamber Data Analysis Topology

About Us

The New Orleans Chamber of Commerce was founded in 2004 to provide members with the opportunity to build mutually beneficial partnerships within the City of New Orleans. Currently the Chamber has over 1,200 members and offers some of the lowest dues in the region.

Why Join the Chamber?

Advertising & Promotion

By associating with the New Orleans Chamber, your business's reputation will grow throughout the community. Your business can increase exposure from both online and offline outlets that the Chamber provides for members only.

- Online **membership directory** on the Chamber's website
- Annual **print directory listing** each member in up to three different locations
- **Promotion** of events, specials or business information in the Chamber's bi-weekly e-newsletter Member Pulse
- **Sponsorship and hosting opportunities** to heighten visibility in the community

Click here for free energy evaluations and discounted products

EnergySmart
A New Orleans Program

News Releases

- Jul 27 2022 Sarah Jahnke Elected to the Board of Directors
- Jul 27 2022 New Orleans & Company Works to Promote Sustainable Practices for the Hospitality Industry
- Jul 27 2022 New Orleans Marriott Celebrates 10th Anniversary

More Resources

- Chamber Events
- Community Events
- Local Deals

Click here for free energy evaluations and discounted products

EnergySmart
A New Orleans Program

News Releases

- Aug 2 Sandra Lombana Lindquist elected to ACCE Board
- Jul 27 Ronald McDonald House Charities of South Louisiana Welcomes New Board Members
- Jul 26 Entergy
- Jul 25 The Residences at LSU

merce was founded in 2004 to provide build mutually beneficial partnerships within the Chamber has over 1,200 members and he region.

ber?

as Chamber, your business's reputation will your business can increase exposure from the Chamber provides for members only.

the Chamber's website

ch member in up to three different locations

business information in the Chamber's bi-

e

tunities to heighten visibility in the

New Orleans Chamber of Commerce Energy Smart New Member Flyer



SMALL BUSINESS SOLUTIONS FOR CHAMBER MEMBERS

FREE ENERGY EVALUATION AND PRODUCTS AS LOW AS \$0

SMALL BUSINESS ONLINE STORE

Order your energy-efficient products. Scan the QR code and start saving now.

 <p>Smart Thermostats \$149.99 \$0</p>	 <p>Small Business Kits \$48 \$0</p>
 <p>LED Light Bulbs \$2.50 \$0</p>	

FREE ENERGY EVALUATION

Energy advisors will provide an evaluation and assist you with the application for most energy-saving incentives.

Scan the QR code below to schedule your free energy evaluation.



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

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New Member Offering on Energy Smart Website



SMALL BUSINESS SOLUTIONS FOR CHAMBER MEMBERS

FREE ENERGY EVALUATION AND PRODUCTS AS LOW AS \$0



SMALL BUSINESS ONLINE STORE

Order your energy-efficient products and start saving now.

- 
Smart Thermostat
~~\$149.99~~
\$0
- 
Small Business Kits
~~\$45~~
\$0
- 
LED Light Bulb
~~\$2.50~~
\$0

[SHOP NOW](#)

FREE ENERGY EVALUATION

Energy advisors will provide an evaluation and assist you with the application for more energy-saving incentives.

Schedule your free energy evaluation now.

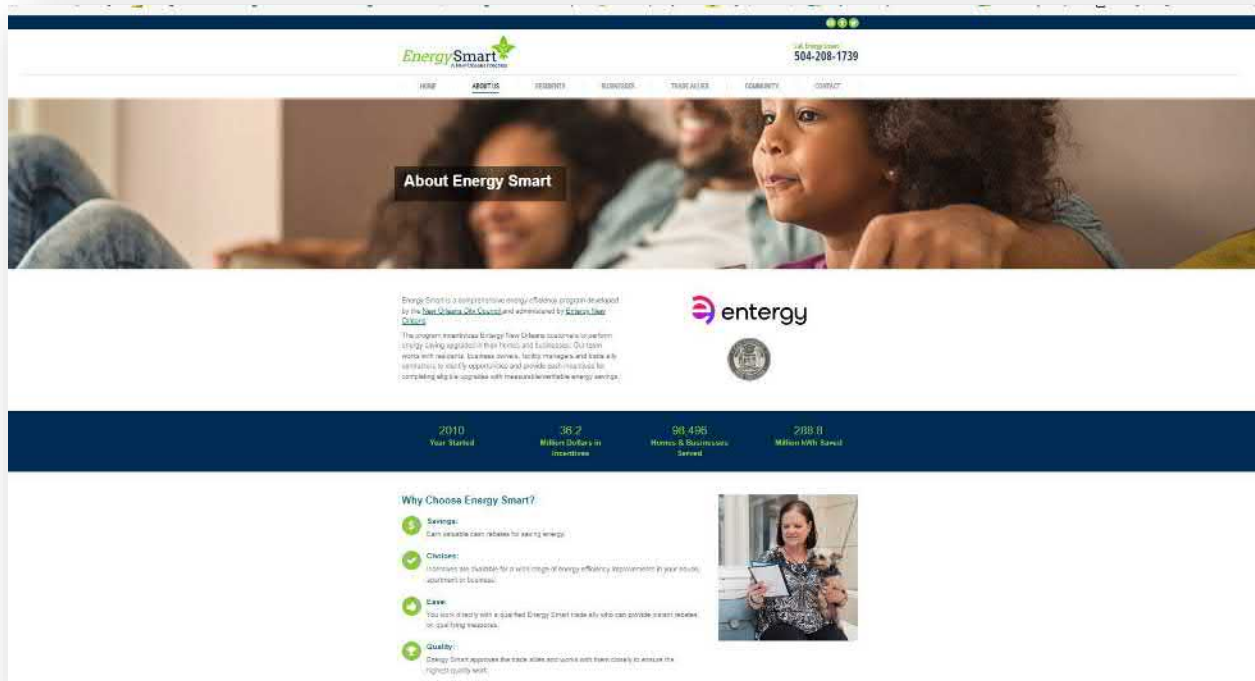
[SCHEDULE NOW](#)

[Click here for additional business offerings from Energy Smart.](#)

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Rebranded Energy Smart Website



Energy Smart General Program Overview

Side 1



The flyer features a dark blue header with a large green fleur-de-lis logo on the right. The main title 'ENERGY SMART PROGRAM OVERVIEW' is in green. Below it, a paragraph describes the program's goal of saving energy and money through cash incentives for energy-efficient upgrades. The flyer is divided into two columns. The left column is titled 'ENERGY SMART FOR RESIDENTS' and includes a photo of a woman in a kitchen. The right column is titled 'RESIDENTIAL OFFERINGS INCLUDE:' and lists eight categories of services with corresponding icons: Home Performance with ENERGY STAR®, Multifamily Solutions, Income-Qualified Weatherization, A/C Solutions, Online Marketplace, Appliance Recycling, Retail Lighting and Appliances, and EasyCool.

ENERGY SMART PROGRAM OVERVIEW

Saving energy and money is easy with Energy Smart. The program provides cash incentives to help you make energy-efficient upgrades to your home or business. Since 2010, Energy Smart has worked with thousands of residents, business owners, facility managers and trade ally contractors throughout Orleans Parish to identify opportunities, complete projects and distribute cash incentives, saving you energy and money.

ENERGY SMART FOR RESIDENTS

We offer home energy assessments and instant rebates to residential Entergy New Orleans electric customers. Our team uses a comprehensive, whole-house approach to improving energy efficiency and comfort.



RESIDENTIAL OFFERINGS INCLUDE:

-  **Home Performance with ENERGY STAR®:** A whole-house approach to improving the energy efficiency and comfort of your home.
-  **Multifamily Solutions:** Energy-saving options for apartment dwellers.
-  **Income-Qualified Weatherization:** Energy-saving options for customers with limited income.
-  **A/C Solutions:** Offerings to replace or tune up your central air conditioning unit.
-  **Online Marketplace:** Receive instant discounts when you shop for energy-efficient products from the comfort of your home.
-  **Appliance Recycling:** Get \$50 for us to haul away your secondary refrigerator or freezer.
-  **Retail Lighting and Appliances:** Get rebates and instant discounts for energy-efficient lighting and appliances.
-  **EasyCool:** Receive \$40 annually for helping to reduce usage during periods of high electrical demand.

EnergySmart
A New Orleans Program

ENERGY SMART FOR BUSINESSES

Owning or running a business can be costly. We offer solutions to help manage energy usage and expenses. Our team helps uncover how your building uses energy and where you stand to save, which translates to increased profitability.



BUSINESS OFFERINGS INCLUDE:



Prescriptive and Custom Incentives: Money available depending on the type of project and building size.



Small Business Solutions: Designed for small business customers to help reduce energy costs and save money.



Small Business Online Store: Shop online for instant discounts on products to make your business more energy efficient.



New Construction: Incentives available for increasing energy efficiency in new building design and construction.



Demand Response: Earn cash for helping to reduce usage during periods of high electrical demand.



Retro-commissioning: Improve performance and energy efficiency of whole-building systems, equipment and operations.



Benchmarking: Uncover how your building uses energy and pinpoint ways to save.



Commercial Real Estate: Adding value to multi-tenant buildings through energy efficiency.

To learn more and get started, visit energysmartnola.com, email Info@energysmartnola.com or call 504-229-6868.

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Trade Ally Customer Leave Behind

Side 1



Commercial and Industrial Trade Ally List
Lighting



Tier	Business	Phone Number	Email
Platinum	NOLA LED	504-457-1455	kody@nolaled.com
Gold	Elliott Electric	504-264-9995	cjmclennan@elliottelectric.com
Gold	Green Coast Enterprises	504-281-4372	joe@greencoastenterprises.com
Gold	Nu-Lite	504-733-3300	ralonzo@nu-lite.com
Gold	Premier Energy Concepts	504-335-1990	michael@premierenergyconcepts.com
Silver	ASE Electrical Services	504-466-3303	ltsuale@allstar-electric.com
Silver	Balthazar Electric	504-891-5504	balectrics@balthazarinc.com
Silver	BidEnergy	215-732-4480	tim.mayo@bidenergy.com
Silver	Capital Light	866-520-3115	jordan.anglish@capitolight.com
Silver	Corporate Mechanical Contractors	225-925-5238	john.edwards@cmcc.com
Silver	Elan Studio Lighting	504-448-9335	jeremy@elanstudio.com
Silver	Energywise Solutions	877-556-8404	scott@energywisemail.com
Silver	Green Light Energy Conservation	732-312-5550	mri@greenlightec.com
Silver	Industrial Energy Services	850-941-7615	agovla@iesnational.com
Silver	Johnson Controls	866-866-0884	brian.hume@jci.com
Silver	KPB Construction	504-343-5021	kpbconstructionllc@yahoo.com
Silver	LED Supply Plus	504-881-4371	chadmichaels@ledsupplyplus.com
Silver	NAC Smart Technologies	228-376-8101	abutler@nacsmart.com
Silver	Pelican Electrical Contractors	504-733-0447	rae@pelican-electrical.com
Silver	ROI Energy Investments	920-615-1838	mholman@roienergyinvestments.com
Silver	Skylights LED	504-377-3270	alder88@yahoo.com
Silver	Southeast LED	504-915-6267	ajarmen@gmail.com
Silver	The Next Energy	504-323-5711	rsgor@thenextenergy.com
Silver	WESCO	210-346-2917	mblouin@wesco.com

For a complete list of Energy Smart trade allies visit
www.energysmartnola.com/trade-allies





Tier	Business	Phone Number	Email
Platinum	Blue Box Air	804-240-0767	andrew@blueboxair.com
Gold	Elliott Electric Supply	504-282-9995	cmcleman@elliotelectric.com
Gold	Green Coast Enterprises	504-281-4372	joe@greencoastenterprises.com
Gold	Moses Engineers	504-586-1725	cclement@mosesengineers.com
Gold	Premier Energy Concepts	504-338-1990	michael@premierenergyconcepts.com
Gold	Synergy Building Solutions	504-309-6288	jody.torres@synergybldgsolutions.com
Silver	Automated Control Systems	504-885-3694	prj@acsccompanies.com
Silver	Bayou Home Performance	985-351-9649	bayouhomeperformance@gmail.com
Silver	Bernhard MCC	501-666-6776	apaksich@bernhardma.com
Silver	BidEnergy	215-732-6480	tin.mayo@bidenergy.com
Silver	Capitol Light	860-520-3715	jordan.english@capitollight.com
Silver	Chilco	985-809-0888	schupotel@chilcoinc.com
Silver	Corporate Mechanical Contractors	225-925-5236	john.edwards@calcmc.com
Silver	Gallo Mechanical Group	504-944-6736	maria.pote@gallomech.com
Silver	Gasket Guy of Louisiana	985-327-7669	gasketguy@service@gmail.com
Silver	Ice King	504-255-7760	icekingnola@gmail.com
Silver	Johnson Controls	866-866-0884	brian.hume@jci.com
Silver	ROI Energy Investments	920-615-1836	mholman@roienergyinvestments.com
Silver	Siemens	1-800-960-1460	mitchell.mendes@siemens.com
Silver	Trane Technologies	504-731-0837	paul.adkins@tranetechnologies.com
Silver	WDG	504-754-5280	kapoyan@wdgnola.com
Silver	WESCO	210-246-2977	mblouin@wesco.com

For a complete list of Energy Smart trade allies visit:

www.energysmartnola.com/trade-allies

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Loews New Orleans Hotel Case Study



Order Up Business Savings

On average, hotels spend \$3,196 per room each year on energy. Lighting and HVAC are responsible for up to 45 percent of hotel energy use. Making upgrades to these systems can save energy and money and have a positive impact on your bottom line.

Project Summary

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



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

VINCE McCARTNEY, DIRECTOR OF ENGINEERING, LOEWS NEW ORLEANS HOTEL

"From guests' comfort to building profitability, working with Energy Smart brought measurable results to Loews Hotel. Our incentives and upgrades have the ability to transform your operations."

ROSS THEVENOT, ENERGY EFFICIENCY PROJECT MANAGER, ENTERGY NEW ORLEANS



LOEWS NEW ORLEANS HOTEL

\$252,932
in Incentives.

1,097,254 kWh
saved.

99%
of project costs
covered by program
incentives.

Energy savings
equal to over
430
hotel rooms booked.

About Energy Smart

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

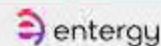
113,194	\$43.7 Million	350.3 Million
Customers Served	in Incentives Distributed	kWh Saved

Save energy and money through standard upgrades such as:

- Lighting
- HVAC
- Motors/ Chillers
- Refrigeration
- Kitchen Equipment
- Building Automation

Ready to get Energy Smart? Visit energysmartnola.com or call 504-229-6868 today.

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CERTIFICATE OF SERVICE
Docket No. UD-08-02 & UD-17-03

I hereby certify that I have served the required number of copies of the foregoing report upon all other known parties of this proceeding, by the following: electronic mail, facsimile, overnight mail, hand delivery, and/or United States Postal Service, postage prepaid.

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New Orleans, Louisiana, this 22nd day of August, 2022.



Courtney R. Nicholson`