

Annual Report

Energy Smart

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Program Year 9

January 1, 2019 to March 31, 2020

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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 data on the Program and evaluation results from ENO's Third-Party Evaluator's (TPE) Evaluation, Measurement and Verification (EM&V) report. This report includes pre-evaluated gross savings, verified gross savings and net savings.

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 (ILSI)
- Urban League of Louisiana
- Green Coast Enterprises
- Energy Wise Alliance (EWA)
- Franklin Energy Services
- Accelerated Innovations
- Green Light New Orleans (GLNO)

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 spending and highlights

Program Year 9 is divided into five quarters:

- Quarter 1 (Q1): January – March 2019
- Quarter 2 (Q2): April – June 2019
- Quarter 3 (Q3): July – September 2019
- Quarter 4 (Q4): October – December 2019
- Quarter 5 (Q5): January – March 2020

An emphasis on working collaboratively with ENO, the Council's Advisors, and numerous stakeholders, including local policy advocacy stakeholders, local trade ally stakeholders and local higher education stakeholders, has been important for the implementation of the Energy Smart program in PY9. ENO and APTIM view collaborative teamwork among the large number of stakeholders with diverse interests as a critical component to the overall success of the program.



Staff List

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

Offerings Overview

Residential

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

Commercial & Industrial

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



PROGRAM PERFORMANCE & ACTIVITY



Program Performance and Activity

Table 2.1

	VERIFIED GROSS kWh	kWh GOAL	% TO kWh GOAL	kW SAVINGS	kW TARGET*	% TO kWh TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Commercial	1,842,169	1,718,096	107.22%	121.56	263.50	46.13%	\$186,479	\$ 310,656	60.03%
Algiers – Residential	3,300,847	2,673,493	123.47%	1,109.65	1,252.27	88.61%	\$ 294,441	\$331,036	88.95%
N.O. – Commercial	37,068,061	33,964,471	109.14%	3,090.42	5,443.10	56.78%	\$4,145,484	\$5,189,554	79.88%
N.O. – Residential	26,722,586	22,986,062	116.26%	9,589.55	9,245.75	103.72%	\$2,535,486	\$2,904,865	87.28%
Total	68,933,663	61,342,122	112.38%	13,911.18	16,204.62	85.85%	\$7,161,890	\$8,736,111	81.98%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9 which were approved on 12/14/2017, combined with the Goals approved in Resolution 20-51 approved 2/20/2020 which extended Program Year 9 an additional three months through March 31, 2020. Savings reflect verified gross savings as documented in ADM's Evaluation, Measurement and Verification (EM&V) report.

Summary tables show savings and incentive spend from January 1, 2019 through March 31, 2020.

Table 2.2

	NET PEAK DEMAND REDUCTION (kW)	NET ANNUAL ENERGY SAVINGS (kWh)	TOTAL PROGRAM EXPENDITURES	TRC (B/C RATIO)	UCT (B/C RATIO)
New Orleans	11,747.41	56,919,032	\$13,340,182	2.01	2.16
Algiers	1,164.14	4,709,293	\$1,073,538	1.92	1.97

Residential Summary

The Energy Smart Residential Portfolio was successful in meeting overall objectives for Program Year 9 (PY9). The Residential Portfolio achieved 30,023,433 in gross kWh savings and reached 117.01% of the goal, while spending only 87.45% of the incentive budget. The Residential Portfolio surpassed goals in both the Algiers and New Orleans territories, reaching 123.47% and 116.26%, respectively. In December 2019, PY9 was extended through March 31, 2020 (Q5) and additional goals and budgets were added to support the additional three months. PY9 had a strong start due to the marketing blitz at the end of

Program Year 8 (PY8). In addition to the strong start, the marketing and community outreach efforts were successful in promoting the Energy Smart offerings through the entire program year. Trade Ally referrals, digital marketing, direct mail and program team outreach were the main channels for Energy Smart offering lead generation. The Program team created additional opportunities for the portfolio by partnering with organizations throughout Orleans Parish. Vietnamese Initiatives in Economic Training (VIET), New Orleans Baptist Theological Seminary (NOBTS), Total Community Action (TCA), and New Orleans Redevelopment Authority (NORA) were all partners that helped promote and facilitate energy efficiency through the Energy Smart program.

Home Performance with ENERGY STAR®, Low Income Audit & Weatherization, Multi-Family and High Efficiency A/C Tune-Up were supported by the Energy Smart Trade Ally Network. Trade Allies played a pivotal role by delivering the deepest savings to customers through A/C tune-ups, air sealing, duct sealing and attic insulation. The combined efforts of the program team and the Trade Allies resulted in the Energy Smart program winning the ENERGY STAR® Partner of the Year award from the Department of Energy for the program's excellent delivery of the Home Performance with ENERGY STAR offering. The Residential Lighting & Appliance offering had a strong year with participating retailers within Orleans Parish. As part of the Residential Lighting & Appliance offering, an online marketplace was launched in late March 2020 that allows Energy Smart customers to purchase energy efficient products online with instant discounts. The Direct Load Control program continued to add switches through Q3 and facilitated five cycling events in the PY9 cycling season. The Direct Load Control offering stopped the installation of switches as Energy Smart will transition to a Bring-Your-Own-Thermostat (BYOT) approach in PY10 which will allow participants to participate in cycling events via their smart thermostat.

Commercial & Industrial Summary

The Energy Smart Commercial and Industrial (C&I) Portfolio includes offerings for Small Commercial & Industrial, Large Commercial & Industrial, and Publicly Funded Institutions customers. In Program Year 9, the C&I Portfolio achieved 38,910,230 in verified gross kWh savings and reached 109.05% of the goal, while spending only 78.76% of the incentive budget. The C&I Portfolio surpassed goals in both the Algiers and New Orleans territories, reaching 107.22% and 109.14% of goal respectively. In December 2019, PY9 was extended through March 31, 2020 (Q5) and additional goals and budgets were added to support the additional three months.

The Energy Smart team utilized several strategies in PY9 to increase energy savings compared to PY8. Marketing, outreach, and engagement strategies included market segmentation and targeted outreach which focused on the key business segments including higher education, hotels, hospitals, architectural firms, and commercial property managers. The team reached customers through various channels,

including direct outreach to individual customers, presentations to industry association meetings, digital and print advertising, and outreach through program partners. Trade allies continued to be a main driver of program participation and the Energy Smart team made several enhancements to the Trade Ally Network by offering more training and development opportunities, providing more tools and resources, launching a quarterly newsletter, introducing a tiered ranking system, and assisting trade allies with obtaining diverse supplier certifications.

The Energy Smart team made enhancements to several existing offerings and launched new program offerings in PY9. The Small Business Direct Install (SBDI) offering launched in PY9 and allowed qualifying small business customers to receive enhanced prescriptive incentives. The purpose of this offering is to further reduce the upfront investment for small business customers and promote quick-turn installations. Energy Smart also launched an Energy Advisor support service to help multi-tenant customers benchmark their buildings, identify energy efficiency opportunities, and apply for incentives. The team made process improvements to streamline participation by removing pre-approval for smaller prescriptive projects, introducing supplementary measure calculation tools, offering trade allies the option to submit deemed lighting measures through the prescriptive process, and releasing a global incentive application and measure calculator. To increase production at the end of 2019 and through the PY9 extension period, the team released an incentive bonus for custom projects.



RESIDENTIAL OFFERINGS

Residential Portfolio Performance

Table 4.1

Residential Offerings	VERIFIED GROSS kWh	kWh GOAL	% TO kWh GOAL	kW SAVINGS	kW TARGET*	% TO kWh TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Home Performance	546,644	278,789	196.08%	125.31	42.70	293.47%	\$116,893	\$116,691	100.17%
Algiers – Retail Lighting & Appliance	387,706	425,986	91.01%	80.25	53.40	150.28%	\$24,709	\$39,846	62.01%
Algiers – Multi-Family	68,514	76,717	89.31%	13.66	10.30	132.62%	\$12,531	\$21,414	58.52%
Algiers – Low Income	203,350	118,572	171.50%	59.37	21.10	281.37%	\$68,614	\$57,836	118.63%
Algiers – High Efficiency Tune Ups	300,383	142,913	210.19%	111.50	40.40	275.99%	\$42,151	\$52,442	80.38%
Algiers – DLC	-	-	N/A	374.53	83.27	449.78%	\$5,920	\$12,040	49.17%
Algiers – School Kits	189,473	185,667	102.05%	31.23	18.60	167.90%	\$22,992	\$30,230	76.06%
Algiers – Green Light	6,711	-	N/A	1.39	-	N/A	\$631	\$537	117.64%
Algiers – Scorecard	1,598,066	1,444,849	110.60%	312.41	982.50	31.80%	-	-	-
N.O. – Home Performance	2,944,342	3,253,506	90.50%	657.02	571.84	114.90%	\$657,256	\$844,511	77.83%
N.O. – Retail Lighting & Appliance	7,159,056	5,857,145	122.23%	1,484.75	711.45	208.69%	\$423,224	\$516,435	81.95%
N.O. – Multi-Family	1,315,634	1,067,509	123.24%	318.84	138.03	230.99%	\$224,904	\$257,237	87.43%
N.O. – Low Income	2,105,784	1,556,362	135.30%	560.97	285.11	196.76%	\$709,197	\$567,630	124.94%
N.O. – High Efficiency Tune Ups	2,392,501	1,802,139	132.76%	851.99	541.09	157.46%	\$339,120	\$339,661	99.84%
N.O. – DLC	-	-	N/A	3,699.77	1,106.23	334.45%	\$60,000	\$159,960	37.51%
N.O. – School Kits	916,861	894,250	102.53%	151.13	74.50	202.86%	\$118,159	\$140,824	83.91%
N.O. – Green Light	39,938	-	N/A	8.25	-	N/A	\$3,626	\$78,607	4.61%
N.O. – Scorecard	9,848,470	8,555,151	115.12%	1,856.83	5,817.50	31.92%	-	-	-
Total	30,023,433	25,659,555	117.01%	10,699.20	10,498.02	101.92%	\$2,829,927	\$3,235,901	87.45%

* Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Savings reflect verified gross savings as documented in ADM’s Evaluation, Measurement and Verification (EM&V) report.

Home Performance with ENERGY STAR

Offering Description

The objective of the Home Performance with ENERGY STAR® (HPwES) offering is to achieve long term, significant cost-effective electricity savings. The offering uses staff energy auditors and local contractors to 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. HPwES offers three levels of home energy audits. The Level I Assessment occurs at 100% of the completed projects and includes a “walk-through” inspection and direct installation of low-cost measures, such as LEDs and water measures. To generate additional savings at the time of the audit, smart thermostats are included as a direct install measure. A total of 535 customers participated in Level II and III Assessments that feature comprehensive home inspections with diagnostic testing performed by a qualified contractor, targeted to achieve deeper savings within the home such as air sealing and duct sealing.

Energy Efficiency Kits were added to the program at the end of PY8 to support an end-of-year boost. The marketing efforts for the PY8 boost continued into the following year as customer requests for kits carried through PY9. The free kits provide immediate savings as well as cross-promotional opportunities to other Energy Smart offerings.

Offering Highlights

The Energy Smart Home Performance with ENERGY STAR offering achieved 546,644 verified gross kWh savings in Algiers and 2,944,342 kWh in New Orleans, reaching 196.08% and 90.50% of goal, respectively. Energy Smart received the Department of Energy’s ENERGY STAR Partner of the Year award in early 2020. The Energy Smart program was selected for an in-person review of the offering which provided an opportunity to show compliance with Home Performance with ENERGY STAR standards and highlight best practices and innovation in the market. The results from the review noted several highlights including deep trade ally engagement, such as through regular communications and quarterly advisory groups, training opportunities and support with obtaining disadvantaged business enterprise certifications. Through the partnership with NOBTS thirty-three homes on the campus were assessed by the program team in addition to their Multi-Family units. The review also highlighted community partnerships with unique and hard-to-reach customer types and geographies.

A total of 765 customers in New Orleans and 142 customers in Algiers participated in the offering throughout PY9. In addition to energy assessments and direct install, 6,312 kits were shipped to Energy

New Orleans customers as a result of the 2018 boost. The savings boost and marketing blitz accelerated the savings generated in Q1. Energy Smart program marketing, community outreach and trade ally referrals were the primary lead generating channels in PY9. Marketing included direct mail, digital campaigns, and direct outreach. Five Trade Ally Advisory Group meetings were held in PY9 that provided valuable feedback throughout the year and will inform changes to the offering in Program Year 10. The Energy Smart team reviewed 12% of the completed assessments and follow-up work with quality control inspections. These inspections allow the Program Team to assess and provide feedback to trade allies for best practices and correct any issues that may have been encountered.

Algiers:

- A total of 1,321 measures were installed during the program year.
- A total of 878 kits were shipped in PY9.
- The offering reached 196.08% of the kWh goal, achieving 546,644 kWh.
- The offering reached 293.47% of the kW target, achieving 125.31 kW.

Table 5.1

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	% OF kWh CONTRIBUTION
AC Tune Ups	18	17,036	3.50%
Aerators	4	106	0.02%
Air Sealing	31	31,244	6.42%
Duct Sealing	96	240,689	49.43%
LED Lighting	242	57,070	11.72%
Power Strips	36	7,760	1.59%
Showerheads	3	904	0.19%
Smart Thermostats	13	4,804	0.99%
Kits	878	127,310	26.15%
TOTAL	1,321	486,922	100%

New Orleans:

- A total of 8,157 measures were installed during the program year.
- A total of 5,434 kits were shipped in PY9.
- The offering reached 90.50% of the kWh goal, achieving 2,944,342 kWh.
- The offering reached 114.90% of the kW target, achieving 657.02 kW.

Table 5.2

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	% OF kWh CONTRIBUTION
AC Tune Ups	190	179,358	6.67%
Aerators	16	566	0.02%
Air Sealing	162	162,439	6.04%
Duct Sealing	415	1,026,657	38.18%
Insulation	1	5,395	0.20%
LED Lighting	1,544	417,345	15.52%
Pipe Wrap	7	1,140	0.04%
Power Strips	264	58,401	2.17%
Showerheads	21	7,684	0.29%
Smart Thermostats	113	43,575	1.62%
Kits	5,424	786,459	29.25%
TOTAL	8,157	2,689,017	100%

Offering Budget and Savings

Table 5.3

HPwES	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers HPwES	\$116,893	\$116,691	100.17%	486,922	546,644	112.27%	127.24	125.31	98.48%
N.O. HPwES	\$657,256	\$844,511	77.83%	2,689,017	2,944,342	109.50%	705.02	657.02	93.19%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

The Energy Smart team reviewed the feedback from trade allies and evaluators will adjust the offering for PY10. The offering will expand measures for gas-heated homes, such as attic insulation, air sealing, duct sealing and smart thermostats. In addition, energy efficiency kits will be leveraged as an entry-point for customers and for targeting hard-to-reach customer segments. The offering will also include incentives for new construction and major home renovations in PY10. Beginning in PY10, residences between one and four units will qualify for HPwES and residences over five units will qualify for the Multifamily Solutions offering. This change will more closely align property types that operate similarly and provide better delivery for trade allies that serve primarily lower density residential configurations.

Residential Lighting & Appliances

Offering Description

The objective of the Residential Lighting and Appliance offering is to increase awareness and sales of energy efficient lighting and appliances to residential customers. The offering is available to Entergy New Orleans retail customers through point of sale and mail-in incentives at participating retailers and online. The offering gives customers the opportunity to purchase a variety of discounted products that are ENERGY STAR® qualified.

Point-of-sale rebates are available for LED lighting at locations in both New Orleans and Algiers and through the new Online Marketplace. Appliance rebate forms are available for appliance purchases of ENERGY STAR approved appliances including pool pumps, refrigerators, window A/C units, and heat pump water heaters.

Offering Highlights

The Residential Lighting & Appliance offering achieved 387,706 verified gross kWh savings in Algiers and 7,159,056 kWh in New Orleans, reaching 91.01% and 122.23% of goal, respectively. The offering provided a large portion of savings for the Energy Smart residential portfolio in PY9. Point-of-sale rebates were the main driver of savings at participating retailers in Orleans Parish, while additional savings came from mail-in appliance rebates for ENERGY STAR rated refrigerators, window air conditioning units, pool pumps and heat pump water heaters. In Q5, the program team launched the Energy Smart Online Marketplace which will give customers the option to purchase discounted energy-efficient products through point-of-sale incentives. The Online Marketplace also offers select products free of charge, such as certain smart thermostats and Energy Efficiency Kits.

Algiers:

- A total of 2,524 measures were sold during the program year.
- The offering reached 91.01% of the kWh goal, achieving 387,706 kWh.
- The offering reached 150.28% of the kW target, achieving 80.25 kW.

Table 6.1

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS
Lighting Retail Sales	2,504	405,850
Refrigerators	16	898
Window ACs	3	204
HPwHS	1	2,371
TOTAL	2,524	409,323

New Orleans:

- A total of 62,870 measures were sold during the program year.
- The offering reached 122.23% of the kWh goal, achieving 7,159,056 kWh.
- The offering reached 208.69% of the kW target, achieving 1,484.75 kW.

Table 6.2

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS
Lighting Retail Sales	62,713	7,454,868
Refrigerators	107	6,449
Window ACs	39	3,359
Pool Pumps	6	17,347
HPwHS	5	6,372
TOTAL	62,870	7,488,395

Table 6.3: Participating Retailers

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Barto Appliance		X	1400 Airline Dr
Costco Wholesale	X	X	3900 Dublin St
Dollar Tree (Algiers)	X		3771 General DeGaulle Dr
Dollar Tree (Donna Villa Shopping Center)	X		9671 Chef Mentour Hwy
Dollar Tree (Gentilly Retail Center)	X		4242 Chef Mentour Hwy
Dollar Tree (Morrison)	X		11701 Morrison Rd
Dollar Tree (Navarre)	X		5201 Canal Blvd
Dollar Tree (Tulane/Carrollton)	X		4115 S Carrollton Ave

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Home Depot (Bullard)	X	X	12300 I-10 Service Rd
Home Depot (Central)	X	X	1100 S Claiborne Ave
The Green Project	X		2831 Marais St
Walmart (Behrman)	X	X	4001 Behrman Pl
Walmart (Bullard)	X	X	6000 Bullard Ave
Walmart (Chef Menteur)	X	X	4301 Chef Menteur Hwy
Walmart (Tchoupitoulas)	X	X	1901 Tchoupitoulas St
Walgreens (General De Gaulle)	X		4110 General De Gaulle Dr
Walgreens (Royal)	X		134 Royal St
Walgreens (Decatur)	X		619 Decatur St
Walgreens (St Charles)	X		1801 St Charles Ave

Offering Budget and Savings

Table 6.4

RESIDENTIAL LIGHTING & APPLIANCE	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers Lighting & Appliance	\$24,709	\$38,846	62.01%	409,323	387,706	94.72%	82.33	80.25	97.47%
N.O. Lighting & Appliance	\$423,224	\$516,435	81.95%	7,488,395	7,159,056	95.60%	1,556.68	1,484.75	95.38%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

The launch and enhancement of the Energy Smart Online Marketplace will continue to drive savings and provide new options for customers to engage with the Energy Smart program online. In PY10, the program will offer additional specialty lighting options both online and in-store through point-of-purchase incentives. The offering will be expanded to include new product offerings including smart thermostats, ENERGY STAR ceiling fans, deep freezers, and dehumidifiers.

Multi-Family

Offering Description

The Multi-Family offering targets multi-family property owners (landlords) and managers, as well as apartment and condominium occupants. The Multi-Family offering addresses the unique needs of this type of home configuration, which are often overlooked, through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education. This offering is available to customers residing in homes with more than one unit.

Offering Highlights

The Multi-Family offering achieved 68,514 in verified gross kWh savings in Algiers and 1,315,634 kWh in New Orleans, reaching 89.31% and 123.24% of goal respectively. The offering performed very well in PY9 by expanding to large complexes. The Energy Smart team partnered with the New Orleans Baptist Theological Seminary and performed assessments on all their Multi-Family units. NOBTS participated in the High Efficiency A/C Tune-up, EasyCool and Home Performance with ENERGY STAR offerings as well as Multi-Family. Most of the remaining offering participation was from duplexes. There were 509 participants in New Orleans and forty-four participants in Algiers. Direct outreach facilitated the opportunity to work with NOBTS. Energy Smart marketing, outreach and trade ally referrals were the main lead generators for the duplexes. The Energy Smart team inspected 59% of the completed jobs and worked with property managers and landlords to ensure quality work for the owners and tenants.

Algiers:

- A total of 432 measures were installed during the program year.
- The offering reached 89.31% of the kWh goal, achieving 68,514 kWh.
- The offering reached 132.62% of the kW target, achieving 13.66 kW.

Table 7.1

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	% OF kWh CONTRIBUTION
Aerators	35	1,087	1.80%
Air Sealing	2	1,064	1.77%
Duct Sealing	22	41,423	68.73%
LED Lighting	339	8,537	14.16%
Showerheads	33	7,458	12.37%
Programmable Thermostats	1	701	1.16%
TOTAL	432	60,270	100%

New Orleans:

- A total of 7,779 measures were installed during the program year.
- The offering reached 123.24% of the kWh goal, achieving 1,315,634 kWh.
- The offering reached 230.99% of the kW target, achieving 318.84 kW.

Table 7.2

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	% OF kWh CONTRIBUTION
AC Tune Up	208	130,744	10.30%
Aerator	154	6,648	0.52%
Air Sealing	35	41,386	3.26%
Duct Sealing	224	686,520	54.10%
Insulation	6	19,184	1.51%
LED Lighting	6,671	170,948	13.47%
Pipe Wrap	1	12,689	1.00%
Showerhead	278	62,828	4.95%
Smart Thermostat	10	3,431	0.27%
Programmable Thermostats	192	134,636	10.61%
TOTAL	7,779	1,269,013	100%

Offering Budget and Savings

Table 7.3

MULTI-FAMILY	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers Multi-Family	\$12,531	\$21,414	58.52%	60,270	68,514	113.68%	12.14	13.66	112.52%
N.O. Multi-Family	\$224,904	\$257,237	87.43%	1,269,013	1,315,634	103.67%	286.10	318.84	111.44%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

Beginning in PY10, the Multi-Family offering will serve buildings that contain five units or more under one roof. Buildings that are four units or less will fall under the Home Performance with ENERGY STAR offering. The Energy Smart team will look for new opportunities with the Building Owner and Manager Association, Apartment Association, and the Greater New Orleans Housing Alliance to find complexes that will be good candidates for the offering. The Energy Smart team will also work with the Louisiana Housing Corporation and Housing Authority of New Orleans to reach affordable housing more effectively and help properties look for opportunities to install deeper saving measures including duct sealing, air sealing, attic insulation, and smart thermostats throughout their units for better energy savings.

Low-Income Audit & Weatherization

Offering Description

The Low-Income Audit & Weatherization (LIW) offering gives qualified customers the opportunity to receive energy efficiency measures in their homes free of charge. Upgrades range from direct install measures, such as LED light bulbs and water savings measures, to smart thermostats and comprehensive envelope measures like attic insulation, air sealing, and duct sealing.

Offering Highlights

The LIW achieved 203,350 in verified gross kWh savings in Algiers and 2,105,784 kWh in New Orleans, reaching 171.50% and 135.30% of goal respectively. The Energy Smart team partnered with local organizations to connect eligible participants with the offering. The Energy Smart team worked with Total Community Action on the Total Power pilot program that was supported by Entergy New Orleans. There were 50 participants in the pilot, that was designed to help customers who are in arrears become financially independent. A requirement of the pilot was participation in the Low-Income Audit & Weatherization offering. Vietnamese Initiatives in Economic Training (VIET) is an organization in New Orleans East which contains a large Vietnamese and low-income population. The Energy Smart team worked with VIET to engage with 25 customers through their organization. Energy Smart provided translation services with the help of VIET for the assessments to help overcome the language barrier. The Energy Smart team also worked with New Orleans Redevelopment Authority to provide assessments to their affordable housing properties.

There were 758 participants in New Orleans and 72 participants in Algiers. Community outreach was a primary lead generator in PY9. Customer referrals and trade ally referrals are major drivers for lead generation. The Energy Smart team inspected 11% for quality assurance. The Trade Ally Advisory Group provided suggestions in PY9 for improvements that are being implemented in PY10.

Algiers:

- A total of 846 measures were installed during the program year.
- The offering reached 171.50% of the kWh goal, achieving 203,350 kWh.
- The offering reached 281.37% of the kW target, achieving 59.37 kW.

Table 8.1

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	PERCENT OF kWh CONTRIBUTION
AC/HP Tune Ups	10	9,418	6.3%
Aerators	1	44	0.0%
Air Sealing	1	632	0.4%
Duct Sealing	42	95,118	64.0%
Ceiling Insulation	6	23,043	15.5%
LED Lighting	777	17,717	11.9%
Pipe Wrap	1	76	0.1%
Showerheads	2	452	0.3%
Smart Thermostats	6	2,059	1.4%
TOTAL	846	148,559	100%

New Orleans:

- A total of 9,406 measures were installed during the program year.
- The offering reached 135.30% of the kWh goal, achieving 2,105,784 kWh.
- The offering reached 196.76% of the kW target, achieving 560.97 kW.

Table 8.2

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	PERCENT OF kWh CONTRIBUTION
AC/HP Tune Ups	175	163,153	10.2%
Aerators	21	663	0.0%
Air Sealing	27	11,188	0.7%
Duct Sealing	344	925,789	57.9%
Ceiling Insulation	74	231,185	14.5%
LED Lighting	8554	204,709	12.8%
Pipe Wrap	15	2,318	0.1%
Showerheads	66	14,916	0.9%
Smart Thermostats	128	43,917	2.7%
Programmable Thermostats	2	1,402	0.1%
TOTAL	9,406	1,599,239	100%

Offering Budget and Savings

Table 8.3

LOW INCOME AUDIT & WEATHERIZATION	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers Low Income Audit & Wx	\$68,614	\$57,836	118.63%	148,559	203,350	136.88%	73.52	59.37	80.75%
N.O. Low Income Audit & Wx	\$709,197	\$567,630	124.94%	1,599,239	2,105,784	131.67%	729.70	560.97	76.88%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

Gas-heated homes will be eligible for air sealing and attic insulation beginning in PY10. The Energy Smart team will reach out to gas-heated home customers who were previously ineligible for these measures. The focus will be on expanding opportunities with current partners and seeking partnerships with new community organizations that can connect the Energy Smart team with qualified customers. The offering will also cross promote and drive utilization of the Low-Income Home Energy Assistance Program and Weatherization Assistance Program. In PY10 trade allies will perform air sealing for all income qualified audits which will provide another opportunity to serve customers. This change is in response to feedback from the Trade Ally Advisory Group that saw this as an opportunity to increase savings and expand opportunities for trade allies.

High Efficiency A/C Tune-Up

Offering Description

The High-Efficiency A/C Tune-Up offering is designed to minimize market barriers to efficient cooling in residences. This program provides residential customers with a comprehensive set of options to lower their energy consumption and costs associated with keeping their homes cool and comfortable in the summer. Customers with functioning A/C units that are more than one year old can improve the efficiency of their units with the help of a comprehensive A/C tune-up. Customers with failed units or working, but inefficient units are eligible for incentives for replacing the unit with a new energy efficient system.

Offering Highlights

The High Efficiency A/C Tune-Up offering achieved 300,383 in verified gross kWh savings in Algiers and 2,392,501 kWh in New Orleans, reaching 210.19% and 132.76% of goal respectively. There were 600 participants in New Orleans and 90 participants in Algiers in the offering. There were five trade allies that supported the High Efficiency A/C Tune-Up offering. This offering earned most of the energy savings in Q2 and Q3 as a result of New Orleans customers running their air conditioners in the summer months. The Energy Smart team inspected 9 percent of submitted rebates for quality assurance.

Algiers:

- A total of 176 measures were installed during the program year.
- The offering reached 210.19% of the kWh goal, achieving 300,383 kWh.
- The offering reached 275.99% of the kW target, achieving 111.50 kW.

Table 9.1

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	% OF SAVINGS CONTRIBUTION
Duct Sealing	76	166,158	66.0%
AC Tune Ups	100	85,593	34.0%
TOTAL	176	251,751	100.0%

New Orleans:

- A total of 1,261 measures were installed during the program year.
- The offering reached 132.76% of the kWh goal, achieving 2,392,501 kWh.
- The offering reached 157.46% of the kW target, achieving 851.99 kW.

Table 9.2

MEASURE	COUNT OF MEASURES	GROSS kWh SAVINGS	% OF SAVINGS CONTRIBUTION
Duct Sealing	570	1,411,428	69.1%
AC Tune Ups	674	610,626	29.9%
Ductless HP	2	3,713	0.2%
Heat Pumps	1	1,006	0.0%
Central AC	14	15,572	0.8%
TOTAL	1,261	2,042,344	100.0%

Offering Budget and Savings

Table 9.3

HIGH EFFICIENCY AC TUNE-UP	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers High Efficiency Tune Up	\$42,151	\$52,442	80.38%	251,751	300,383	119.32%	83.66	111.50	133.28%
N.O. High Efficiency Tune Up	\$339,120	\$339,661	99.84%	2,042,344	2,392,501	117.14%	656.74	851.99	129.73%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

There will be several changes to the High Efficiency A/C Tune-Up offering in PY10. Duct sealing will be available strictly through the Home Performance with ENERGY STAR, Income Qualified Weatherization, and Multi-Family offerings. The AC Tune-Up offering will provide a comprehensive set of solutions including DR-enabled smart thermostats and cross-promotion with EasyCool.

Direct Load Control (EasyCool)

Offering Description

The Direct Load Control (EasyCool) offering is an opt-in load control initiative that allows Energy Smart to cycle off a participant's home central air conditioner condenser during peak demand hours throughout cycling season. The events run for four hours (typically from 2 p.m. – 6 p.m.) and cycles the condenser on and off every 15 minutes. Participating customers are incentivized after each cooling season with a \$40 incentive check. During cycling events, the AC unit is sent a signal to activate the switch. The EasyCool offering is designed to reduce demand load at peak times in the cooling season.

Offering Highlights

The EasyCool offering far exceeded the kW targets in both the Algiers and New Orleans territories. Energy Smart executed five cycling events in PY9 during the cycling season which runs from June through September. A total of 1,969 control devices were cycled in PY9. The program saw an increase in enrollments in PY9 due to better brand awareness and marketing tactics such as business reply cards and community outreach. The partnership with NOBTS allowed the Energy Smart team to install switches on all their units which was the first large complex to participate in the offering.

The Energy Smart team stopped installing switches at the end of Q3 as the program began planning to evolve EasyCool from demand load control switches to demand response enabled smart thermostats. In preparation for this design change, Energy Smart began focusing on installing smart thermostats in Q4.

Algiers:

- A total of 112 devices were installed during the program year.
- A total of 181 devices were cycled during the program year.
- The offering reached 449.78% of the kW target, achieving 374.53 kW.

New Orleans:

- A total of 974 devices were installed during the program year.
- A total of 1,788 devices were cycled during the program year.
- The offering reached 334.45% of the kW target, achieving 3,699.77 kW.

Table 10.1: EasyCool Cycling Events

DIRECT LOAD CONTROL CYCLING EVENTS					
Date	6/26/2019	7/9/2019	8/8/2019	8/29/2019	9/4/2019
Start Time (hours)	1400 hrs				
End Time	1830 hrs				
# Devices Controlled	1,617	1,687	1,865	1,920	1,939
Cycle Strategy	50% (15 min on/off)				

Offering Budget and Savings

Table 10.2

DIRECT LOAD CONTROL (EASYCOOL)	COST			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%
Algiers DLC	\$5,920	\$12,040	49.17%	-	374.53	N/A
N.O. DLC	\$60,000	\$159,960	\$37.51%	-	3,699.77	N/A

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

In PY10, EasyCool offering will evolve to a bring your own thermostat (“BYOT”) approach to demand response. The modified EasyCool offering will enable customers with new or existing connected smart thermostats to enroll in BYOT, and the program will cycle their thermostats during peak demand events. The BYOT offering will allow the Energy Smart EasyCool offering to tap into the growing base of connected thermostats in Orleans Parish and leverage the aggregation as a grid resource for peak reduction. Energy Smart will offer smart thermostats through many program offerings and channels to build the base of thermostats and fully integrate energy efficiency and demand response.

School Kits & Education

Offering Description

Energy Smart School Kits and Education is an offering for middle and high school students that combines in-class education programming and a free Energy Smart Starter Kit for students to bring home and install with their parents. Kits consisted of four 9-watt LED light bulbs, two 15-watt LED light bulbs, one low-flow shower head, one low-flow kitchen sink aerator, one low-flow bathroom sink aerator and one water flow bag.

Offering Highlights

The School Kits offering achieved 189,473 in verified gross kWh savings in Algiers and 916,861 kWh in New Orleans, reaching 102.05% and 102.53% of goal respectively. In PY9, the Energy Smart team delivered 4,969 kits to students in their classrooms at 55 schools and meal sites during the beginning of the COVID-19 crisis. The team reached out to all public schools with 6th grade classes, several high schools and about a third of the scholarship schools in Orleans Parish. Methods included phone, email and in-person visits to each campus. The decentralized nature of the Orleans Parish School District makes it more difficult to reach students than within other parishes in Louisiana.

Each school received two visits by Energy Smart staff instructors and included content aligned with the Louisiana Student Standards for Science. The educational content included fun, hands-on activities such as a skit with costumes about how electricity reaches a customer's home, information about the importance of conserving electricity, the bicycle generator and the home retrofit game.

The changes to the School Kit offering in PY9 included a new in-class activity for high school students to encourage critical thinking about energy decision-making and the role of energy efficiency in their lives. The team also partnered with the Youth Program Quality Intervention (YPQI) study to help improve learning experiences and classroom practices. Through the study, the Energy Smart team is making small process changes to ensure delivery of the highest quality youth programming with outcomes that are most impactful to students.

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

Projected lifetime savings indicate that the kits installed will produce 452,964,986 kWh in New Orleans and 93,606,897 kWh in Algiers.

Algiers:

- A total of 851 kits were distributed during the program year.
- The offering reached 102.05% of the kWh goal, achieving 189,473 kWh.
- The offering reached 167.90% of the kW target, achieving 31.23 kW.

New Orleans:

- A total of 4,118 kits were distributed during the program year.
- The offering reached 102.53% of the kWh goal, achieving 916,861 kWh.
- The offering reached 202.86% of the kW target, achieving 151.13 kW.

Table 11.1

DATE	SCHOOL NAME	RESPONSE RATE	KITS DIST.	FORMS RETURNED
1/9/2019	New Orleans Charter Science & Math High School	50%	123	62
1/15/2019	Audubon Charter School	76%	50	38
1/15/2019	Lusher High School	86%	150	129
1/18/2019	McDonough #32 Literacy Charter School	54%	35	19
1/24/2019	Phillis Wheatley Community School	53%	270	142
1/28/2019	International School of Louisiana	99%	132	117
2/1/2019	Dr. Martin Luther King Jr. Charter School for Science and Technology	55%	125	69
2/5/2019	Sophie B. Wright Charter School	56%	186	104
2/5/2019	St. Alphonsus	72%	32	23
2/15/2019	Fannie C. Williams	100%	55	55
2/19/2019	St. Michael's Special School	42%	12	5
2/25/2019	Paul Habans Charter School	60%	85	51
3/11/2019	KIPP Central City Academy	56%	120	73
3/12/2019	Lawrence D Crocker College Prep	63%	60	38
3/14/2019	Lake Forest Charter Elementary School	100%	80	80
3/22/2019	St. Augustine High School	75%	135	114
3/25/2019	Eleanor McMain Charter Secondary School	63%	79	50
4/11/2019	KIPP Renaissance High School	45%	150	68
4/11/2019	KIPP Booker T. Washington High School	66%	120	79
5/10/2019	Alice Harte Charter School	61%	84	51

9/5/2019	St. Joan of Arc	66%	32	21
9/6/2019	Ben Franklin Elementary	78%	90	70
9/9/2019	New Orleans Adventist Academy	75%	8	6
9/19/2019	Fannie C. Williams Charter School	79%	62	49
9/27/2019	St. Augustine High School	77%	130	100
10/3/2019	St. Rita Catholic School	41%	27	11
10/4/2019	Joseph A Craig Charter School	55%	33	18
10/4/2019	LB Landry-OP Walker College and Career Preparatory High School	0%	150	0
10/14/2019	Einstein Charter Middle School	77%	150	115
10/17/2019	Andrew H Wilson Charter School	78%	160	124
11/1/2019	Audubon Charter School	77%	35	27
11/4/2019	KIPP Central City Academy	47%	130	61
11/7/2019	ReNEW Schaumburg Elementary	0%	90	0
11/7/2019	Abramson Sci Academy	63%	120	75
12/2/2019	New Orleans Charter Science & Math High School	65%	40	26
12/12/2019	Bauhaus	0%	10	0
12/9/2019	ReNEW SciTech Academy	0%	150	0
1/17/2020	Audubon Charter School (Montessori)	100%	45	45
1/28/2020	International School of Louisiana	0%	116	0
1/17/2020	L.B. Landry-O.P. Walker College and Career Preparatory High School	45%	150	67
2/3/2020	Lake Forest Charter Elementary School	92%	77	71
2/3/2020	GW Carver High School	0%	211	0
2/17/2020	New Harmony High School	56%	45	25
3/3/2020	Dr. Martin Luther King Jr. Charter School	0%	90	0
3/4/2020	Esperanza Charter School	0%	63	0
3/5/2020	Rosenwald Collegiate Academy	0%	145	0
3/6/2020	FirstLine Live Oak	0%	81	0
3/9/2020	Arise Academy	0%	80	0
3/10/2020	Homer A. Plessy Community School	0%	27	0
3/13/2020	Akili Academy of New Orleans	0%	80	0
3/16/2020	KIPP Booker T. Washington High School	0%	30	0
3/26/2020	Homer A. Plessy Community School - Meal distribution	0%	27	0
3/26/2020	Harriet Tubman Charter School - Meal Distribution	0%	107	0
3/30/2020	Cut-Off Rec Center - Meal Distribution	0%	95	0

Offering Budget and Savings

Table 11.2

SCHOOL KITS & EDUCATION OFFERING	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers School Kits & Education	\$22,992	\$30,230	76.06%	198,453	189,473	95.47%	23.49	31.23	132.95%
N.O. School Kits & Education	\$118,159	\$140,824	83.91%	960,318	916,861	95.47%	113.66	151.13	132.97%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

The Energy Smart team experienced greater challenges with lower form return rates in PY9 compared to previous years. In PY10, the team will work to provide clearer communication about expectations with teachers regarding the homework return forms.

In response to the COVID-19 pandemic, the team will consider options for providing virtual lessons, kits and activities mailed to students' homes and take additional measures to follow CDC guidelines.

In future program years, the Energy Smart team will also evaluate opportunities for revising the kit measures.

Green Light New Orleans

Offering Description

Green Light New Orleans (GLNO) installs energy-efficient lighting for residents utilizing volunteers. GLNO installed energy efficient CFL and LED light bulbs in homes throughout Orleans Parish in PY9.

Offering Highlights

The Green Light New Orleans offering achieved 6,711 in verified gross kWh savings in Algiers and 39,938 kWh in New Orleans. The Energy Smart team installed a total of 1,935 light bulbs during PY9, of which 1,735 were CFLs and 200 were LEDs.

Algiers:

- A total of 287 measures were installed during the program year.
- The offering achieved 6,711 kWh and 1.39 kW.

New Orleans:

- A total of 1,648 measures were installed during the program year.
- The offering achieved 39,938 kWh and 8.25 kW.

Table 12.1

TERRITORY	TOTAL LAMPS	CFLS	LEDS
New Orleans	1,648	1,491	157
Algiers	287	244	43
Total	1,935	1,735	200

Offering Budget and Savings

Table 12.2

GREEN LIGHT	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers Green Light	\$631	\$537	117.64%	6,414	6,711	104.63%	1.33	1.39	104.51%
N.O. Green Light	\$3,626	\$78,607	4.61%	38,292	39,938	104.30%	7.92	8.25	104.17%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

In PY10, the Energy Smart team will leverage Green Light New Orleans to build greater awareness of the program and bring greater energy savings opportunities.

Behavioral (Scorecard)

Offering Description

Scorecard is a behavioral offering that provides customers with information regarding potential ways to lower their electric bills. The offering launched as a residential energy savings behavioral pilot in January 2017. Approval for release of the new Energy Smart Scorecard, revised to an opt-out distribution model, began on May 2, 2018 with an initial treatment group of 25,000 customers, in addition to the previously registered participants from the opt-in phase. The distribution then increased to 50,000 recipients in Q2. At the end of December 2018, Energy Smart adjusted its Scorecard distribution list to include all Energy New Orleans customers for whom a direct email address has been provided. In total, the Scorecard offering had 112,593 participants.

Offering Highlights

Highlights

The Scorecard offering achieved 1,598,066 in verified gross kWh savings in Algiers and 9,848,470 kWh in New Orleans, reaching 110.60% and 115.12% of goal respectively. The offering progressed smoothly through PY9 with a trend in open rates which grew steadily from an 18% open average in Q1 to a more than 30% open average by the end of Q4.

For most of Q1 and Q2, scorecards were sent without significant modification. The offering also experienced the resolution of two incidents. Specifically, in late Q1, two technical issues were identified and resolved.

- 1. Weather Data:** The process that generated scorecards was unable to complete successfully because of a change in the data format from the weather provider. Unfortunately, this failure occurred at a point in our code that did not generate an error message and the team was unaware that emails were not being distributed. In response, the team added specific logging to alert when there was a weather data failure for any zip code to avoid similar issues going forward.
- 2. High Bounces:** All Scorecards are blind copied to an internal mailbox for reference and troubleshooting purposes. On 2/6/19, that internal mailbox became full and started generating bounces for every message, which resulted in inaccurate data metrics. New stats are accurate.

The customers who missed their scorecard one month received it the following month as scheduled. The team opted not to send two scorecards in a row (one from the last month and one from the current month) to avoid confusion resulting from multiple similar emails arriving at the same time.

The open rates for PY9 were high when compared to previous years. Beginning with the last send of Q2, the open rates for Scorecards began to reach the 30% mark, which was a trend that continued consistently throughout Q3 and led to a high of 42.7% opened in early August. These numbers were supported by the fact that the advertisement for the Company’s ReNEWable Orleans residential rooftop solar program, which was included in the late Q3 Scorecards, created an overwhelming response.

In the last week of Q3, the Energy Smart Scorecard sends were temporarily paused due to an unexpected series of meter exchanges that took place within the group due to the Company’s deployment of Advanced Meter Infrastructure (AMI). The Scorecard was configured to assume one meter per billing cycle thus creating an incomplete usage comparison to previous periods. A configuration/change/update process was required to address the multiple billing records per bill period with multiple meters. In all other areas, Q3 Scorecards were sent on schedule without issue.

The Scorecard offering progressed through Q4 2019 without remarkable modification. The open rates for Scorecards in Q4 continued to be above 30%. Scorecard sends were paused temporarily at the end of Q3/beginning of Q4 to ensure that proper data was being recorded and sent to customers who received a new AMI meter in the middle of their billing cycle. For example, if the first part of their bill was data from their original meter and the second part was data from their newly installed meter, the Scorecard needed to aggregate that data. The team was able to successfully aggregate the data.

Table 13.1

BEHAVIORAL (SCORECARD)	ENERGY SAVINGS (kWh)		
	Pre-Evaluated	Evaluated	%
Algiers Scorecard	-	1,598,066	N/A
N.O. Scorecard	-	9,848,470	N/A

Participation

Following are the delivery metrics of the distribution of Scorecards each week starting on January 4th, 2019 through the last week of the Q4, December 27th in descending order.

Table 13.2

SEND DATE	TYPE	COUNT	% OF SEND
12/27/2019	Send	16330	100
12/27/2019	Delivery	15560	95.28
12/27/2019	Open	5724	35.05
12/27/2019	Click	59	0.36
12/27/2019	Bounce	839	5.14

12/27/2019	Complaint	1	0.01
12/27/2019	Unsubscribe	4	0.02
12/13/2019	Send	61198	100
12/13/2019	Delivery	57122	93.34
12/13/2019	Open	15098	24.67
12/13/2019	Click	234	0.38
12/13/2019	Bounce	4282	7
12/13/2019	Complaint	10	0.02
12/13/2019	Unsubscribe	3	0
11/22/2019	Send	20923	100
11/22/2019	Delivery	19161	91.58
11/22/2019	Open	6807	32.53
11/22/2019	Click	86	0.41
11/22/2019	Bounce	1821	8.7
11/22/2019	Complaint	2	0.01
11/15/2019	Send	22949	100
11/15/2019	Delivery	21669	94.42
11/15/2019	Open	7089	30.89
11/15/2019	Click	58	0.25
11/15/2019	Bounce	1334	5.81
11/15/2019	Unsubscribe	80	0.35
11/8/2019	Send	64002	100
11/8/2019	Delivery	59745	93.35
11/8/2019	Open	17849	27.89
11/8/2019	Click	180	0.28
11/8/2019	Bounce	4411	6.89
11/8/2019	Complaint	7	0.01
10/25/2019	Send	72426	100
10/25/2019	Delivery	68102	94.03
10/25/2019	Open	22995	31.75
10/25/2019	Click	248	0.34
10/25/2019	Bounce	4509	6.23
10/25/2019	Complaint	12	0.02
10/18/2019	Send	310	100
10/18/2019	Delivery	297	95.81
10/18/2019	Open	100	32.26
10/18/2019	Click	1	0.32
10/18/2019	Bounce	14	4.52
10/11/2019	Send	30234	100
10/11/2019	Delivery	28378	93.86
10/11/2019	Open	11122	36.79
10/11/2019	Click	210	0.69
10/11/2019	Bounce	1963	6.49
10/11/2019	Complaint	4	0.01

9/20/2019	Send	52140	100
9/20/2019	Delivery	49090	94.15
9/20/2019	Open	18337	35.17
9/20/2019	Click	417	0.8
9/20/2019	Bounce	3187	6.11
9/20/2019	Complaint	5	0.01
9/6/2019	Send	34432	100
9/6/2019	Delivery	31992	92.91
9/6/2019	Open	9836	28.57
9/6/2019	Click	168	0.49
9/6/2019	Bounce	2548	7.4
9/6/2019	Complaint	8	0.02
8/30/2019	Send	9584	100
8/30/2019	Delivery	9152	95.49
8/30/2019	Open	4019	41.93
8/30/2019	Click	60	0.63
8/30/2019	Bounce	466	4.86
8/23/2019	Send	33103	100
8/23/2019	Delivery	30952	93.5
8/23/2019	Open	13964	42.18
8/23/2019	Click	250	0.76
8/23/2019	Bounce	2253	6.81
8/23/2019	Complaint	4	0.01
8/16/2019	Send	28670	100
8/16/2019	Delivery	26743	93.28
8/16/2019	Open	9916	34.59
8/16/2019	Click	264	0.92
8/16/2019	Bounce	1998	6.97
8/16/2019	Complaint	6	0.02
8/16/2019	Unsubscribe	8	0.03
8/9/2019	Send	20060	100
8/9/2019	Delivery	18728	93.36
8/9/2019	Open	6909	34.44
8/9/2019	Click	172	0.86
8/9/2019	Bounce	1389	6.92
8/9/2019	Complaint	2	0.01
8/9/2019	Unsubscribe	16	0.08
8/2/2019	Send	15792	100
8/2/2019	Delivery	15122	95.76
8/2/2019	Open	6887	43.61
8/2/2019	Click	136	0.86
8/2/2019	Bounce	742	4.7
8/2/2019	Complaint	1	0.01
8/2/2019	Unsubscribe	10	0.06

7/26/2019	Send	14263	100
7/26/2019	Delivery	13573	95.16
7/26/2019	Open	6109	42.83
7/26/2019	Click	106	0.74
7/26/2019	Bounce	739	5.18
7/26/2019	Complaint	2	0.01
7/26/2019	Unsubscribe	8	0.06
7/12/2019	Send	91778	100
7/12/2019	Delivery	86617	94.38
7/12/2019	Open	36880	40.18
7/12/2019	Click	446	0.49
7/12/2019	Bounce	5443	5.93
7/12/2019	Complaint	14	0.02
7/12/2019	Unsubscribe	32	0.03
7/5/2019	Send	82	100
7/5/2019	Delivery	75	91.46
7/5/2019	Open	30	36.59
7/5/2019	Bounce	7	8.54
6/21/2019	Send	5915	100
6/21/2019	Delivery	5296	89.54
6/21/2019	Open	1834	31.01
6/21/2019	Click	22	0.37
6/21/2019	Bounce	631	10.67
6/21/2019	Complaint	1	0.02
6/21/2019	Unsubscribe	3	0.05
6/7/2019	Send	29654	100
6/7/2019	Delivery	27769	93.64
6/7/2019	Open	5474	18.46
6/7/2019	Click	83	0.28
6/7/2019	Bounce	1960	6.61
6/7/2019	Complaint	9	0.03
6/7/2019	Unsubscribe	10	0.03
5/31/2019	Send	13574	100
5/31/2019	Delivery	12939	95.32
5/31/2019	Open	5049	37.2
5/31/2019	Click	64	0.47
5/31/2019	Bounce	677	4.99
5/31/2019	Complaint	4	0.03
5/31/2019	Unsubscribe	4	0.03
5/24/2019	Send	38883	100
5/24/2019	Delivery	36898	94.89
5/24/2019	Open	7226	18.58
5/24/2019	Click	121	0.31
5/24/2019	Bounce	2072	5.33

5/24/2019	Complaint	6	0.02
5/24/2019	Unsubscribe	9	0.02
5/10/2019	Send	27547	100
5/10/2019	Delivery	25656	93.14
5/10/2019	Open	5012	18.19
5/10/2019	Click	78	0.28
5/10/2019	Bounce	1948	7.07
5/10/2019	Complaint	5	0.02
5/10/2019	Unsubscribe	9	0.03
5/3/2019	Send	25683	100
5/3/2019	Delivery	24241	94.39
5/3/2019	Open	4579	17.83
5/3/2019	Click	59	0.23
5/3/2019	Bounce	1532	5.97
5/3/2019	Complaint	2	0.01
5/3/2019	Unsubscribe	32	0.12
4/26/2019	Send	34325	100
4/26/2019	Delivery	32755	95.43
4/26/2019	Open	6624	19.3
4/26/2019	Click	86	0.25
4/26/2019	Bounce	1675	4.88
4/26/2019	Complaint	4	0.01
4/26/2019	Unsubscribe	14	0.04
4/12/2019	Send	18589	100
4/12/2019	Delivery	17380	93.5
4/12/2019	Open	3294	17.72
4/12/2019	Click	50	0.27
4/12/2019	Bounce	1259	6.77
4/12/2019	Complaint	3	0.02
4/12/2019	Unsubscribe	6	0.03
4/5/2019	Send	40212	100
4/5/2019	Delivery	37988	94.47
4/5/2019	Open	6969	17.33
4/5/2019	Click	98	0.24
4/5/2019	Bounce	2334	5.8
4/5/2019	Complaint	6	0.01
4/5/2019	Unsubscribe	3	0.01
3/22/2019	Send	19228	100
3/22/2019	Delivery	18466	96.04
3/22/2019	Open	3949	20.54
3/22/2019	Click	57	0.3
3/22/2019	Bounce	817	4.25
3/22/2019	Complaint	4	0.02
3/22/2019	Unsubscribe	4259	22.15

3/15/2019	Send	70675	100
3/15/2019	Open	12742	18.03
3/15/2019	Click	195	0.28
3/15/2019	Bounce	4334	6.13
3/15/2019	Complaint	22	0.03
3/15/2019	Unsubscribe	18	0.03
2/15/2019	Send	5408	100
2/15/2019	Open	699	12.93
2/15/2019	Click	9	0.17
2/15/2019	Bounce	283	5.23
2/15/2019	Unsubscribe	2	0.04
2/1/2019	Send	43723	100
2/1/2019	Open	6557	15
2/1/2019	Click	94	0.21
2/1/2019	Bounce	2133	4.88
2/1/2019	Complaint	17	0.04
2/1/2019	Unsubscribe	19	0.04
1/25/2019	Send	21296	100
1/25/2019	Open	3873	18.19
1/25/2019	Click	52	0.24
1/25/2019	Bounce	896	4.21
1/25/2019	Complaint	9	0.04
1/25/2019	Unsubscribe	8	0.04
1/18/2019	Send	23761	100
1/18/2019	Open	4455	18.75
1/18/2019	Click	70	0.29
1/18/2019	Bounce	1021	4.3
1/18/2019	Complaint	7	0.03
1/18/2019	Unsubscribe	4	0.02
1/11/2019	Send	24949	100
1/11/2019	Open	4520	18.12
1/11/2019	Click	87	0.35
1/11/2019	Bounce	1219	4.89
1/11/2019	Complaint	3	0.01
1/11/2019	Unsubscribe	6	0.02
1/4/2019	Send	25562	100
1/4/2019	Open	4528	17.71
1/4/2019	Click	88	0.34
1/4/2019	Bounce	1063	4.16
1/4/2019	Complaint	2	0.01
1/4/2019	Unsubscribe	21	0.08

Planned or Proposed Changes to Offering

Beginning in PY10, the Behavioral offering will transition to a Home Utility Report/Scorecard (HURs) through ENO's new Customer Engagement Portal (CEP). Residential customers will receive a monthly HUR that compares their residence 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. The new Opt-In Rewards offering will enable 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.



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Portfolio Performance

Table 15.1

COMMERCIAL & INDUSTRIAL OFFERINGS	VERIFIED GROSS kWh	kWh GOAL	% TO kWh GOAL	kW SAVINGS	kW TARGET*	% TO kWh TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Small C&I	480,276	670,037	71.68%	59.59	107.60	55.38%	\$43,734	\$125,829	34.76%
Algiers – Large C&I	1,117,025	797,046	140.15%	54.68	117.40	46.58%	\$113,930	\$132,962	85.69%
Algiers – PFI	244,868	251,013	97.55%	7.29	38.50	18.94%	\$28,815	\$51,865	55.56%
N.O. – Small C&I	7,742,239	6,230,963	124.25%	892.11	1,098.10	81.24%	\$953,695	\$1,206,945	79.02%
N.O. – Large C&I	26,108,379	24,805,586	105.25%	2,141.72	3,914.80	54.71%	\$2,827,908	\$3,535,727	79.98%
N.O. – PFI	3,217,443	2,927,922	109.89%	56.59	430.20	13.15%	\$363,881	\$446,882	81.43%
Total	38,910,230	35,682,567	109.05%	3,211.98	5,706.60	56.29%	\$4,331,963	\$5,500,210	78.76%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Savings reflect verified gross savings as documented in ADM’s Evaluation, Measurement and Verification (EM&V) report.

Small Commercial Solutions

Offering Description

The Small Commercial & Industrial (Small C&I) offering provides small businesses with the opportunity to achieve energy savings for their facility by implementing prescriptive, custom or Small Business Direct Install projects. Commercial customers with a peak demand of less than 100 kW are considered eligible for Small C&I incentives.

Offering Highlights

The Small Commercial & Industrial offering achieved 480,276 in verified gross kWh savings in Algiers and 7,742,239 kWh in New Orleans, reaching 71.68% and 124.25% of goal respectively. In PY9, there were 130 projects implemented on the East Bank and 14 projects in Algiers, compared to 119 projects on the East Bank and 11 projects in Algiers in PY8.

- Targeted Outreach to Specific Market Segments and Territories
 - Generating participation in Algiers has continued to be challenging but the Energy Smart team has taken a more direct approach to engaging with customers in the Algiers territories. The team encouraged the Small Business Direct Install trade allies to focus their attention to the Algiers territory and performed direct outreach to customers.
- Small Business Direct Install
 - The Energy Smart team introduced the Small Business Direct Install (SBDI) offering in September 2019. Through the SBDI offering, small business customers can receive higher incentive rates for one-for-one retrofits or replacements installed by an approved SBDI Trade Ally. There was a total of 29 SBDI projects in PY9 which resulted in a total gross energy savings of 705,606 kWh. Out of a total of 180 prescriptive measures installed in PY9, 78 measures or 43% were installed as part of the Small Business Direct Install offering.
- Custom Incentive Bonus
 - Energy Smart offered a custom incentive bonus at the end of PY9 to encourage program participation. The incentive bonus was released in early November and offered an additional \$0.03 per kWh saved for all custom projects submitted on or after the announcement date and completed by the end of PY9.

- The bonus increased the Small C&I custom incentive rate to \$0.15/kWh for both lighting and non-lighting projects.
- The bonus was successful in encouraging participation for Small C&I customers and issued an additional \$221,169.35 in program incentives for these customers. The custom incentive bonus further reduced the upfront cost associated with these projects which is often a challenge for Small C&I customers.

Table 16.1

Project Components	Count of Project Components	Gross kWh Savings	% of Savings Contribution
Lighting	476	8,007,853	97.0%
Refrigeration	5	51,902	0.6%
HVAC	5	7,783	0.1%
Controls	5	190,726	2.3%
Total	491	8,258,264	100%

Table 16.2

Project Type	Total Incentives	Total Project Costs	% Covered
Custom Lighting	\$867,049	\$2,073,418	41.82%
Custom Non-Lighting	\$20,548	\$23,720	86.63%
Prescriptive	\$34,570	\$134,857	25.63%
Total	\$922,167	\$2,231,995	41.32%

Algiers:

- A total of 44 measures were installed during the program year.
- The offering reached 71.68% of the kWh goal, achieving 480,276 kWh.
- The offering reached 55.38% of the kW target, achieving 59.59 kW.

Table 16.2

Program Component	Count of Measures	Gross kWh Savings
Prescriptive	16	186,442
Custom	28	296,638
Total	44	483,080

New Orleans:

- A total of 447 measures were installed during the program year.
- The offering reached 124.25% of the kWh goal, achieving 7,742,239 kWh.
- The offering reached 81.24% of the kW target, achieving 892.11 kW.

Program Component	Count of Measures	Gross kWh Savings
Prescriptive	135	839,149
Custom	312	6,936,035
TOTAL	447	7,775,183

Offering Budget and Savings

Table 16.3

SMALL COMMERCIAL	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers Small Commercial	\$43,734	\$125,829	34.76%	483,080	480,276	99.42%	60.06	59.59	99.22%
N.O. Small Commercial	\$953,695	\$1,206,945	79.02%	7,775,183	7,742,239	99.58%	907.33	892.11	98.32%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

The Energy Smart team plans to introduce several changes to the Small C&I offering in PY10, through enhanced and expanded program measures and offerings. Several new prescriptive measures will be offered, including exterior lighting measures, packaged terminal air conditioners and heat pumps, commercial duct sealing, A/C and heat pump tune-ups, chiller replacements, night covers, strip curtains, solid door refrigerators and freezers, window film, commercial kitchen equipment, advanced power strips, vending machine controls and low-flow showerheads. All non-24/7 lighting will be offered through the prescriptive pathway. The prescriptive process will streamline participation by eliminating the need for calculated energy savings that is required for custom measures.

Energy Smart will offer energy efficiency incentives for customers who purchase and install DR-enabled smart thermostats. This will support a new demand response offering for small business customers that will allow ENO to control the customer's smart thermostat during periods of peak demand. Customers will receive demand response incentives for enrolling in the demand response offering and for annual participation.

In PY10, the program will also launch Small Business Kits as an entry-point into the program. Eligible customers will be able to receive a kit that they can self-install and information about other ways to participate in Energy Smart.

Energy Smart will launch a dedicated New Construction offering that will incentivize customers to adopt and implement energy efficient design and construction that goes beyond the originally established design baseline. Eligible projects include ground-up construction, additions and expansions, gut rehabs and “warm shell” projects. The program will engage customers during design to encourage energy efficiency design improvements.

The PY9 custom incentive bonuses will also be honored in PY10 for those participants who would have been able to complete their projects in PY9 had it not been for the COVID-19 pandemic.

Large Commercial & Industrial Solutions

Offering Description

The Large Commercial and Industrial Solutions (Large C&I) offering is designed to provide qualifying non-residential customers with financial incentives to assist with the purchase and installation of energy efficient technologies that produce verifiable savings. Customers are considered eligible for the Large C&I offering if they have a peak demand of 100 kW or greater and incentives are available for these customers.

Offering Highlights

The Large C&I offering achieved 1,117,025 in verified gross kWh savings in Algiers and 26,108,379 kWh in New Orleans, reaching 140.15% and 105.25% of goal respectively. In PY9, the Energy Smart team continued to encourage projects that incorporated non-lighting measures in order to generate deeper energy savings. In PY9, there were 126 projects in New Orleans and 2 projects in Algiers compared to 90 projects implemented in New Orleans and 3 projects in the Algiers territory in PY8.

- Targeted Outreach to Specific Market Segments and Territories
 - Marketing and outreach efforts to Large C&I customers has continued to be a high priority for the Energy Smart team in PY9. Email blasts and paid digital search campaigns were utilized to educate Large C&I customers about the program incentive caps available to Large C&I customers with multiple facilities.
 - The Energy Smart team performed direct outreach to customers and targeted the hospitality industry, higher education institutions, hospitals, property management companies and real estate brokers in order to further encourage participation in the program. The team reached broad audiences through presentations at association meetings and industry events and engaged customers individually.
- Custom Incentive Bonus
 - Energy Smart offered a custom incentive bonus at the end of PY9 to encourage program participation. The incentive bonus was released in early November and offered an additional \$0.03 per kWh saved for all custom projects submitted on or after the announcement date and completed by the end of PY9.
 - The bonus increased the Large C&I custom incentive rate to \$0.12/kWh for lighting and \$0.15/kWh for non-lighting projects.

- The bonus was successful in encouraging participation for Large C&I customers and issued an additional \$822,222 in program incentives for these customers. The custom incentive bonus covered a greater percentage of the project cost to improve the customer's return on investment and reduce payback times, which are key motivators for Large C&I customer participation.

Table 17.1

Project Components	Count of Project Components	Gross kWh Savings	% Of Savings Contribution
Lighting	509	19,105,663	70.1%
Refrigeration	1	11,283	0.0%
HVAC	11	1,807,731	6.6%
Controls	24	5,640,917	20.7%
Motors	2	109,307	0.4%
Miscellaneous	4	572,105	2.1%
Total	551	27,247,005	100%

Table 17.2

Project Type	Total Incentives	Total Project Costs	% Covered
Custom Lighting	\$1,306,442	\$3,138,006	41.63%
Custom Non-Lighting	\$761,573	\$5,204,061	14.63%
Prescriptive	\$45,286	\$197,765	22.90%
Total	\$2,113,301	\$8,539,832	24.75%

Algiers:

- A total of 4 measures were installed during the program year, all of which were custom.
- The offering reached 140.15% of the kWh goal, achieving 1,117,025 kWh.
- The offering reached 46.58% of the kW target, achieving 54.68 kW.

New Orleans:

- A total of 547 measures were installed during the program year.
- The offering reached 105.25% of the kWh goal, achieving 26,108,379 kWh.
- The offering reached 54.71% of the kW target, achieving 2,141.72 kW.

Table 17.3

PROGRAM COMPONENT	COUNT OF MEASURES	GROSS KWH SAVINGS
Prescriptive	55	878,736
Custom	492	25,250,801
Total	547	26,129,538

Offering Budget and Savings

Table 17.4

LARGE C&I	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers Large C&I	\$113,930	\$132,962	85.69%	1,117,468	1,117,025	99.96%	54.70	54.68	99.96%
N.O. Large C&I	\$2,827,908	\$3,535,727	79.98%	26,129,538	26,108,379	99.92%	2,118.28	2,141.72	101.11%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes to Offering

There are several program changes and additions planned for PY10 to enhance and expand program measures and offerings. The Energy Smart team will introduce new incentive caps. Customers will be eligible to receive up to \$150,000 in program incentives per account per year, with a maximum of \$50,000 for lighting incentives and \$100,000 for non-lighting incentives. This account cap is a substantial increase from the account cap in PY9 which limited customers to \$100,000 per account. The overall customer cap will also see a substantial increase from \$250,000 to \$500,000 which will allow Large C&I customers with multiple facilities to maximize the amount of energy savings projects they can implement in a program year.

Several new prescriptive measures will be offered, including exterior lighting measures, packaged terminal air conditioners and heat pumps, commercial duct sealing, A/C and heat pump tune-ups, chiller replacements, night covers, strip curtains, solid door refrigerators and freezers, window film, commercial kitchen equipment, advanced power strips, vending machine controls and low-flow showerheads. All non-24/7 lighting will be offered through the prescriptive pathway. The prescriptive process will streamline participation by eliminating the need for calculated energy savings that is required for custom measures.

The Retro-Commissioning (RCx) offering will be redesigned to provide a more streamlined process and higher incentives to encourage program participation. The new RCx offering will provide financial incentives to cover the cost of RCx studies and services so there is no cost to the customer. Upfront costs were often cited as the reason customers do not ultimately move forward with an RCx project and this enhancement is designed to remove barriers to participation. Projects will also receive incentives for implementing upgrades and for verifying the energy savings.

Energy Smart will launch a dedicated New Construction offering that will incentivize customers to adopt and implement energy efficient design and construction that goes beyond the originally established design baseline. Eligible projects include ground-up construction, additions and expansions, gut rehabs and “warm shell” projects. The program will engage customers during design to encourage energy efficiency design improvements.

Commercial Real Estate will be a target sector that focuses on class A and B office buildings, which have been identified as having a high savings potential. The Energy Smart team will use targeted outreach to meet the needs of the commercial real estate decision makers.

The Energy Smart team will continue to promote the Energy Advisor support service for owners of multi-tenant buildings through benchmarking with ENERGY STAR Portfolio Manager. The Energy Advisor will provide qualifying customers with comprehensive energy efficiency assistance that includes building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support.

Beginning in PY10, Energy Smart will also introduce a new demand side management offering specifically targeted at larger (100kW and up) commercial and industrial customers. The automated program allows customers to participate in energy events, and earn a financial incentive while doing so, without any on-site support.

The PY9 custom incentive bonuses will also be honored in PY10 for those participants who would have been able to complete their projects in PY9 had it not been for the COVID-19 pandemic.

Publicly Funded Institutions

Offering Description

The Publicly Funded Institutions (PFI) offering provides financial incentives and technical services to encourage publicly funded customers to implement energy-saving measures. The PFI offering is designed to help this customer segment overcome barriers to energy improvement, such as higher first cost of efficiency equipment and a lack of technical knowledge or resources. The PFI program supports government building participation by carving out a budget specifically for these institutions that in previous years were unable to participate, as funds were exhausted by the time municipalities were able to plan, approve and execute energy efficiency projects.

Offering Highlights

The Publicly Funded Institutions offering achieved 244,868 in verified gross kWh savings in Algiers and 3,217,443 kWh in New Orleans, reaching 97.55% and 109.89% of goal respectively. In PY9, there were 15 projects completed in New Orleans and one project completed in Algiers compared to 24 projects in New Orleans and one project in Algiers. Although the number of projects decreased in PY9, the total energy savings was up 29% compared to PY8.

- Partnership with Green Coast Enterprises
 - APTIM has continued to work closely with Green Coast Enterprises to facilitate energy efficiency projects for Publicly Funded Institutions in the New Orleans and Algiers territories. Green Coast completed several projects with the City of New Orleans as well as with churches and schools in PY9 which brought in a total of 14 projects which resulted in gross energy savings of 6,588,798 kWh.
- Custom Incentive Bonus
 - Energy Smart offered a custom incentive bonus at the end of PY9 to encourage program participation. The incentive bonus was released in early November and offered an additional \$0.03 per kWh saved for all custom projects submitted on or after the announcement date and completed by the end of PY9.
 - The bonus increased the PFI custom incentive rate for large customers to \$0.12/kWh for lighting and \$0.15/kWh for non-lighting projects. The bonus increased the rates for small customers to \$0.14/kWh for all projects, both lighting and non-lighting.

- The bonus was successful in encouraging participation for PFI customers and issued an additional \$110,798 in program incentives for these customers. The custom incentive bonus further reduced the upfront cost associated with these projects which is often a challenge for PFI customers.

Table 18.1

Project Components	Count of Projects	Gross kWh Savings	% Of Savings Contribution
Lighting	29	1,153,433	33.44%
Controls	6	2,296,103	66.56%
Total	35	3,449,536	100%

Table 18.2

Project Type	Total Incentives	Total Project Costs	% Covered
Custom Lighting	\$83,245.06	\$97,068.29	85.76%
Custom Non-Lighting	\$79,643.03	\$105,899.70	75.21%
Prescriptive	\$899.00	\$2,288.21	39.29%
Total	\$163,787.09	\$205,256.20	79.80%

Algiers:

- A total of 7 measures were installed during the program year.
- The offering reached 97.55% of the kWh goal, achieving 244,868 kWh.
- The offering reached 18.94% of the kW target, achieving 7.29 kW.

Table 18.3

Program Component	Count of Measures	Gross kWh Savings
Prescriptive	1	5,346
Custom	6	239,523
Total	7	244,869

New Orleans:

- A total of 28 measures were installed during the program year.
- The offering reached 109.89% of the kWh goal, achieving 3,217,443 kWh.
- The offering reached 13.15% of the kW target, achieving 56.59 kW.

Table 18.4

Program Component	Count of Measures	Gross kWh Savings
Prescriptive	2	16,408
Custom	26	3,188,260
Total	28	3,204,667

Program Budget and Savings

Table 18.5

PUBLICLY FUNDED INSTITUTIONS	COST			ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)		
	Spend	Budget	%	Pre-Evaluated	Evaluated	%	Pre-Evaluated	Evaluated	%
Algiers Publicly Funded	\$28,815	\$51,865	55.56%	244,869	244,868	100.00%	8.40	7.29	86.79%
N.O. Publicly Funded	\$363,881	\$446,882	81.43%	3,204,667	3,217,443	100.40%	81.88	56.59	69.11%

Table reflects verified gross energy savings achievement from ADM's Evaluation, Measurement and Verification (EM&V) findings relative to pre-evaluated savings reported by TPA.

Planned or Proposed Changes Offering

There are several program changes and additions planned for PY10 to enhance and expand program measures and offerings. The Energy Smart team will introduce new incentive caps. Customers will be eligible to receive up to \$150,000 in program incentives per account per year, with a maximum of \$50,000 for lighting incentives and \$100,000 for non-lighting incentives. This account cap is a substantial increase from the account cap in PY9 which limited customers to \$100,000 per account. The overall customer cap will also see a substantial increase from \$250,000 to \$500,000 which will allow Large C&I customers with multiple facilities to maximize the amount of energy savings projects they can implement in a program year.

Several new prescriptive measures will be offered, including exterior lighting measures, packaged terminal air conditioners and heat pumps, commercial duct sealing, A/C and heat pump tune-ups, chiller replacements, night covers, strip curtains, solid door refrigerators and freezers, window film, commercial kitchen equipment, advanced power strips, vending machine controls and low-flow showerheads. All non-24/7 lighting will be offered through the prescriptive pathway. The prescriptive process will streamline participation by eliminating the need for calculated energy savings that is required for custom measures.

The Retro-Commissioning (RCx) offering will be redesigned to provide a more streamlined process and higher incentives to encourage program participation. The new RCx offering will provide financial incentives to cover the cost of RCx studies and services so there is no cost to the customer. Upfront costs were often cited as the reason customers do not ultimately move forward with an RCx project and this enhancement is designed to remove barriers to participation. Projects will also receive incentives for implementing upgrades and for verifying the energy savings.

Energy Smart will launch a dedicated New Construction offering that will incentivize customers to adopt and implement energy efficient design and construction that goes beyond the originally established design baseline. Eligible projects include ground-up construction, additions and expansions, gut rehabs and “warm shell” projects. The program will engage customers during design to encourage energy efficiency design improvements.

Beginning in PY10, Energy Smart will also introduce a new demand side management offering specifically targeted at larger (100kW and up) commercial and industrial customers. The automated program allows customers to participate in energy events, and earn a financial incentive while doing so, without any on-site support.

The PY9 custom incentive bonuses will also be honored in PY10 for those participants who would have been able to complete their projects in PY9 had it not been for the COVID-19 pandemic.



MARKETING, OUTREACH & ENGAGEMENT



Marketing and Outreach

The first quarter of PY9 was primarily focused on updating application forms and collateral for the new program year as well as developing new marketing tactics to increase awareness and participation in the program. Residential marketing efforts centered on promoting the EasyCool offering by emphasizing the benefits of participating through various channels including community outreach, install leave-behinds, direct mail and social media. Supporting marketing collateral was developed including a Refer-A-Friend door hanger and a Business Reply Card (BRC) that was sent to 24,000 residential customers. The team revised commercial collateral to reflect new incentive caps, simplify the infographic showing the steps to participate, streamline the prescriptive incentive rate chart and reflect any updates to program statistics. New creative assets such as a full color print ad, big checks for award presentations and a new quarterly Trade Ally Newsletter were also developed. A marketing calendar was launched to track all marketing and outreach tactics across the residential and C&I portfolios. In addition, the team developed a strategic outreach plan to target key customer segments by quarter.

In Q2, Energy Smart was awarded a Gold Hermes Award in the Electronic Media/Social Media/Website category for the new program website. The team focused on improving communications and overall engagement with customers. Residential messaging focused on EasyCool and Home Performance with ENERGY STAR. The team reached residential customers through the EasyCool pre-season letters and referral postcards, Google digital and paid search campaigns, Facebook ads and community outreach events. The general residential Energy Smart brochure was also updated and translated into Spanish and Vietnamese to better reach and serve diverse communities throughout Orleans Parish. The team reached business customers through full color print ads, Google paid search campaigns and customer e-blasts. Direct customer outreach efforts were focused on higher education, commercial property management companies, large consumers and hospitals. For outreach events, the Energy Smart team developed segment specific presentations to ensure the content was current and relevant to the event and the attendees.

In Q3, the Energy Smart team focused on enhancing program offerings and processes and growing customer participation. In July, a Business Reply Card was sent to 25,000 residential customers to promote the EasyCool offering. This effort was augmented by an email to an additional 2,500 residential customers in Algiers. Nurture email campaigns were utilized to generate new residential leads after EasyCool marketing was paused in mid-August due to a shift in program delivery from demand load control devices to demand response smart thermostats. The team developed new marketing assets for the new Small Business Direct Install offering and the Energy Smart Energy Advisor Support Service. The Energy Smart team secured an interview between Entergy New Orleans and Preservation in Print

magazine for an article on 'Finding ways to reduce, reuse and recycle in historic buildings.' The article ran in the September issue of Preservation in Print and mentioned the commercial offerings and benefits of the Energy Smart program. Commercial outreach efforts focused on higher education, commercial property management companies, hospitals, large consumers and small C&I in Algiers. The Energy Smart team focused on nurturing leads generated from program presentations at outreach events, attendance and presentations at association meetings and referrals from partnerships with local organizations. Several leads were generated from the program presentations given to the Louisiana Society of Healthcare Facility Managers and the Greater New Orleans Hotel and Lodging Association.

In Q4, the Energy Smart team focused on closing out certain offerings and projects while continuing to increase the project pipeline due to the PY9 extension. Residential marketing focused on promoting the Home Performance with ENERGY STAR® and Income Qualified Weatherization (IQW) offerings utilizing various marketing tactics such as email and nurture campaigns, smart thermostat giveaways at outreach events and Google display and search ads. Table-top signs were developed for use at outreach events to incentivize enrollments. In October, messaging about Energy Efficiency Month was added to the website. In November, the team launched an integrated digital campaign to promote HPwES which included email as well as Facebook and Google display and search ads. A nurture email cadence was also established to offer smart thermostats to customers in gas-heated homes who had previously participated in the HPwES and LIW offerings. The Energy Smart team participated in The Total Power Pilot run by Total Community Action in partnership with Entergy. The Energy Smart team conducted one-on-one counseling with participating customers to reduce their bills and help families become energy self-reliant. Business marketing focused on promoting a custom incentive bonus as well as sending email campaigns, running full color print ads and implementing paid search campaigns. The Energy Smart team enhanced the Small Business Direct install offering for SBDI trade allies by co-branding the SBDI overview with service provider logos and developing SBDI service provider badges. The program released a new case study on the University of New Orleans to showcase the numerous energy efficiency upgrades made throughout their campus. The Urban League of Louisiana invited the program to sit on a panel at the 2019 Women in Construction Convening: The Power of Connectivity Conference in October and to present a program overview at their annual Opportunities Outlook 2020 for DBE Contractors event in December.

During the Q5 extension period, the team continued to build awareness and drive participation in the program to meet additional savings goals and build the pipeline for PY10. Residential marketing focused on driving enrollments in the HPwES and LIW offerings and developing a new online marketplace. The marketplace is an e-commerce site where residential customers can purchase energy-efficient products

and have them shipped directly to their homes. A digital retargeting campaign was targeted at customers who visited the HPwES landing page but did not complete the sign-up form. The team also supported new calendar year activities such as badge updates and planned outreach activities with Homeowner Associations throughout the city. In February, retail lighting promotions were launched for LED bulbs in Walmart and Costco stores. Commercial marketing focused on closing out PY9 commercial projects, finding quick-turn projects for the extension period and building the pipeline for PY10. Marketing and tactics consisted of Google paid search and print advertising in business publications.

Residential Marketing and Outreach

Highlights

In PY9, the Energy Smart team focused on engaging customers in the entire suite of Energy Smart offerings.

In PY9, the residential marketing and outreach strategy included the following objectives:

- Continue customer experience measurement through engagement metrics and customer satisfaction analytics.
- Use Omnichannel Marketing to ensure deeper customer education and awareness by utilizing multiple tactics across traditional and digital mediums.
- Focus on customer education/awareness to promote the EasyCool, HPwES and LIW offerings.
- Target cross-program promotional opportunities to ensure active customers are offered additional opportunities for energy savings.

The Energy Smart team actively sought ways to expand the customer experience upon entering the program and expanded on word-of-mouth and referral opportunities. The Energy Smart team developed and deployed yard signs to encourage neighbor-to-neighbor referrals during assessments. Signs were also developed to promote Energy Smart participation and attendance at Homeowner Association meetings.

The key factor in overall program success in PY9 was utilizing an omnichannel marketing approach to promote Energy Smart. With an emphasis on digital tactics, the program team implemented email campaigns, digital and search ad campaigns, provided monthly articles to the Circuit e-newsletter with a focus on seasonal content, paid Facebook ad campaigns and video marketing.

Multiple messaging channels were used to ensure that customers were aware of all available offerings.

Marketing Collateral

- Residential General Overview
- EasyCool Installation Door Hanger
- EasyCool Preseason Envelope
- EasyCool Refer-A-Friend Postcard
- EasyCool 'Do Not Remove' Sticker
- EasyCool Videos
- EasyCool Overview
- EasyCool FAQ Sheet
- HPwES Assessment Guide
- HPwES Participation Certificate
- HPwES Starter Kit Installation Guide
- Retail Lighting and Appliance Rebate Forms

- LED Infographic Sign
- Homeowners Association Yard Sign
- Assessment Referral Yard Sign

Marketing Tactics

- Eblasts regarding program updates targeting residential customers
- Trade Ally newsletters
- Google Paid Search ads April 9, 2019 – June 1, 2019
 - Impressions: 728,014
 - Clicks: 722
- Google Paid Search ads November 4, 2019 – December 21, 2019
 - Impressions: 3,948
 - Clicks: 104
- Google Paid Search ads November 7, 2019 – December 19, 2019
 - Impressions: 127,208
 - Clicks: 203

Table: 21.1 Residential Eblasts & Trade Ally Newsletters

EMAIL NAME	DATE SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
Trade Ally Newsletter Feb 2019	2/6/2019	51.40%	17.10%	33.30%
EasyCool Survey Email Feb 2019	2/20/2019	57.20%	23.30%	40.70%
A/C Tune Up Survey Email Mar 2019	3/13/2019	31.40%	6.90%	22.00%
Trade Ally Newsletter May 2019	5/29/2019	53.10%	7.80%	14.70%
Algiers EasyCool Email Jun 2019	6/6/2019	22.00%	1.20%	5.60%
Trade Ally Newsletter Jul 2019	7/11/2019	62.50%	9.40%	15.00%
Trade Ally Advisory Group Reminder Jul 2019	7/25/2019	47.30%	4.40%	9.30%
Trade Ally Newsletter Sep 2019	9/16/2019	47.80%	10.00%	20.90%
Nurture Email - A/C Tune-Up Participants Sep 2019	9/19/2019	17.80%	4.80%	26.80%
Trade Ally Notice A/C Tune-Up Oct 2019	10/14/2019	54.30%	0.00%	0.00%
Trade Ally Advisory Group Meeting and Training Reminder Email Oct 2019	10/24/2019	56.00%	6.60%	11.80%
HPWES Promo for Kit Participants Oct 2019	10/29/2019	31.70%	3.50%	10.90%
HPWES Campaign Nov 2019	11/12/2019	22.20%	0.30%	1.50%
Trade Ally Rebate Regression Notification Nov.2019	11/21/2019	55.20%	10.30%	18.80%
Save The Date: Energy Smart 2020 Trade Ally Kick-Off Dec 2019	12/2/2019	54.00%	0.00%	0.00%
Trade Ally Newsletter Dec 2019	12/6/2019	51.70%	10.30%	20.00%
Smart Tstat Promo Dec 2019	12/11/2019	15.60%	0.00%	0.00%
Smart Tstat Promo Follow Up Dec 2019	12/16/2019	33.50%	3.70%	11.00%

Trade Ally Program Year Extension Notification Email Jan 2020	12/26/2019	48.80%	0.00%	0.00%
Trade Ally Advisory Group Reminder Jan 2020	1/10/2020	42.20%	0.00%	0.00%
Trade Ally Newsletter January 2020	1/31/2020	45.80%	15.70%	34.20%
Trade Ally Financing Options Webinar Notification Feb 2020	2/11/2020	42.70%	12.20%	28.60%
Trade Ally Newsletter March 2020	3/19/2020	50.00%	3.00%	6.10%
Program Year 10 Trade Ally Kickoff Apr 2020	3/26/2020	48.50%	15.20%	31.30%

Table 21.2: PY9 Circuit Newsletter Metrics

DATE	SCHEDULED RECIPIENTS	DELIVERY RATE	OPEN RATE (NEWSLETTER INTEREST)	CLICK-TO-OPEN RATE (DETAILED CONTENT INTEREST)	UNIQUE OPENS	UNIQUE CLICKS	CLICK RATE
1/17/2019	104626	99.48%	19.57%	7.05%	20,370	1,437	1.38%
2/19/2019	105249	99.49%	17.72%	6.27%	18,553	1,164	1.11%
3/19/2019	105619	98.68%	19.33%	10.01%	20,141	2,016	1.93%
4/16/2019	105124	98.41%	27.20%	11.55%	28,139	3,251	3.14%
5/19/2020	93,969	98.82%	28.53%	8.74%	26,805	2,342	2.52%
6/18/2019	94,277	99.28%	27.75%	10.15%	26,164	2,656	2.84%
7/23/2019	94,952	99.61%	27.67%	7.80%	26,274	2,050	2.17%
8/20/2019	95,708	99.59%	27.49%	6.62%	26,308	1,742	1.83%
9/17/2019	94,650	98.69%	25.41%	6.17%	24,050	1,483	1.59%
10/22/2019	95,880	99.14%	21.71%	6.44%	20,820	1,340	1.41%
11/20/2019	95,952	99.52%	24.93%	11.56%	23,918	2,764	2.89%
12/17/2019	95,661	99.35%	24.10%	7.13%	23,056	1,643	1.73%
1/21/2020	93,441	97.25%	24.86%	8.99%	23,233	2,088	2.30%
2/25/2020	95,349	99.43%	22.13%	4.83%	21,097	1,018	1.07%
3/19/2020	98,094	99.39%	43.51%	11.27%	42,676	4,810	4.93%

Residential Customer Satisfaction

Understanding program performance and customer satisfaction are vital to Energy Smart's success, as a significant amount of program participation comes from word-of-mouth marketing. In PY9, surveys continued to be deployed via BRC and online link to ensure continuous customer feedback for program improvement. The team benchmarks these numbers and reviews them quarterly to both ensure high program satisfaction and find ways to continuously improve the customer journey. Surveys were deployed all year via leave behind survey cards that can be returned through postage-paid mail or completed online. Customer satisfaction across all programs showed positive responses with most customers highly satisfied as well as highly likely to recommend Energy Smart to their friends or colleagues. Detailed customer responses highlighted their appreciation of the professionalism and knowledge of the energy auditor, their satisfaction with the offerings and interest in additional opportunities to lower their bills and save more energy.

Across the Energy Smart offerings, customer satisfaction regarding the service, installation, safety and enrollment process consistently ranged between 7 and 10, with 10 being highly satisfied. Areas for improvement in PY10 will focus on customer enrollment and communication with program and trade ally staff. Trade ally communication with the customer will continue to be highly monitored with quality assurance throughout the year to ensure customers are responded to in a timely manner. The team will use the motivational responses received by customers in PY9 to inform strategies to increase customer engagement in PY10. These motivators included saving money on their utility bill and helping the environment. Increasing customer engagement within the Energy Smart program will include enhanced opportunities for customers to provide survey responses via online submissions and HPwES kit inserts.

Table 21.3: Customer Satisfaction Survey Results - HPwES/IQW/MF

QUESTION	HPWES	IQW	MF
Overall, how satisfied are you with the offering?	8.22	9.80	9.94
How satisfied were you with the professionalism of the energy advisor?	7.70	9.69	9.94
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	7.74	9.60	9.94
How satisfied are you with the safety measures taken by the energy advisor? (Used ladder, wore gloves, had on safety glasses, etc.).	7.69	9.85	9.94
How satisfied were you with the energy-efficient products installed?	8.03	10.00	9.94

QUESTION	HPWES	IQW	MF
How likely are you to implement changes recommended by the energy advisor?	7.74	9.40	N/A
How satisfied were you with the enrollment and scheduling process?	7.58	9.35	N/A
How likely is it that you would recommend the program to a friend or colleague?	8.08	10.00	10.00
Top motivation to participate in the offering.	Wanted to reduce my utility bill.	Wanted to reduce my utility bill.	Items and audit were free of charge/Wanted to help the environment/Wanted to reduce my utility bill.

*Scoring is based on question response average

Table 21.4: EasyCool Customer Satisfaction Survey Results

QUESTION	EASYCOOL SCORES*
Overall, how satisfied are you with the offering?	9.24
The energy advisor completing the work was professional.	9.27
The amount of time to complete the work was satisfactory.	9.25
The energy advisor worked in a safe manner (Used ladder, wore gloves, had on safety glasses, etc.).	9.14
The energy advisor left the site neat and clean - free from any debris.	9.28
How likely is it that you would recommend the program to a friend or colleague?	9.13
Average Customer Response on Program Satisfaction	9.24
Top motivation to participate.	Wanted to reduce my utility bill.

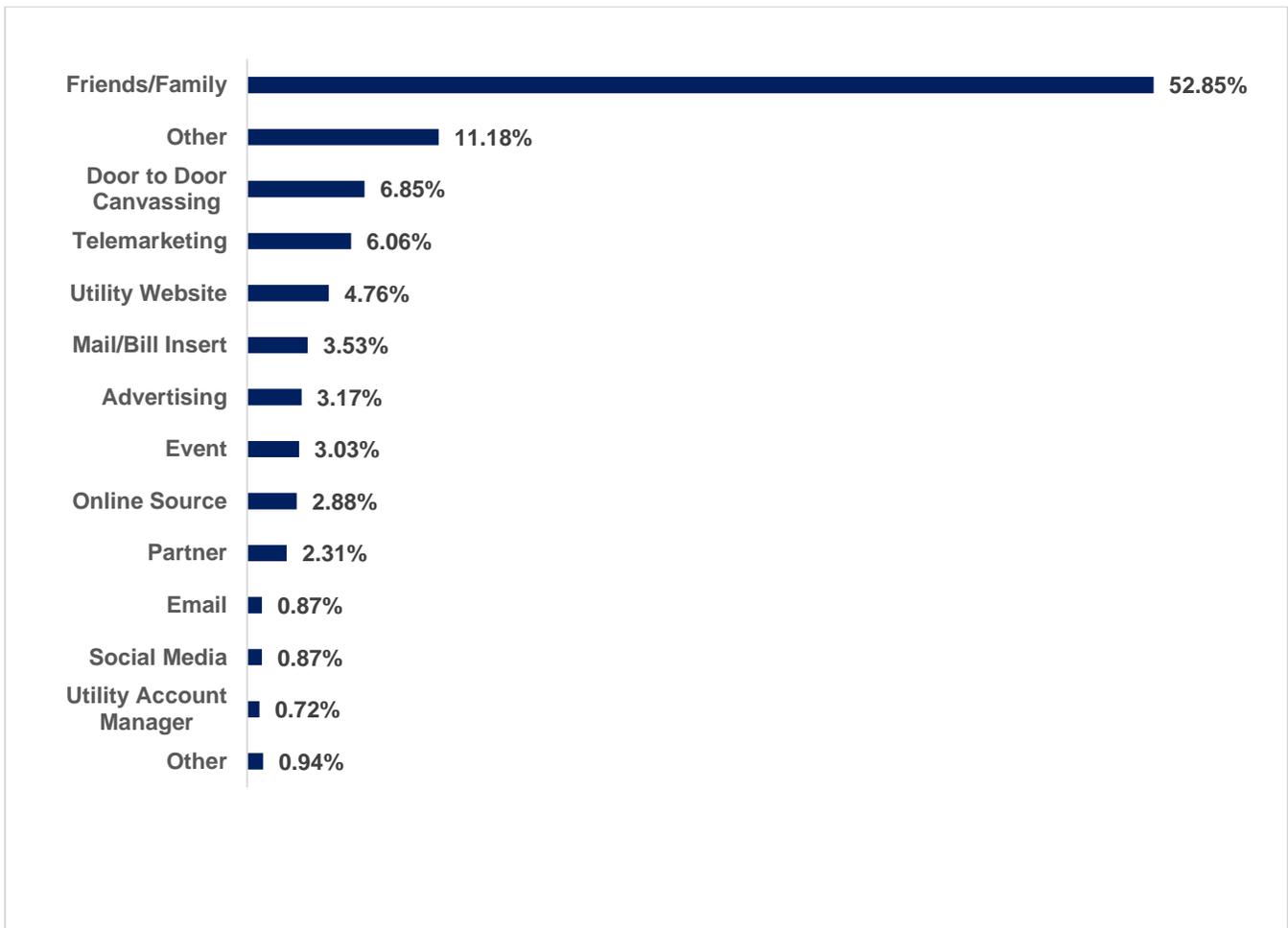
*Scoring is based on question response average

Table 21.5: A/C Tune-Up Customer Satisfaction Survey Results

QUESTION	A/C TUNE-UP SCORES*
Overall, how satisfied are you with the A/C Tune-up offering?	9.39
How satisfied were you with the professionalism of the trade ally?	9.3
How satisfied are you with the safety measures taken by the trade ally? (Used ladder, wore gloves, had on safety glasses, etc.)	9.42
How satisfied were you with the quality of service provided by your trade ally?	9.35
How satisfied were you with the enrollment and scheduling process?	9.25
The energy advisor left the site neat and clean - free from any debris.	9.25
How likely is it that you would recommend the program to a friend or colleague?	9.75
Top motivation to participate.	Wanted to reduce my utility bill.

*Scoring is based on question response average

Chart 21.1 Lead Sources



The Energy Smart team tracked residential customer participation using identified lead marketing sources for customers that included contractor, community event/outreach, customer service center, email, friends and family/word-of-mouth marketing, direct mail, utility referrals, social media, the Energy Smart website and traditional advertising. The highest performing lead sources for PY9 included referral sources such as contractors and family and friends. Outreach events continued to be another important lead source for the program. The team will continue to support word-of-mouth marketing which remains a top source for lead generation.

Proposed Plans for PY10

Marketing plans in PY10 will build upon the achieved objective of building program awareness through engaging content articles in the Circuit e-newsletter and radio announcements, increased digital marketing targeting including paid display ads, increasing customer referral and word-of-mouth through an incentivized referral program. Plans will also include video testimonials, Homeowners Association

outreach, educating the customer base through monthly energy efficiency tips, product leave-behinds and customer case studies. Marketing efforts will be responsive to the COVID-19 pandemic and the team will shift most of the focus to supporting the online marketplace where customers can order energy efficient products sent to their home. The Customer Engagement Portal (CEP) will be an additional remarketing tool in PY10. The CEP uses customer-specific data to make recommendations to increase the efficiency of a customer's home. In PY10, the efficiency programs will begin leveraging data collected from the CEP to market programs to customers. The Energy Smart team will also focus on school outreach events to support distant learning with branded energy efficiency workbooks.

Community Outreach

Highlights

Throughout PY9, The Energy Smart team attended 163 community outreach events, or about 11 per month. These activities included fairs and festivals, neighborhood groups and energy efficiency workshops in all City Council Districts and in both the New Orleans and Algiers territories. Total visibility at events was 122,445 participants which significantly exceeded the 20,000-participant goal. The Energy Smart team collected 848 customer leads through 3,950 individual conversations. In these community interactions, the Energy Smart team encouraged residents to sign up for an initial assessment in the Home Performance with ENERGY STAR, Low Income Audit & Weatherization and EasyCool offerings.

Community outreach varies depending on the season, with sharp increases after Mardi Gras and in the Fall, which is the most active time for fairs and festivals. Venues included large events like the Urban League School Expo as well as smaller venues like neighborhood churches, the Entergy Customer Care Centers and neighborhood events like Hike Fest on the Lafitte Greenway.

The Energy Smart team attended four separate series of topically similar meetings in different locations in the City. The meeting series included senior centers, Entergy Rate Case meetings, the Mayor's Affordable Housing Tour and the Entergy Customer Care centers. At each event, there were dozens to hundreds of civic-minded, engaged citizens. By speaking to customers in comfortable and familiar settings the team was able to have meaningful, substantive conversations about Energy Smart with both past and future participants.

In addition to community events for adults, the Energy Smart team also taught students at five summer camps and distributed materials and LED bulbs to campers to take home to their families. At several commercial locations, the Energy Smart team installed prescriptive measures as part of teaching workshops, with a focus on small businesses in Algiers.

The Energy Smart team also worked with the commercial trade ally program staff to develop workforce recruitment and education through the existing Green Professional Certification program. Several staff members earned trainer certification to teach Urban Green’s Green Professional (GPRO) 2-day class and offer nationally recognized certification upon completion.

The Energy Smart team also began signing up families enrolled in The Total Power Pilot run by Total Community Action in partnership with Entergy. Each family received one-on-one counseling from an Energy Smart team member to reduce their bills and help families become energy self-reliant.

Table 21.6

COUNCIL DISTRICT	NUMBER OF EVENTS	ATTENDANCE
A	21	1,584
B	70	38,742
C	29	1,745
D	25	2,509
E	18	1,910
Total	163	46,490

Review

In PY9, the Energy Smart team spent more time on thematic events and workshops as they were expected to result in higher lead conversion rates. The Energy Smart team was able to increase the number of events from the previous year and increase visibility numbers. Overall, the team successfully conducted outreach efforts in each City Council district and both the Algiers and New Orleans territories.

The Energy Smart team engaged in new efforts that led to greater community reach that will likely create more opportunities in future program years. Some of these efforts included new outreach to summer campers, expanded opportunities with Total Community Action programs and job training.

Commercial Marketing and Outreach

Highlights

In PY9, the Energy Smart team implemented several commercial marketing and outreach tactics to raise awareness of the program and incentive offerings to drive participation among the business community in both East Bank and Algiers territories. Segments targeted within the business community included higher education, hotels, hospitals, architectural firms, commercial real estate and commercial property managers. Key tactics included implementing a commercial and industrial focused advertising campaign, developing a new SBDI offering and implementing an end of year bonus.

Throughout PY9, the Energy Smart team developed new marketing collateral to support new offerings such as Small Business Direct Install and the Energy Advisor Support Service, a new role to assist owners of multi-tenant buildings with building performance analysis. The team updated the website to include the new trade ally searchable database, the Small Business Direct Install landing page and the new case study on the University of New Orleans energy efficiency projects. Existing collateral was revised to reflect program changes such as updating the project caps infographic to reflect the new \$100,000 project caps for non-lighting projects and simplifying the 'steps to learn' incentives infographic.

Paid advertising increased in PY9 with the launch of targeted advertising campaigns messaging the benefits of the Energy Smart program to commercial and industrial customers. Advertising channels consisted of print ads in local business journals and paid Google search campaigns. The program received added value through its media buys in the form of bonus distribution of publications with Energy Smart ads at the Tulane Business Forum on October 4, 9th Annual Real Estate & Economic Forecast Symposium on October 16 and the New Orleans Entrepreneur Week conference March 23 – March 27, 2020. The Energy Smart program also received earned media in PY9 with articles appearing in Biz New Orleans.com and Preservation in Print publication.

Email marketing was heavily utilized throughout PY9. E-blasts were developed and implemented targeting small and large C&I customers, healthcare, higher education, architectural firms and C&I trade allies. Program content was published in e-newsletters from Downtown Development District, Stay Local, Greater New Orleans Hotel and Lodging Association and New Orleans Chamber of Commerce.

Outreach efforts focused on presenting program overviews to trade associations, organizations and direct customer outreach. Industry specific presentations were developed and presented to ensure the content was relevant to the event and the attendees. A presentation delivered to the Louisiana Society of Healthcare Facility Managers in Baton Rouge on May 10, 2019 was developed in collaboration with Energy Smart, Entergy Louisiana Entergy Solutions and Green Coast Enterprises. It showcased the

program offerings for both Energy Smart and Entergy Solutions and detailed the benefits of implementing energy efficiency measures in healthcare facilities. The presentation was well received and resulted in several valuable hospital and three healthcare leads. Three other leads came from the July 9, 2019 Greater New Orleans Hotel and Lodging Association presentation.

The Urban League of Louisiana invited the program to sit on a green building panel at the 2019 Women in Construction Convening: The Power of Connectivity Conference in October and to present a program overview at the Urban League of Louisiana's annual Opportunities Outlook 2020 for Disadvantaged Business Enterprise (DBE) Contractors seminar, held in December. Energy Smart also participated in an E-Source webinar for energy efficiency professionals in March 2020.

Marketing Collateral

- Commercial & Industrial Overview
- Prescriptive Overview
- RCx Overview
- Business Leave-Behinds
- Small Business Direct Install Overview
- Small Business Direct Install Request for Qualifications
- SBDI Service Provider Badges
- Trade Ally Network Overview
- Trade Ally Tiering Overview
- Energy Advisor Support Service Overview
- Check Inserts
- Presentation Checks
- Color print ads
- Digital paid search ad copies
- Program content for targeted C&I customers Eblasts
- University of New Orleans case study

Marketing Tactics

- Sent program content for inclusion in association e-newsletters such as:
 - The Green Project
 - Greater New Orleans Hotel and Lodging Association
 - New Orleans Chamber of Commerce
 - USGBC

- New Orleans Agenda
- Biz New Orleans
- Chamber of Commerce event calendar
- StayLocal
- New Orleans Metropolitan Association of Realtors
- Renewed memberships in following associations:
 - StayLocal
 - New Orleans Chamber of Commerce
 - LifeCity
- Eblasts regarding program updates targeting commercial and industrial customers and trade allies
- Trade Ally newsletters
- Entergy New Orleans and Biz New Orleans interview on April 17
 - Article ran April 22 in Biz New Orleans newsletter
- Print ads in local publications
- Google Paid Search ads
- Developed program content and static digital ad for:
 - NOLA Ready Website and social media page
 - Archdioceses newsletter

Table: 22.1 C&I Eblasts & Newsletters

NAME	DATE SENT	OPEN RATE	CTR
Eblast To Higher Education Cohort Regarding Higher Education Cohort Meeting	2/1/2019	43%	1%
Eblast To Trade Allies on Q1 Trade Ally Advisory Group Meeting	2/5/2019	59%	13%
Trade Ally Quarterly E-Newsletter	2/19/2019	51%	1%
Eblast To Trade Allies for Peer-To-Peer Trade Ally Training	3/22/2019	41%	2%
Eblast To Trade Allies on Lighting Application Tips Discussion	4/01/2019	49%	3%
Eblast to C&I Customers Regarding Energy Smart Program and The Nola Energy Challenge	4/04/2019	16%	.2%
Q2 Trade Ally Newsletter	4/10/2019	46%	3%

Eblast To Healthcare Segment on Energy Smart Incentives for The Healthcare Industry	4/23/2019	27%	7%
Eblast to C&I and TAs Regarding Energy Smart Mid-Year Announcements	5/03/2019	27%	1%
Eblast to Higher Ed Cohort Re: Higher Ed Cohort Meeting	5/06/2019	33%	12%
Eblast to TAs Regarding Energy Smart Efficiency Panel Discussion	5/29/2019	55%	5%
Email to Architectural Customers Regarding Energy Smart Incentives for Architectural Firms	6/27/2019	20%	0%
Q3 Trade Ally Newsletter	7/15/2019	45%	7%
Eblast to C&I Program Contacts Messaging the Retro-Commissioning Breakfast and Learn Meeting	7/29/2019	26%	13%
Eblast to Trade Allies Regarding Q3 Trade Ally Group Advisory Meeting Reminder	7/29/2019	50%	10%
Email Targeted to 31 Top Commercial Real Estate Producers Of 2018	8/05/2019	N/A	N/A
Eblast to C&I Customers Announcing the Launch of The New Combined Incentive Calculator	8/06/2019	39%	N/A
Eblast To East Bank Large C&I Customers on YTD Status on Program and Remaining Incentives	8/05/2019	19%	.9%
Eblast to Large C&I Participating Customers Messaging Retro-Commissioning Breakfast and Learn Meeting	8/08/2019	29%	3%
Eblast to Hospital Customers Announcing August Meeting for Healthcare Industry	8/08/2019	18%	N/A
Eblast to Trade Allies Announcing Launch of Searchable Trade Ally Database	8/13/2019	54%	11%
Eblast to Trade Allies Announcing Combined Incentive Calculator Webinar	9/04/2019	53%	7%
Eblast to Higher Education Contacts Regarding Q3 Higher Education Cohort Meeting	9/04/2019	40%	10%
Eblast to Registered Trade Allies Announcing the Small Business Direct Install Offering with Request for Qualification Form Attached	9/09/2019	54%	17%
Eblast To Trade Allies Announcing a Workforce Development Meet-N-Greet	9/13/2019	45%	2%
Eblast to Trade Allies Announcing Building Controls Trade Show and Opportunity to Table	10/01/2019	49%	5%
Q4 Trade Ally Newsletter	10/18/2019	46%	4%
Eblast to Trade Allies Regarding Q4 Trade Ally Group Advisory Meeting Reminder	11/04/2019	51%	6%
Eblast to Commercial and Industrial Customer Email List – Invitation to Building Automation Controls Trade Show	11/06/2019	32%	2%
Eblast to Trade Allies Messaging End of Year Incentive Bonus	11/19/2019	48%	2%

Eblast to Commercial and Industrial Customers Messaging End of Year Incentive Bonus	11/19/2019	32%	2%
Eblast to Trade Allies – Save the Date Invitation for 2020 Trade Ally Kick-Off Meeting	12/02/2019	57%	N/A
Eblast to Trade Allies Messaging PY9 Program Updates and Extension	12/24/2019	49%	2%
Eblast To Commercial and Industrial Customers Messaging PY9 Program Updates and Extension	12/24/2019	33%	.5%
January 2020 Trade Ally Newsletter	1/03/2020	34%	55%
Eblast To Trade Allies - Trade Ally Meeting Announcement	1/06/2020	50%	55%
Eblast On Prescriptive Measure Updates	1/10/2020	55%	55%
Eblast About Higher Education Cohort Meeting Announcement	1/23/2020	57%	36%
Eblast to Higher Education Cohort – Meeting Reminder	1/30/2020	46%	36%
Eblast to Trade Allies for April 8 Trade Ally Kick-Off Meeting	3/02/2020	64%	55%
Eblast to 14 Commercial Property Managers Announcing the Energy Smart Energy Advisor	3/02/2020	50%	37%
Eblast to Trade Allies Regarding Trade Ally Kick-Off Meeting Update	3/25/2020	49%	55%
Eblast to C&I Customers and TAs – Energy Smart Program Update	3/24/2020	52%	55%

Table: 22.2: Color ¼ Page Ad Print Advertising

PUBLICATION	DATE
Biz New Orleans	5/01/2019
City Business Journal	5/24/2019
Preservation in Print	6/01/2019
Biz New Orleans	8/01/2019
City Business Journal	8/16/2019
Preservation in Print	9/01/2019
City Business Journal	9/27/2019
Biz New Orleans	10/01/2019
Biz New Orleans	3/01/2020

Table: 22.3: Digital Advertising

CHANNEL	DATE	IMPRESSIONS	CLICKS	CALLS
Google Paid Search	5/8/2019 – 7/31/2019	4,729	209	46
Google Paid Search	1/10/2020 – 3/31/2020	5,512	656	542

Outreach Events, Presentations and Tactics

The Energy Smart team took a targeted approach to outreach during PY9 by defining key customers and segments to target by quarter. Segments were reached via presentations at industry meetings and direct customer outreach such as phone calls and meetings. The outreach team made over 300 outreach contacts via email and phone and attended 119 meetings and made 88 program presentations to customers and customer groups

Quarterly key segments are as follows:

Q1: Hotel and hospitality, higher education institutions, hospitals and Algiers businesses The Energy Smart team made over 50 outreach contacts via email, phone and attended or presented at 19 meetings to customers and customer groups.

Q2: Higher education institutions, hospitals, large C&I and commercial property management companies The Energy Smart team made over 180 direct outreach contacts via email, phone and attended or presented at 42 meetings to customers and customer groups.

Q3: Higher education institutions, hospitals, hotels and commercial real estate brokers The Energy Smart team made over 40 direct outreach contacts via email, phone and attended or presented at 17 meetings to customers and customer groups.

Q4: Focused on closing out projects in all sectors as well as continuing to fill the project pipeline to meet savings goals Direct outreach efforts to potential customers resulted in 23 potential leads. The Energy Smart team attended or presented at 28 meetings to customers and customer groups.

Q5: Small C&I in Algiers and closing out projects in all sectors The Energy Smart team made over 30 direct outreach contacts via email, phone and attended or presented at 14 meetings to customers and customer groups.

As highlighted in Table 22.4 below, the Energy Smart team attended numerous events and held presentations for industry groups.

Table: 22.4: Outreach Events/Presentations

DATE	EVENT
1/7/2019	Audubon Zoo
1/24/2019	LifeCity Love Your City Gala
2/2/2019	Chamber of Commerce
2/6/2019	Christian Unity Church
2/21/2019	Domain Companies
2/7/2019	Mo's Art Supply
2/12/2019	Higher Education Cohort Meeting

2/21/2019	Entergy Customer Service Managers Meeting
2/21/2019	Illuminating Engineering Society
2/21/2019	New Orleans Baptist Association
2/27/2019	Greater New Orleans Hotel and Lodging Association
2/27/2019	Financial Authority of New Orleans
2/27/2019	Gallo HVAC
3/11/2019	Xavier University
3/15/2019	TLC Engineering
3/19/2019	ASHRAE Meeting
3/20-21/2019	GPRO Training
3/21/2019	Marriott Engineering Business Council
3/25/2019	Crumb Engineering
3/25/2019	Gallo
4/1/2019	CX Customer Meeting
4/3/2019	USDA Meeting
4/4/2019	Ron Somerville Meeting
4/8/2019	Orleans Parish School Board Meeting
4/9/2019	NASA Michoud Meeting
4/9/2019	Convention Center Meeting
4/9/2019	Riverwalk Meeting
4/10/2019	Build NOLA Mobilization Fund Information Session
4/10/2019	Institute of Real Estate Management Meeting
4/12/2019	Norman Roussel Meeting
4/16/2019	Entergy Lunch & Learn Entergy
4/16/2019	ASHRAE Meeting
4/17/2019	Siemens Meeting
4/26/2019	Good Work Network Meeting
4/29/2019	Domain – Crescent Club Apartments
5/08/2019	Good Work Network Meeting
5/10/2019	Louisiana Society of Hospital Facility Managers
5/14/2019	Tulane University Business School Meeting
5/20/2019	University of New Orleans
5/21/2019	ASHRAE Meeting
5/22/2019	StayLocal Meeting
5/22/2019	Renaissance Publishing Business Networking Lunch
5/22/2019	St. George Church Meeting
5/22/2019	Touro Infirmary Meeting
5/28/2019	Children's Hospital
5/30/2019	NOLA Energy Challenge
5/30/2019	Renaissance Publishing Networking Event
5/31/2019	Goodwood Meeting
6/4/2019	University Medical Center
6/4/2019	International Facility Manager Association
6/5/2019	Entergy Customer Service Managers Storm Preparedness Meeting
6/5/2019	The Green Project Meeting

6/10/2019	MCC Hotel Meeting
6/11/2019	New Orleans Food Co-op Meeting
6/11/2019	Children's Hospital Meeting
6/11/2019	WDG Architects Meeting
6/11/2019	Jackson Barracks Meeting
6/12/2019	New Orleans Metropolitan Association of Realtors – Commercial Division
6/12/2019	SUNO Meeting
6/24/2019	City Park Meeting
6/25/2019	NOLA Energy Challenge Meeting
6/28/2019	Institute of Real Estate Management Luncheon
7/9/2019	Greater New Orleans Hotel and Lodging Association Presentation
7/11/2019	Preservation Resource Center of New Orleans Meeting
7/16/2019	Royal Sonesta Hotel Meeting
7/17/2019	University of New Orleans RCx Meeting
7/25/2019	StayLocal B2B Speed Meeting Event - tabled
7/31/2019	StayLocal B2B Business Trivia Event - tabled
8/13/2019	MAC Beauty Meeting
8/16/2019	Louisiana Association of Healthcare Facility Managers
8/21/2019	Greater New Orleans Inc. Meeting
8/22/2019	Archdiocese Head of Schools Meeting
8/22/2019	Ochsner Baptist Hospital Meeting
8/23/2019	Touro Infirmary Meeting
8/29/2019	PeeWee Crab Cakes Meeting
9/4/2019	St. Rita Catholic School
9/9/2019	New Orleans Surgical Center
9/12/2019	Marriott Engineering Business Council
9/23/2019	Max. J. Derbes, Inc. Realtors Meeting
10/3/2019	Capital One Meeting
10/8/2019	Waffle House Meeting
10/10/2019	IFMA Luncheon
10/17/2019	2019 Women in Construction Convening: The Power of Connectivity Conference
10/21/2019	Peter and Paul Bed and Breakfast Meeting
10/21/2019	Home Life Gardens Meeting
10/22/2019	Louisiana Endowment for the Humanities Meeting
10/24/2019	Holy Cross College Meeting
10/28/2019	VIET Meeting
10/28/2019	Newman High School Meeting
11/5/2019	ULI/NOLABA Real Estate Breakfast
11/11/2019	Cyndi Nguyen office at City Hall Meeting
11/12/2019	Ashe Cultural Center Meeting
11/19/2019	City Park Meeting
11/19/2019	ASHRAE New Orleans Chapter
11/21/2019	Longue Vue Gardens Meeting
12/2/2019	GNO Inc. Meeting

12/2/2019	Mt. Carmel Meeting
12/3/2019	Troubadour Hotel Meeting
12/4/2019	Chamber of Commerce Annual Luncheon
12/5/2019	VIET Meeting
12/9/2019	Louisiana Endowment for Humanities Meeting
12/15/2019	Total Community Action/Total Power Seminar
12/16/2019	Total Power Press Event
12/16/2019	Peche Restaurant Meeting
12/19/2019	STRIVE
12/19/2019	Old 77 Hotel
12/20/2019	Mt. Carmel Meeting
1/20/2020	Joel Pominville, ED of AIA New Orleans Chapter
1/20/2020	Alfred Groos GM Royal Sonesta
1/23/2020	Pete Sanchez - TCA
1/29/2020	City Park Meeting
1/31/2020	Devona Dolliole of Downtown Development District
1/31/2020	Cafe Reconcile
2/4/2020	Stay Local event -- "Review Redux: Engaging Your Customers. . ."
2/10/2020	African Baptist Church
2/24/2020	The Building
2/24/2020	Abbotts Frozen Custard
2/27/2020	Algiers Economic Development
3/9/2020	E-Source Presentation

Program Presentations

- Higher Education – 8 presentations
- Hospitality (Hotel/Restaurant) – 8 presentations
- Associations – 20 presentations
- Technical Groups – 7 presentations
- Property Management – 2 presentations
- Financial Groups – 3 presentations
- Religious Organizations – 1 presentation
- Publicly Funded Institutions – 1 presentation
- Direct Customer Outreach – 10 presentations
- Entergy Internal Groups – 1 presentation
- Healthcare – 5 presentations
- Non-Profit Organizations – 10 presentations
- Publicly Funded Institutions – 3 presentations
- Government – 6 presentations

- Retail – 1 presentation
- Entergy Internal Groups – 2 presentations

Higher Education Cohort

Energy Smart established a Higher Education Cohort in PY8 with the goal of developing a peer-to-peer exchange network that provides a forum for sharing effective methods for achieving energy savings as well as overcoming barriers to success. The Cohort provides a platform for collaboration to share knowledge, reduce barriers and promote effective strategies for making campuses more sustainable and energy efficient. On a quarterly basis, institutions are convened to report on current and future energy efficiency projects, share “hands on” knowledge about participation in Energy Smart, demonstrate leadership in the industry to their peers, identify the support they need to implement projects and also receive training on specific relevant topics. The cohort and ongoing engagement with this sector led to some application submittals and to an understanding of how to include Energy Smart into future capital projects for higher energy savings.

Table 22.5: Higher Education Cohort Meetings

DATE	LOCATION	TOPIC
Q5 – 2/11/2020	LSU Health Services	Energy Smart Program Updates; Higher Education Cohort Updates; Roundtable discussion
Q4 – 12/10/2019	Contemporary Arts Center	CANCELLED
Q3 – 9/17/2019	The Shop	Member Presentations; Energy Smart Program Updates; Green Revolving Fund Overview; Higher Education Cohort Updates; Roundtable discussion
Q2 – 5/14/2019	LSU Health Services	Member Presentations; Energy Smart Program Updates; Higher Education Cohort Updates; Roundtable discussion.
Q1 – 2/12/2019	Archdiocese of New Orleans	2018 Program Results; Best Practices for Senior Management Engagement in Energy Efficiency; Roundtable discussion; goals for 2019.

Participating Institutions and Organizations:

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

- Archdiocese of New Orleans
- New Orleans Baptist Association
- NOLA Public Schools
- Collegiate Academics

Proposed Plans for PY10

In PY10, extra effort will be placed on increasing program awareness and program participation to targeted C&I segments. The addition of new offerings, more attractive incentives and streamlining the process for participation will be a catalyst for growth. The Energy Smart team will focus on increasing advertising to include the use of digital advertising, target segment email marketing campaigns, customer video testimonials, expanding the breadth of case studies, direct commercial customer outreach, as well as leveraging association memberships to reach customers within specific industry sectors to promote the program. The team will also continue to support and develop the base of trade allies which are the largest drivers of customer awareness and participation. The Commercial and Industry marketing strategy will have the following objectives:

- Increasing program awareness and participation
- Educating customers about the benefits of energy efficiency
- Growing and supporting a robust, engaged and qualified trade ally network

Commercial & Industrial Customer Satisfaction

Customer satisfaction is one of the highest priorities for the Energy Smart Program. Surveying was conducted by Entergy New Orleans’ Third-Party Evaluator. Results showed that an overall satisfaction rate of 4.66 on a 5-point scale, with 5 indicating very high satisfaction. Individual customer satisfaction metrics also exhibited high satisfaction among customers. While results showed high satisfaction with the program and process, the Energy Smart team continuously works to improve and enhance the customer experience.

Table 22.6: Commercial & Industrial Customer Satisfaction

QUESTION	Result
How satisfied or dissatisfied you are with the staff member who assisted you with your project?	4.67
How satisfied or dissatisfied you are with the facility assessment or other technical services received from the staff person?	4.50
How satisfied or dissatisfied you are with the amount of time it took to get the rebate or incentive after the completed application was submitted?	4.30

How satisfied or dissatisfied you are with the range of equipment that qualifies for the program?	4.45
How satisfied or dissatisfied you are with the steps you had to take to get through the program?	4.43
How satisfied or dissatisfied you are with the contractor or trade ally that provided the service?	4.68
How satisfied or dissatisfied you are with the energy efficiency improvement(s) you completed?	4.61
How satisfied or dissatisfied you are with the program overall?	4.66

Trade Allies

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

Engaging the registered Trade Ally Network is a key factor in the success of the Energy Smart program as trade allies bring in a substantial portion of program savings. Throughout PY9, the Energy Smart team continued to focus on making enhancements to the Trade Ally Network, expanding training and development opportunities, and streamlining the application process. These actions led to a continued increase in the number of projects submitted by trade allies as well as a higher quality of work.

In PY9, the Energy Smart team strengthened its onboarding process for new trade allies, increased the number and variety of educational opportunities related to energy efficiency, and conducted regular outreach to trade allies to increase engagement with the program. These efforts have helped the program to reach its overarching goals and foster an atmosphere of support on behalf of the program with its trade allies.

Trade Ally Documents & Processes

In PY9, the Energy Smart team created several resources and marketing materials to improve the trade ally experience.

Trade Ally Resources

- Quarterly Residential and C&I trade ally newsletters
- C&I onboarding assistance – frequently asked questions and proposal tips
- Small Business Direct Install request for proposals
- Small Business Direct Install summary page for the public
- Bi-monthly residential trade ally newsletter
- Residential leave-behind flyer with program information
- Quarterly Trade Ally Advisory Group meetings
- Technical residential training available for BPI CEUs
- Sales and proposal training
- Small Business Direct Install marketing one-page summary

- C&I Energy Smart summary page for the public

Trade Ally Network Development Plan & PY9 Highlights

The Energy Smart team added 51 new trade allies to the C&I Trade Ally Network in PY9, representing a 57% increase from the total at the close of PY8. The Residential Trade Ally Network added 6 trade allies in PY9, representing a 27% increase.

The Energy Smart team recruited new C&I and Residential trade allies to the program through numerous methods:

- Outreach to local contractors working in lighting and non-lighting categories who have not previously engaged with the program
- Promotion of webinars, networking events and educational building tours to local professional networks
- Facilitation of the GPRO (Green Professionals Building Skills & Maintenance) course in conjunction with the Urban League of Louisiana
- Engagement with contractors who submitted projects to the program without yet being formally registered as trade allies
- Facilitating a talk on the Retro-commissioning incentive process to re-engage RCx providers as well as recruit new ones

On behalf of its existing trade allies, the Energy Smart team enhanced the benefits of participation in the Trade Ally Network. In PY9 the Energy Smart team launched an online searchable database where customers can search for trade allies by their type of service as well as by their supplier diversity certification, if applicable. This online searchable database ranks trade allies by their level of participation in the program – both in their achieved kWh savings as well as the number of projects submitted to the program. Trade allies receive tier rankings of either Platinum, Gold, Silver, and General based on their participation in the program. Trade Allies are listed on the online searchable database according to their tiers as well as their services provided and diverse supplier certification. This tiered system is intended to incentivize trade allies to work towards a higher tier ranking and help customers find trade allies based on their services and level of experience.

In PY9, the Energy Smart team began releasing a C&I newsletter every quarter, increasing its frequency from bi-annual publications in prior years. The newsletter provides updates on the status of program

goals and budgets, highlights from the previous quarter, and advertises and promotes training and professional development opportunities.

Trade Ally Advisory Group (TAAG)

In PY9, the Energy Smart team continued to host Trade Ally Advisory Group (TAAG) meetings on a quarterly basis for both C&I and Residential trade allies. The feedback provided by the trade allies informed improvements throughout PY9 and for future program years. The Department of Energy cited the quarterly TAAG meetings and newsletters as “best practices” in their review of the Home Performance with ENERGY STAR offering. This practice is utilized across the entire Energy Smart Portfolio. The program holds all TAAG meetings with the Urban League of Louisiana, Energy Smart’s training and workforce development partner.

The Energy Smart team enhanced the TAAG experience in PY9 through a variety of ways, including:

- Welcoming guest speakers from workforce-development agencies
- Presenting on feedback from facility directors and property owners about effective sales proposals
- Providing opportunities for individual application assistance
- Polling trade allies on their interest in professional development opportunities

Measuring the Network

Contractor Engagement

The Energy Smart team recruited local contractors to register as trade allies in both the residential and C&I programs. The table below shows the total number of trade allies which were registered with the program at the end of PY9.

Table 23.1: Contractor Engagement

Category	# of Trade Allies
C&I Network	140
Residential Network	28
Total Trade Allies	168

Registered trade allies have met the program’s requirements to perform program services. These trade allies are required to maintain a level of activity in the program in order to remain registered. Energy Smart conducts a yearly review of registered trade allies.

Contractor Participation

A total of 65 C&I contractors submitted projects to Energy Smart in PY9, 36 of which were registered trade allies with the program. A total of 15 residential trade allies submitted rebates to the program team.

Table 23.2: Contractor Participation

Category	# of Companies
C&I Network	36
Residential Network	15
Total Participation	80

Planned or Proposed Changes in PY10

The team proposes to launch a trade ally portal where trade allies can view the status of their projects and access program documents, such as marketing materials and project applications. The portal would also store training materials and critical program announcements.

The Energy Smart team will launch a tier system for evaluating residential trade allies in PY10. Trade allies will be grouped into two categories and ranked according to their performance in quality reviews, kWh savings contribution and response time to customers. The tier system will support the program's goal for continuous improvement and foster growth for participating trade allies.

For C&I trade allies, the team plans to build upon past successes by expanding its offerings in PY10 and streamlining the ease with which trade allies submit projects to the program. The program will expand the number of prescriptive measures offered, which will streamline participation by reducing the need for detailed calculations. C&I trade allies will have the opportunity to participate in other new offerings such as new construction, an enhanced RCx offering and the introduction of smart thermostats for small business customers.

Program Training

In PY9, Energy Smart’s training efforts significantly increased to support larger savings goals and increase visibility of the program. Energy Smart offered training opportunities to trade allies that were led by staff, energy efficiency experts, and facility directors.

Audiences Trained

In PY9, the Energy Smart team provided training to the following groups:

- **Contractors/Trade Allies:** This group was targeted for training to increase existing technical skill levels, energy efficiency knowledge and program literacy to generate interest with their customer base and provide customers with a better participation experience.
- **Energy Smart Employees:** This group was targeted for training to improve technical knowledge of lighting and non-lighting areas.
- **Customer Influencers:** The Energy Smart team made presentations to customers regarding the program and available resources in order to empower them as participants.
- **Retail Employees:** This group was targeted for training to orient retail managers, section managers and other employees about energy-efficient products available for purchase at their stores and rebates available to residents.

Training Topics/Content Categories

- **Compliance Training:** Topics included administrative ethics and protection of customer data.
- **General Awareness Training:** Topics included Energy Smart eligibility and participation guidelines.
- **Soft Skills Training:** Topics included sales training, marketing skills, customer service practices and program operations.
- **Technical Training:** Topics included the fundamentals of energy efficiency, intermediate energy efficiency training, program calculator walkthroughs, operations certification opportunities and best practices of performing program measures.
- **Program Implementation Training:** Topics included trade ally orientations, new-program orientations, retailer educations and training on program processes, systems and annual plans.

Bar Graph 24.1: Training Investment by Audience Type

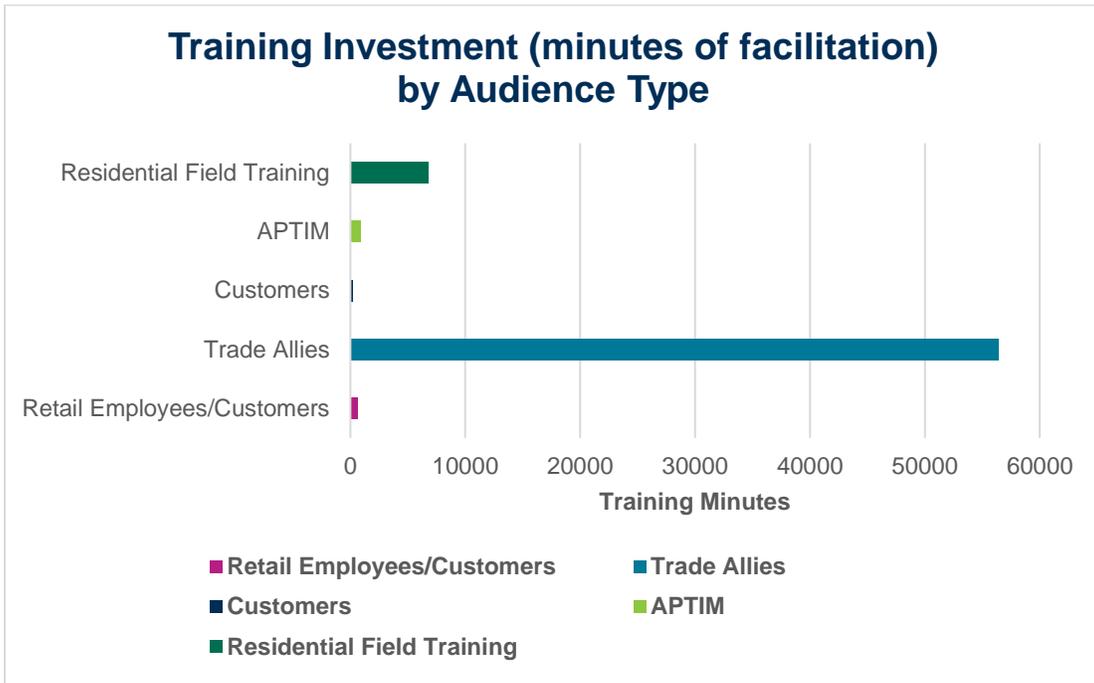
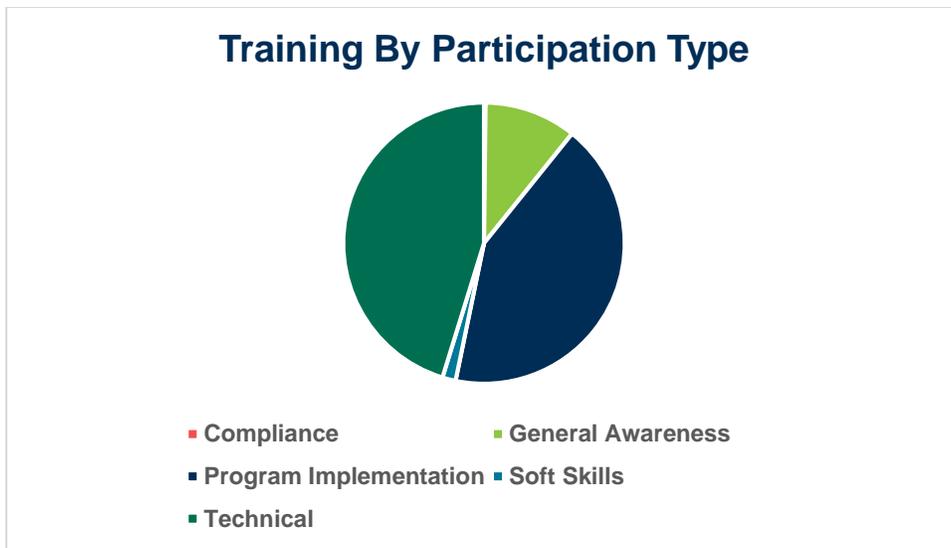


Chart 24.1: Training by Participation Type



Market Segmentation Training Highlights

Green Building Professional (GPRO)

Energy Smart partnered with the Urban League of Louisiana and the Mayor's Office of Resilience and Sustainability to hold "Green Building Professional (GPRO) Operations & Maintenance Essentials," a customer market segmentation and trade ally training event in March 2019. GPRO coordinated with Energy Smart and the Urban League of Louisiana's Contractor Resource Center to instruct this 2-day course which focuses on strategies to reduce energy use while improving tenant comfort and health.

Urban League provided:

- Event outreach, marketing, and registration support
- Facility use
- Event Programming: Contractor Resource Center info session
- Certification Proctor

Energy Smart partners included:

- Training event promotion
- Course instruction

Training Objective

This local-focused certification training aims to increase contractor knowledge of the principles of high-performance construction and how to maintain efficient operations for a medium to large scale building. Contractors and company operations managers had the opportunity to network and learn about common inefficiencies and their negative business impacts, discuss relevant efficiency improvement projects for Orleans Parish and learn how to leverage available Energy Smart incentives to execute efficiency improvement projects.

At the end of the course, students were tested on their understanding of many facets of building science and operations, with the goal of increasing energy efficiency improvement through regular operations and maintenance to the benefit of local businesses in the Orleans Parish unique commercial market.

Technical Emphasis: Identify efficiency projects and measures relevant to larger commercial buildings, including commercial plumbing equipment, lighting fixtures that maintain customer design focus and New Orleans ambiance, HVAC controls and upgrades, ventilation systems and occupancy controls.

Facility Manager Panel Discussion

In June 2019, the Energy Smart team hosted a panel discussion featuring facility directors who have participated in the program for an audience of C&I trade allies. The Energy Smart team polled the panelists on a range of topics regarding their decision-making processes related to energy efficiency projects. The panel gave trade allies valuable insight that they could use in approaching prospective customers. This event was well-attended and allowed trade allies to connect individually with facility directors and property owners looking to make their buildings more energy efficient.

Planned Changes to Training Program in PY10

The Energy Smart team will provide ample educational opportunities in partnership with a variety of organizations. The subject matter of these educational opportunities will include:

- Assistance in obtaining diverse-supplier certifications
- Sessions on LEED Certification and green building categories
- Sales training on the importance of narratives in addition to features and benefits
- Financing commercial energy efficiency projects
- Promoting professional development certifications through the Building Performance Institute
- Exposure to energy efficiency and green building software through the USGBC
- Training on the Technical Reference Manual
- Training on New Construction incentives
- Training on Retro-commissioning incentives
- Residential combustion safety & CAZ testing
- Residential training on business growth with Energy Star
- Residential technical trainings on the characteristics of efficient buildings
- Residential sales training specific to additional services to Energy Smart

Quality Assurance

Residential Quality Assurance

The Energy Smart team performs multiple checks for quality assurance within the residential portfolio. All project incentive rebate forms are reviewed for accuracy before approving the incentive payment. The team conducted on-site and in-office training for trade allies to ensure quality work, compliance with offering requirements and accurate rebate submissions. Customer calls were reviewed with the use of calibration calls to evaluate the performance of customer care center agents in their interactions with customers. The combined feedback led to improvements in PY9 and supports the Energy Smart team’s goal of continuous improvement.

Desk audits were performed periodically throughout PY9. These audits are designed to identify and inspect irregularities or outliers within submitted rebates. Any irregularity or customer issue that arose were addressed by the Energy Smart team. The Energy Smart team would first contact customers that have an issue related to an offering. From there, the issue would be discussed and if it could not be resolved over the phone a member of the Energy Smart team would address the issue on-site. The Energy Smart team also selected customers for quality insurance inspections which included checking diagnostic testing procedures and services to ensure best practices were being utilized by trade allies and the Energy Smart team.

Table 25.1: Residential Project Inspections

OFFERING	% OF PROJECTS INSPECTED
Home Performance	12.62%
Multi-Family	59.38%
Low Income	11.27%
High Efficiency Tune Up	9.44%
EasyCool	15.2%

Commercial & Industrial Quality Assurance

The program conducted QA/QC checks on 100% of Commercial & Industrial (C&I) projects in PY9. These checks include both pre-installation and post-installation desk reviews and on-site inspections. In PY8, the team removed the requirement for program pre-approval for prescriptive projects with an incentive below \$5,000 in order to streamline participation for common measures. All projects receive a thorough desk review and 10% of projects that were not pre-approved were randomly selected for site inspections prior to processing incentive payments. All custom projects and prescriptive projects over \$5,000 received desk reviews and site inspections before and after implementation. The checks during the pre-

installation reviews ensure the customer/project are eligible for the program and that the estimated savings/incentives that are reserved and communicated to the customer are accurate. An accurate estimate gives the customer and contractor confidence that if the pre-approved scope of work is followed their projected savings and incentive amount remain accurate as well. The post-installation checks verify that the equipment being incentivized is installed and operational, incentives match the claimed savings and that the claimed savings will be realized upon evaluation. Additionally, desk audits are performed quarterly to review program documentation and processes.

Initiatives

Market Segmentation

The Energy Smart team enhanced engagement with small business customers by launching the Small Business Direct Install (SBDI) offering. This SBDI offering provides a streamlined process for trade allies to assist small businesses in taking advantage of higher prescriptive incentives. The team also chose to target larger campuses which are eligible for Retro-commissioning (RCx) incentives. A discussion on the Retro-commissioning incentives brought together ten RCx service providers and ten potential customers for a review of the RCx project submission process. Energy Smart also led direct outreach by phone and in-person visits to small businesses throughout Algiers. The team worked with multiple partners to introduce and train contractors and building management of the Orleans parish area in the certification course, Operations & Maintenance Essentials from GPRO, a credentialing program created by Urban Green Council.

Within the Residential portfolio, the Energy Smart team worked with SELACACI and JohnStone of New Orleans to promote growth and engage local contractors within the Air Conditioning industry. These initiatives included introductory presentations, cross promotion and staff attendance of events, and enrolling interested members as new trade allies into the residential programs.

Supplier Diversity

Energy Smart partners with multiple small and disadvantaged businesses to help deliver the program. Choosing the DBE partners was part of a conscious decision to create a dynamic and diverse delivery model and invest in the development of local businesses, providing them with necessary experience to thrive and grow in the energy efficiency sector. 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 \$750,000 of non-incentive program funds on diverse suppliers.

Trade allies holding diverse-supplier certifications accounted for 22% of C&I project submissions and 11% of total C&I kWh savings in PY9.

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

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 in 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 communities on behalf of Energy Smart, reaching minority contractors to prepare them to provide energy efficiency services for clients as well as 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, the Energy Smart team coordinates with other local workforce development agencies, including:

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

The Energy Smart team presented to four electrician classes at Nunez Community College for future electricians. The team educated students on the process for participating in the C&I offerings. This allowed the Energy Smart team to provide electricians in training with an overview of the Trade Ally Network and the types of job categories within the energy efficiency industry. In October of PY9, the Energy Smart team facilitated a workforce development discussion between C&I trade allies and the New Orleans Business Alliance. These discussions resulted in a trade ally company hiring an entry-level employee from within the agency's network. Representatives from the workforce development agencies attended a variety of Energy Smart networking events and educational talks throughout PY9.

Residential workforce development initiatives also included regular field-based trainings with trade ally staff to explain code of conduct, best practices, materials and methods for working with different types of

residences throughout Orleans Parish. These trainings occur regularly while quality assurance inspections of work performed are taking place. The Energy Smart team met individually with trade allies to increase their understanding of program offerings and measures, as well as the proper process for participating in the program.

A photograph of three people in an office setting. In the center, a woman with a large, dark, curly afro hairstyle is smiling broadly, looking towards the right. To her left, a man with reddish hair is partially visible, also smiling. To her right, another man with a beard and dark hair is smiling. They appear to be engaged in a collaborative work activity. The background is a blurred office environment with shelves. The entire image is framed by a solid green border.

FINANCIAL PERFORMANCE

Incentive Budget Highlights

Table 27.1

	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Small C&I	\$43,734	\$125,829	34.76%
Algiers - Large C&I	\$113,930	\$132,962	85.69%
Algiers – PFI	\$ 28,815	\$51,865	55.56%
Algiers – Residential	\$294,441	\$331,036	88.95%
N.O. – Small C&I	\$953,695	\$1,206,945	79.02%
N.O. - Large C&I	\$2,827,908	\$3,535,727	79.98%
N.O. – PFI	\$363,881	\$446,882	81.43%
N.O. – Residential	\$2,535,486	\$2,904,865	87.28%
	\$7,161,890	\$8,736,111	81.98%

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

As of March 31, 2020, the ENO-Legacy Energy Smart account had a negative balance of approximately \$3.1 million. The ENO-Algiers Energy Smart account had a negative balance of approximately \$362K. These amounts will be collected over time in the Energy Efficiency Cost Recovery rider that began in April 2020.

Net Savings Summary

Summary

Entergy's Third-Party Evaluator, ADM, conducted the program evaluation to verify the gross energy savings of each offering. Additionally, ADM estimated program net-to-gross ratios (NTGRs) through evaluation of free-ridership and spillover effects.

The Energy Smart program achieved 61,628,326 in Net kWh savings and 12,911.55 in Net kW savings, reaching 100.47% of the kWh goal and 79.68% of the kW target across both territories. The Algiers territory achieved 4,709,293 in Net kWh savings, reaching 107.23% of the savings goal. The New Orleans territory achieved 56,919,033 in Net kWh savings, reaching 99.94% of the savings goal. These values represent savings net-of-free-ridership, compared to the filed goals.

Table 28.1

	NET kWh SAVINGS	kWh GOAL*	% TO SAVINGS GOAL	NET kW REDUCTIONS	kW TARGET*	% TO kW TARGET
Algiers – Small C&I	458,855	670,037	68.48%	55.97	107.60	52.02%
Algiers - Large C&I	991,136	797,046	124.35%	51.07	117.40	43.50%
Algiers – PFI	231,510	251,013	92.23%	6.85	38.50	17.79%
Algiers – Home Performance	485,807	278,789	174.26%	115.19	42.70	269.77%
Algiers – Retail Lighting & Appliance	255,334	425,986	59.94%	52.93	53.40	99.12%
Algiers – Multifamily	59,984	76,717	78.19%	12.32	10.30	119.61%
Algiers – Low Income	203,350	118,572	171.50%	59.37	21.10	281.37%
Algiers – High Efficiency Tune Ups	269,790	142,913	188.78%	98.40	40.40	243.56%
Algiers – DLC	-	-	N/A	374.53	83.27	449.78%
Algiers – School Kits	149,420	185,667	80.48%	23.85	18.60	128.23%
Algiers – Green Light	6,041	-	N/A	1.25	-	N/A
Algiers – Scorecard	1,598,066	1,444,849	110.60%	312.41	982.50	31.80%
N.O. – Small C&I	7,396,935	6,230,963	118.71%	837.87	1,098.10	76.30%
N.O. - Large C&I	23,165,965	24,805,586	93.39%	2,000.15	3,914.80	51.09%
N.O. – PFI	3,041,930	2,927,922	103.89%	53.15	430.20	12.35%
N.O. – Home Performance	2,538,456	3,253,506	78.02%	590.36	571.84	103.24%
N.O. – Retail Lighting & Appliance	4,719,481	5,857,145	80.58%	976.82	711.45	137.30%
N.O. – Multi-Family	1,184,526	1,067,509	110.96%	294.55	138.03	213.40%
N.O. – Low Income	2,105,784	1,556,362	135.30%	560.97	285.11	196.76%
N.O. – High Efficiency Tune Ups	2,158,495	1,802,139	119.77%	754.10	541.09	139.37%
N.O. – DLC	-	-	N/A	3,699.77	1,106.23	334.45%
N.O. – School Kits	723,047	894,250	80.86%	115.41	74.50	154.91%
N.O. – Green Light	35,944	-	N/A	7.43	-	N/A
N.O. – Scorecard	9,848,470	8,555,151	115.12%	1,856.83	5,817.50	31.92%
Total	61,628,326	61,342,122	100.47%	12,911.55	16,204.62	79.68%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9 which were approved on 12/14/2017, combined with the Goals approved in Resolution 20-51, approved 2/20/2020, which extended Program Year 9 an additional three months through March 31, 2020. Savings reflect verified net energy savings as documented in ADM’s Evaluation, Measurement and Verification (EM&V) report.

The Energy Smart program achieved a Net-to-Gross Ratio (NTGR) of 89.40% in Net kWh savings relative to the verified gross kWh savings and a kW NTGR of 92.81%. The NTGR for the Algiers territory was 91.57% of kWh savings and 94.55% of kW savings. The NTGR for the New Orleans territory was 89.23% of kWh savings and 92.65% of kW savings.

Table 28.2

	VERIFIED GROSS kWh	NET kWh SAVINGS	kWh NTGR	VERIFIED GROSS kW	NET kW REDUCTIONS	kW NTGR
Algiers – Small C&I	480,276	458,855	95.54%	59.59	55.97	93.93%
Algiers - Large C&I	1,117,025	991,136	88.73%	54.68	51.07	93.40%
Algiers – PFI	244,868	231,510	94.54%	7.29	6.85	93.96%
Algiers – Home Performance	546,644	485,807	88.87%	125.31	115.19	91.92%
Algiers – Retail Lighting & Appliance	387,706	255,334	65.86%	80.25	52.93	65.96%
Algiers – Multifamily	68,514	59,984	87.55%	13.66	12.32	90.19%
Algiers – Low Income	203,350	203,350	100.00%	59.37	59.37	100.00%
Algiers – High Efficiency Tune Ups	300,383	269,790	89.82%	111.50	98.40	88.25%
Algiers – DLC	-	-	N/A	374.53	374.53	100.00%
Algiers – School Kits	189,473	149,420	78.86%	31.23	23.85	76.37%
Algiers – Green Light	6,711	6,041	90.02%	1.39	1.25	89.93%
Algiers – Scorecard	1,598,066	1,598,066	100.00%	312.41	312.41	100.00%
N.O. – Small C&I	7,742,239	7,396,935	95.54%	892.11	837.87	93.92%
N.O. - Large C&I	26,108,379	23,165,965	88.73%	2,141.72	2,000.15	93.39%
N.O. – PFI	3,217,443	3,041,930	94.54%	56.59	53.15	93.92%
N.O. – Home Performance	2,944,342	2,538,456	86.21%	657.02	590.36	89.85%
N.O. – Retail Lighting & Appliance	7,159,056	4,719,481	65.92%	1,484.75	976.82	65.79%
N.O. – Multi-Family	1,315,634	1,184,526	90.03%	318.84	294.55	92.38%
N.O. – Low Income	2,105,784	2,105,784	100.00%	560.97	560.97	100.00%
N.O. – High Efficiency Tune Ups	2,392,501	2,158,495	90.22%	851.99	754.10	88.51%
N.O. – DLC	-	-	N/A	3,699.77	3,699.77	100.00%
N.O. – School Kits	916,861	723,047	78.86%	151.13	115.41	76.36%
N.O. – Green Light	39,938	35,944	90.00%	8.25	7.43	90.06%
N.O. – Scorecard	9,848,470	9,848,470	100.00%	1,856.83	1,856.83	100.00%
TOTAL	68,933,663	61,628,326	89.40%	13,911.18	12,911.55	92.81%

Appendices

Appendix A: School Kits & Education Summary

	SCHOOL NAME	RESPONSE RATE	KITS DIST.	FORMS RETURNED
1/9/2019	New Orleans Charter Science & Math High School	50%	123	62
1/15/2019	Audubon Charter School	76%	50	38
1/15/2019	Lusher High School	86%	150	129
1/18/2019	McDonough #32 Literacy Charter School	54%	35	19
1/24/2019	Phillis Wheatley Community School	53%	270	142
1/28/2019	International School of Louisiana	99%	132	117
2/1/2019	Dr. Martin Luther King Jr. Charter School for Science and Technology	55%	125	69
2/5/2019	Sophie B. Wright Charter School	56%	186	104
2/5/2019	St. Alphonsus	72%	32	23
2/15/2019	Fannie C. Williams	100%	55	55
2/19/2019	St. Michael's Special School	42%	12	5
2/25/2019	Paul Habans Charter School	60%	85	51
3/11/2019	KIPP Central City Academy	56%	120	73
3/12/2019	Lawrence D Crocker College Prep	63%	60	38
3/14/2019	Lake Forest Charter Elementary School	100%	80	80
3/22/2019	St. Augustine High School	75%	135	114
3/25/2019	Eleanor McMain Charter Secondary School	63%	79	50
4/11/2019	KIPP Renaissance High School	45%	150	68
4/11/2019	KIPP Booker T. Washington High School	66%	120	79
5/10/2019	Alice Harte Charter School	61%	84	51
9/5/2019	St. Joan of Arc	66%	32	21
9/6/2019	Ben Franklin Elementary	78%	90	70
9/9/2019	New Orleans Adventist Academy	75%	8	6
9/19/2019	Fannie C. Williams Charter School	79%	62	49
9/27/2019	St. Augustine High School	77%	130	100
10/3/2019	St. Rita Catholic School	41%	27	11
10/4/2019	Joseph A Craig Charter School	55%	33	18
10/4/2019	LB Landry-OP Walker College and Career Preparatory High School	0%	150	0
10/14/2019	Einstein Charter Middle School	77%	150	115

10/17/2019	Andrew H Wilson Charter School	78%	160	124
11/1/2019	Audubon Charter School	77%	35	27
11/4/2019	KIPP Central City Academy	47%	130	61
11/7/2019	ReNEW Schaumburg Elementary	0%	90	0
11/7/2019	Abramson Sci Academy	63%	120	75
12/2/2019	New Orleans Charter Science & Math High School	65%	40	26
12/12/2019	Bauhaus	0%	10	0
12/9/2019	ReNEW SciTech Academy	0%	150	0
1/17/2020	Audubon Charter School (Montessori)	100%	45	45
1/28/2020	International School of Louisiana	0%	116	0
1/17/2020	L.B. Landry-O.P. Walker College and Career Preparatory High School	45%	150	67
2/3/2020	Lake Forest Charter Elementary School	92%	77	71
2/3/2020	GW Carver High School	0%	211	0
2/17/2020	New Harmony High School	56%	45	25
3/3/2020	Dr. Martin Luther King Jr. Charter School	0%	90	0
3/4/2020	Esperanza Charter School	0%	63	0
3/5/2020	Rosenwald Collegiate Academy	0%	145	0
3/6/2020	FirstLine Live Oak	0%	81	0
3/9/2020	Arise Academy	0%	80	0
3/10/2020	Homer A. Plessy Community School	0%	27	0
3/13/2020	Akili Academy of New Orleans	0%	80	0
3/16/2020	KIPP Booker T. Washington High School	0%	30	0
3/26/2020	Homer A. Plessy Community School - Meal distribution	0%	27	0
3/26/2020	Harriet Tubman Charter School - Meal Distribution	0%	107	0
3/30/2020	Cut-Off Rec Center - Meal Distribution	0%	95	0

Appendix B: Community Outreach Summary

	EVENT NAME/ORGRANIZATION	# OF PARTICIPANTS	COUNCIL DISTRICT	PRESENTATION TYPE
01/09/19	ReFresh Project monthly meeting	37	B	Presentation
01/09/19	Evening Star Missionary Baptist Church	2	A	Nonprofit Retrofit
01/09/19	ENO Public Meeting	8	C	Table at Public Building
01/10/19	Gladewaves Presentation	10	C	Presentation
01/15/19	ENO Community Meeting	12	B	Table at Public Building
01/16/19	Gladewaves Presentation	20	B	Presentation
01/16/19	ENO Community Meeting	24	A	Table at Public Building
01/24/19	ENO Community Meeting	63	D	Table at Public Building
01/28/19	St Roch Community Church	4	D	Presentation
01/29/19	St Philip Church	3	C	Nonprofit Retrofit
01/30/19	ENO Community Meeting	16	C	Table at Public Building
02/02/19	Super Tax Day	400	B	Table at Public Building
02/04/19	Carrollton Riverbend education center Senior Day	72	A	Table at Public Building
02/04/19	CCC - Eastbank	250	B	Table at Public Building
02/04/19	ENO Community Meeting	20	C	Presentation
02/05/19	ENO Community Meeting	22	E	Table at Public Building
02/06/19	CCC - Eastbank	150	B	Table at Public Building
02/07/19	ENO Community Meeting	23	C	Table at Public Building
02/08/19	LA Green Corps Training	14	D	Training
02/12/19	Krewe De Lose meeting	15	B	Presentation
02/13/19	CCC - Westbank	85	C	Table at Public Building
02/16/19	Urban League School Expo	2500	B	Fair or Festival
02/16/19	Jericho Road Presentation	5	B	Presentation
02/20/19	CCC - Westbank	75	C	Table at Public Building
03/07/19	Community Commitment Center Food Pantry	40	A	Table at Public Building
03/09/19	Reverb/Zac Brown Band	9000	B	Table at Public Building
03/09/19	Riverview Villa	2	C	Nonprofit Retrofit
03/13/19	CCC - Westbank	120	C	Table at Public Building
03/13/19	ReRefresh Project monthly meeting	36	B	Presentation
03/15/19	New Orleans Home and Garden Show	15000	B	Table at Public Building
03/15/19	City of New Orleans DeStress Day	40	B	Fair or Festival
03/20/19	CCC - Westbank	150	C	Table at Public Building
03/20/19	UnCommon Construction Blower Door	3	D	Training
03/22/19	Kingsley House Health and Resource Fair	450	B	Fair or Festival
03/23/19	Hike the Greenway	1200	D	Fair or Festival
03/27/19	ENO Community Meeting	45	E	Table at Public Building
04/01/19	Entergy Customer Care Center	220	B	Table at Public Building
04/03/19	XULA-Xavier University Earth Day	150	B	Fair or Festival
04/03/19	Entergy Customer Care Center	300	B	Table at Public Building
04/06/19	Council District C Housing Summit	63	C	Presentation
04/10/19	Bike to Work Day	155	B	Fair or Festival

04/10/19	Entergy Care Center - Westbank	150	C	Table at Public Building
04/13/19	Lower 9th Ward Homeownership Association Presentation	16	E	Presentation
04/14/19	Saint Rita Catholic Church Community and Health Fair	150	A	Fair or Festival
04/16/19	Earth Day at Botanical Gardens	600	A	Fair or Festival
04/17/19	Entergy Care Center - Westbank	175	C	Table at Public Building
04/22/19	Earth Day at Green Project	65	C	Table at Public Building
04/24/19	Entergy Care Center - Westbank	150	C	Table at Public Building
04/30/19	Energy Smart and Rooftop Solar at VIET	32	E	Presentation
05/03/19	Entergy Care Center - Eastbank	120	B	Table at Public Building
05/08/19	ReFresh Project monthly meeting	34	B	Presentation
05/15/19	Entergy Care Center - Westbank	85	C	Table at Public Building
05/19/19	Trinity C.A.R.E.S. Community Resource Event	250	B	Fair or Festival
05/22/19	Entergy Care Center - Westbank	60	C	Table at Public Building
05/23/19	Louisiana Green Corps Training	7	D	Training
05/24/19	Louisiana Green Corps Training	7	D	Training
05/31/19	Gladewaves Presentation	17	A	Presentation
06/01/19	Eat Local Kickoff	75	C	Table at Public Building
06/03/19	Entergy Care Center - Eastbank	150	B	Table at Public Building
06/03/19	BCM - Congregational Wellness 4th Biennial Resource Fair	225	D	Table at Public Building
06/12/19	ReRefresh Project monthly meeting	31	B	Presentation
06/12/19	Entergy Care Center - Westbank	120	C	Table at Public Building
06/12/19	Treme Neighborhood Assoc Meeting	27	C	Presentation
06/13/19	Central Missionary Baptist Church Prescriptive Install	3	E	Nonprofit Retrofit
06/25/19	NOLA Energy Challenge	8	A	Presentation
06/26/19	United Healthcare Senior Event	58	D	Presentation
06/26/19	Networking Luncheon with Prosperity Now	60	B	Meeting
06/29/19	Living Water Baptist Church Health and Wellness Fair	275	D	Fair or Festival
07/02/19	Entergy Care Center - Eastbank	90	B	Table at Public Building
07/02/19	NOLA Exchange Club Presentation	12	A	Presentation
07/02/19	Faubourg St. John Neighborhood Association Meeting	38	A	Presentation
07/09/19	RAI Ministries - Senior Center	25	E	Presentation
07/17/19	LA Green Corps Training	9	D	Training
07/19/19	Louisiana Green Corps Training	9	D	Training
07/22/19	New Orleans Council on Aging	42	A	Table at Public Building
07/25/19	New Orleans Council on Aging	31	D	Presentation
07/30/19	United Health Care Sock Hop with Sally Ann Roberts	61	E	Table at Public Building
07/30/19	New Orleans Council on Aging	25	B	Presentation
07/31/19	New Orleans Council on Aging	20	B	Presentation
08/05/19	New Orleans Council on Aging	20	B	Presentation
08/06/19	New Orleans Council on Aging	31	C	Presentation
08/07/19	New Orleans Council on Aging	31	A	Presentation
08/08/19	New Orleans Council on Aging	41	B	Presentation

08/10/19	STEM Saturday's	35	A	Fair or Festival
08/12/19	New Orleans Council on Aging	30	B	Presentation
08/13/19	New Orleans Council on Aging	10	A	Presentation
08/15/19	New Orleans Council on Aging	30	D	Presentation
08/17/19	Ponchartrain Park Neighborhood Association Meeting	30	A	Presentation
08/19/19	Entergy Rate Case Meeting	4	C	Table at Public Building
08/21/19	Mayor Cantrell Affordable Housing Tour	125	E	Table at Public Building
08/29/19	Mayor Cantrell Affordable Housing Tour	100	D	Table at Public Building
09/04/19	Mayor Cantrell Affordable Housing Tour	50	C	Table at Public Building
09/10/19	Entergy Rate Case Meeting	55	C	Table at Public Building
09/11/19	ReFresh Project Community Meeting	28	B	Presentation
09/11/19	Entergy Rate Case Meeting	40	D	Table at Public Building
09/16/19	Entergy Rate Case Meeting	45	E	Table at Public Building
09/17/19	Entergy Rate Case Meeting	68	E	Presentation
09/18/19	Senior Caucus event	300	E	Table at Public Building
09/18/19	Entergy Rate Case Meeting	28	A	Table at Public Building
09/19/19	Entergy Rate Case Meeting	45	A	Presentation
09/19/19	Mayor Cantrell Affordable Housing Tour	42	C	Table at Public Building
09/23/19	Entergy Rate Case Meeting	25	E	Table at Public Building
09/25/19	Mayor Cantrell Affordable Housing Tour	80	B	Table at Public Building
09/30/19	Mayor Cantrell Affordable Housing Tour	40	A	Table at Public Building
10/01/19	Wings and Watts	220	B	Fair or Festival
10/09/19	ReFresh Project monthly meeting	26	B	Presentation
10/10/19	RAI Ministries - Senior Center	22	E	Presentation
10/14/19	CCC-Eastbank	70	B	Table at Public Building
10/14/19	CCC-Eastbank	100	B	Table at Public Building
10/17/19	CCC-Eastbank	65	B	Table at Public Building
10/19/19	STEM Fest	5000	B	Fair or Festival
10/21/19	CCC-Eastbank	80	B	Table at Public Building
10/24/19	CCC-Eastbank	90	B	Table at Public Building
10/24/19	Aurora West Neighborhood Presentation	8	C	Presentation
10/26/19	Dillard 13th Annual Housing, Health and Resource Fair	280	D	Table at Public Building
10/28/19	CCC-Eastbank	65	B	Table at Public Building
10/29/19	Rock N' Network	250	A	Presentation
10/30/19	LA Green Corps Class	6	D	Training
10/30/19	Central Circle Wellness Luncheon Table	65	B	Table at Public Building
10/31/19	CCC-Eastbank	80	B	Table at Public Building
11/01/19	LA Green Corps	8	D	Training
11/04/19	CCC - Eastbank	150	B	Table at Public Building
11/06/19	Tulane internship fair	120	A	Table at Public Building
11/07/19	CCC-Eastbank	80	B	Table at Public Building
11/09/19	New Orleans Neighborhood Summit	250	B	Fair or Festival
11/11/19	CCC-Eastbank	65	B	Table at Public Building

11/13/19	ReFresh Project Meeting	20	B	Presentation
11/13/19	Irish Channel Neighborhood Association Meeting	36	B	Presentation
11/14/19	CCC-Eastbank	80	B	Table at Public Building
11/14/19	RAI Ministries	17	E	Presentation
11/16/19	Urban League School Expo	300	B	Fair or Festival
11/19/19	TCA / National Energy & Utility Affordability Coalition (NEUAC) / Entergy Meeting	16	B	Meeting
11/20/19	Central Circle Networking Luncheon	24	B	Meeting
11/23/19	Cleanup NOLA	50	B	Fair or Festival
11/23/19	Water Fall Fest	400	B	Fair or Festival
12/02/19	CCC-Eastbank	70	B	Table at Public Building
12/03/19	CCC-Eastbank	165	B	Table at Public Building
12/11/19	ReFresh Project Meeting	28	B	Presentation
12/12/19	LA Green Corps	9	D	Training
12/12/19	TCA Workshop	50	B	Presentation
12/13/19	LA Green Corps	9	D	Training
12/14/19	STEM Saturday	1000	E	Fair or Festival
12/16/19	TCA Super Liheap Day	100	B	
12/17/19	Entergy Renewable Portfolio Meeting	50	C	Table at Public Building
12/18/19	Entergy Renewable Portfolio Meeting	35	C	Table at Public Building
01/08/20	ReFresh Project Meeting	43	B	Presentation
01/10/20	Entergy CCC	80	B	
01/10/20	Community Commitment Engagement Center	1	A	Nonprofit Retrofit
01/18/20	Hoffman Triangle Cleanup Day	20	B	Info Table
01/18/20	5th African Baptist Church community meeting	50	B	Presentation
01/21/20	Entergy Renewable Portfolio Meeting	9	A	Table at Public Building
01/22/20	Entergy Renewable Portfolio/Energy Blitz Meeting	18	D	Table at Public Building
01/29/20	Housing NOLA New Orleans Listening Tour	45	B	Presentation
02/03/20	Enter Care Center	180	B	Table at Public Building
02/04/20	Entergy CCC - Eastbank	120	B	Table at Public Building
02/08/20	Super Tax Day	350	B	Table at Public Building
02/12/20	ReFresh Project	25	B	Presentation
02/19/20	Central Circle Meeting	17	B	Meeting
02/27/20	CCC - Canal St	85	B	Table at Public Building
02/27/20	Jericho Road Post Purchase Workshop	5	B	Presentation
03/03/20	Entergy CCC	300	B	Table at Public Building
03/24/20	LA Green Corps Training	14	D	Training
04/14/20	Greater New Orleans Housing Authority (GNOHA)			Presentation
04/15/20	LA Green Corps Training	20		Training
04/21/20	LA Green Corps Training	20		Training
04/22/20	LA Green Corps Training	20		Training
04/23/20	Louisiana Fair Housing Action Center (LAFHAC)			Presentation

Appendix C: Training and Education

	TITLE	AUDIENCE	# ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
1/11/2019	Residential Field Training (BrotherhoodWay General Contractors)	Residential Trade Allies	2	35	Technical	Proper calendar scheduling/ customer satisfaction; Training technicians on best methods to performing services for customers.
1/15/2019	ENO Confidentiality Training	Energy Smart Employees	2	30	Compliance	General considerations, APTIM company standards, and Entergy contractual standards. Required training to satisfy ENO initial training and annual reoccurrence training requirement for all program employees.
1/21/2020	Legal Gifts and Entertainment	Energy Smart Employees	2	30	Compliance	Administration policies that govern the ethics associated with partner and client interactions
1/28/2019	Residential Field Training (RM Laplace)	Residential Trade Allies	2	35	Technical	Equipment set training. Advised on best practices for insulating attics.
1/31/2019	Energy Smart Program Training	Trade Ally commercial and Industrial Sales Employees	3	60	Program Implementation	Informed three CIS employees on the application process and the incentive calculator
2/5/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	35	Technical	Best Practices for AC Tune-up.
2/7/2019	Q1 Residential TAAG / Program Update	Residential Trade Allies	12	120	Program Implementation	Trade allies gathered at the Urban League to become informed on the program and to provide feedback on their experience in submitting projects.
2/20/2019	Residential Training - AC Tune-up; From the Numbers to the Grit	Residential Trade Allies	15	120	Technical	Training technicians and crew leads the proper methods to test and tune-up HVAC systems for customers. Explaining the Best Practices Standards involved in HVAC service.
2/20/2019	Q1 C&I TAAG Meeting	C&I Trade Allies	30	120	Program Implementation	Trade allies gathered at the Urban League to become informed on the program and to provide feedback on their experience in submitting projects.
2/27/2019	Trade Ally Energy Smart Training	Trade Ally Gallo Mechanical Employees	3	75	Program Implementation	Informed three Gallo employees on the application process and the incentive calculator
2/28/2019	Trade Ally Recruitment and Training	Engineering Firm Huseman & Associates	1	60	General Awareness	Informed electrical engineer at Huseman on the application process for Energy Smart
3/11/2019	Residential Field Training (RM LaPlace)	Residential Trade Allies	1	35	Technical	Proper application / usage of solvent in AC tune-up. Material prep / inventory.
3/13/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Technical	Trained on Insulation best practices. Also, proper duct sealing practices.
3/13/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Technical	AC Tune Up temperature testing and duct sealing best practices
3/13/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	35	Technical	Attic preparation best practices. Also, proper flagging and damming.
3/13/2019	Residential Field Training (RM LaPlace)	Residential Trade Allies	1	35	Technical	Temperature requirements for AC tune-up / rebate form fill out
3/18/2019	Residential Field Training (BrotherhoodWay)	Residential Trade Allies	1	35	Technical	Schedule compliance / hazard disclosure form usage

	General Contractors)					
3/20/2019	Green Professional Building Skills Training: Operations and Maintenance Essentials	Trade Allies / Energy Smart Employees	16	960	Technical	Two-day training introducing attendees to green-building principles and environmental principles
3/25/2019	Trade Ally Training – Gallo	Trade Ally	4	90	Program Implementation	Met with four Gallo employees and covered the commercial program overview including lighting and non-lighting calculators
3/25/2019	Trade Ally Training – Crumb Engineering	Potential Trade Ally	1	75	Program Implementation	Met with potential trade ally and covered application process, potential projects in 2019, and the non-lighting and lighting calculators.
3/26/2019	Residential Field Training (Public Construction Inc.)	Residential Trade Allies	1	35	Program Implementation	Rebates, best practices in residential services.
3/28/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Program Implementation	Topic(s); Hazard disclosures / appropriate times to turn down job/delay until homeowner compliance (disconnected gas vents in attic)
3/29/2019	Energy Smart Incentive Calculator Training	Energy Smart Employees	1	30	Technical	Training and development specialist trained the Marketing and Outreach Lead on application process and calculator
3/31/2019	Residential Field Training (RM LaPlace)	Residential Trade Allies	2	35	Technical	Air sealing & Insulation methods in a Balloon frame house
4/1/2019	Training Phone Call to Trade Ally Solar Alternatives	C&I Trade Ally Solar Alternatives	1	30	Technical	Phone call on lighting calculator and program overview
4/2/2019	APTIM Internal Training	Energy Smart Employees	1	30	Program Implementation	Marketing Department trained on custom lighting calculator and an overview of other documents necessary for Trade Allies to submit projects to Energy Smart
4/4/2019	Trade Ally Training	C&I Trade Ally BrotherhoodWay General Contractors	3	60	Program Implementation	Trained the owner and two employees on lighting calculator and paperwork process for submitting projects
4/9/2019	Residential Field Training (BrotherhoodWay General Contractors)	Residential Trade Allies	1	15	Soft Skills	scheduling. customer interaction
4/9/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	15	Technical	Efficiency of LED light bulbs and helped install them.
4/10/2019	Trade Ally Peer-to-Peer Presentation	C&I Trade Allies	4	60	Technical	Trade Ally in building controls taught other trade allies about terminology and basics of building controls technology
4/12/2019	Residential Field Training (General Heating & AC)	Residential Trade Allies	2	60	Program Implementation	Rebate forms. Best practices. Schedules. Hazard disclosure. Program requirements for branding/paperwork/presentation. (ID/decals)
4/16/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	20	Program Implementation	Uniform requirements. Hazard disclosure. program descriptions (multi-family classification)
4/16/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	10	Program Implementation	Uniform requirements. Hazard disclosure. program descriptions (multi-family classification)
4/22/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	3	30	Technical	Air sealing opportunities

4/23/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	15	Technical	Mastic thickness. Spray foam in system covering requirements.
4/23/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	20	Technical	Informed Gage about Hazard Disclosure form and knob and tube. Informed customer about the same issue.
4/24/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	15	Program Implementation	Hazard disclosure form usage and potential reasons for usage.
4/24/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	20	Program Implementation	Material usage. Rebate form usage.
4/24/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	3	20	Technical	Duct sealing requirements. Hazard disclosure. MVR. Fresh air intake/dehumidifier rec.
4/29/2019	Residential Field Training (Big Star Conservation)	Residential Trade Allies	2	80	Technical	First five. New crew lead. Order of operations with multiple measures. Sealing opportunities in attic. Material requirements. Rebate fill out. Best practices for prioritizing sealing opportunities. MVR calculations.
4/30/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	20	Technical	Whole house approach. Follow up opportunities. Addressing customer concerns
5/1/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	2	30	Technical	Documentation. Schedule requirements. Rebate fill out. Identification requirements.
5/1/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	30	Technical	Trained Shemar on Hazards of spray foam in ac system. Trained Homeowner about LED's and helped install her Energy Smart Kit Showerhead, kitchen fixture and bathroom fixture.
5/2/2019	Q2 Trade Ally Advisory Group meeting	C&I Trade Allies	29	90	Program Implementation	Presentation by Energy Smart to C&I trade allies; Provide Q1 Review and announce Q2 updates to the program as well as financial status updates
5/2/2019	Q2 Trade Ally Advisory Group meeting	Residential Trade Allies	13	120	General Awareness	Presentation by LA Green Corps and Energy Smart to Residential Trade Allies. Guided conversation.
5/6/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	2	30	Program Implementation	Measurement documentation. picture documentation requirements
5/6/2019	Trade Ally Training	C&I Trade Ally Energy Savers	3	60	Program Implementation	Meeting to review the steps for submitting custom non-lighting applications with 3 representatives of the Trade Ally
5/8/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	3	30	Technical	Attic prep. Ventilation requirements.
5/8/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	20	Program Implementation	Scheduling requirements. best practices. material requirements
5/10/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	20	Technical	Blower access/ cleaning. Best practices
5/10/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	30	Program Implementation	Best practices. Materials usage. Documentation. safety
5/10/2019	Trade Ally Training	C&I Trade Ally Diversified Energy	2	60	Program Implementation	Meeting to review the steps for submitting custom non-lighting applications with 2 representatives of the Trade Ally
5/14/2019	Trade Ally Training	C&I Trade Ally Colmex	4	75	Program Implementation	Meeting to welcome a new Trade Ally and provide all-encompassing initial program training

5/15/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	80	Technical	Hard duct addressing. Dealing with problem customers. appropriate material usage
5/15/2019	Trade Ally Peer-to-Peer Training	C&I Trade Allies	8	60	Technical	Presentation on the latest technology associated with cooling towers
5/15/2019	Trade Ally Recruitment and Training	C&I Trade Ally Energy Grainger	1	30	Program Implementation	Phone call to provide an overview of the program and all steps needed to submit projects to Energy Smart
5/16/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	3	40	Technical	Test in/out. Proper set up/take down. Addressing customer concerns.
5/16/2019	APTIM Training	APTIM employees	6	60	Technical	Building tour of The Shop, focusing on energy efficiency of lighting and non-lighting aspects of the building
5/20/2019	Manufacturer Training	APTIM	1	60	Technical	Site Worx technology, demonstrations, and webinars to aid Trade Allies in the future
5/21/2019	Residential Field Training (Big Star Conservation)	Residential Trade Allies	2	30	Technical	Proper Air sealing procedures
5/23/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	1	30	Program Implementation	Program scope, and limitations
5/24/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	15	Technical	whole house approach. Air barrier concerns
5/24/2019	Trade Ally Training	C&I Trade Ally Grainger	1	30	Program Implementation	Address concerns about estimated incentives and liability of Grainger taking on risk of unfulfilled incentives, as well as the concern of the fact that Grainger will not be doing the installations
5/24/2019	Trade Ally Training	C&I Trade Ally Ivy Consulting	1	40	Program Implementation	Review of overall program and discussion of where Trade Ally services can fit into the program
5/27/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	25	Technical	Ac Tune-Up requirements. Safety.
5/28/2019	Commercial Customer Training	Commercial Customer Children's Hospital	1	60	Program Implementation	Custom and prescriptive calculator overview and document submission overview
5/29/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	40	Technical	Best practices (solvent mixing according to instructions) safety. Uniform requirements.
5/30/2019	C&I Trade Ally Training	C&I Trade Ally Siemens	2	60	Program Implementation	Overview of lighting and non-lighting calculators and documents needed for submission
5/31/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	1	30	Program Implementation	Best practices. Rebate data.
5/31/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	2	20	Technical	Air seal opportunities
5/31/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Technical	Best Practices (Blower and evaporator)
6/3/2019	C&I Trade Ally Training	C&I Trade Ally Johnson Controls	8	60	Program Implementation	Overview of lighting and non-lighting calculators and documents needed for submission
6/4/2019	Residential Training - Selling Your Work at the Door	Residential Trade Allies	7	140	Soft Skills	Explaining the resources available to technicians to improve the customer experience.
6/7/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	15	Program Implementation	Best practices test in. documentation.

6/10/2019	Commercial Customer Training	Commercial Customer MCC Group	2	60	Program Implementation	Overview of lighting and non-lighting calculators and documents needed for submission
6/11/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	15	Program Implementation	Program requirements. (contact) schedule compliance
6/11/2019	Commercial Customer Training	Commercial Customer – Children’s Hospital	1	60	Technical	Input the specific lighting examples from the building on the far end of the Children’s Hospital campus
6/11/2019	C&I Trade Ally Training	C&I Trade Ally Training WDG Architects	2	60	Program Implementation	Overview of lighting and non-lighting calculators and documents needed for submission
6/13/2019	Residential Field Training (Rebirth Energy Solution)	Residential Trade Allies	2	30	Program Implementation	New hire orientation. Program expectations. Best Practices
6/18/2019	Energy Efficiency Facility Directors Panel Discussion	C&I Trade Allies and Commercial Customers	36	75	General Awareness	Discuss a range of topics associated with energy efficiency and participating in Energy Smart, as well as provide a networking event for Trade Allies and commercial customers
6/19/2019	Green Building Tour	C&I Trade Allies and the overall community	20	60	General Awareness	Tulane campus planning department led a green building tour in LEED-Silver Dinwiddie Hall
6/20/2019	Residential Field Training (Rebirth Energy Solution)	Residential Trade Allies	1	30	Technical	Insulation installation (kneewall). Moisture control. Insulation rating.
6/21/2019	Residential Field Training (H&E Comfort Services)	Residential Trade Allies	2	65	Program Implementation	Program orientation. Expectations. Best Practices. Code of Conduct.
7/9/2019	APTIM Staff Training -- custom non-lighting calculator	Internal APTIM Staff	1	60	Technical	Train APTIM Staff on the combined calculator
7/11/2019	Trade Ally Training	C&I Trade Ally Energy Savers	4	60	Program Implementation	Trade Ally Individual Training -- Energy Savers with Scott Tollver
7/16/2019	Trade Ally Training	C&I Trade Ally Grainger	1	15	Program Implementation	Trade Ally Individual Training – Gene Jones with Grainger
7/18/2019	Trade Ally Training	Residential Trade Allies	1	15	Program Implementation	Trade Ally Individual Training – Gene Jones with Grainger
7/19/2019	Trade Ally Training	C&I Training Acadiana Lighting	1	15	Program Implementation	Trade Ally Individual Training – Acadiana Lighting
7/24/2019	Trade Ally Training	C&I Potential Trade Ally	1	30	Program Implementation	Potential Trade Ally Individual Training – Sage with Maas Electric
7/29/2019	Trade Ally Training	C&I Trade Ally	2	60	Program Implementation	Train Trade Ally BAM Construction on combined calculator
7/30/2019	Trade Ally Training	C&I Trade Ally Digital Lumens	2	60	Technical	Train trade ally Digital Lumens on the combined calculator
7/31/2019	Trade Ally Training	C&I TAAG Meeting	27	120	Program Implementation	Q3 Trade Ally Quarterly C&I meeting held at Urban League
8/1/2019	Trade Ally Training	Residential TAAG Meeting	14	120	Program Implementation	Q3 Trade Ally Quarterly residential meeting held at Urban League
8/2/2019	Trade Ally Training	C&I Trade Ally Greenlight Energy	1	15	Technical	Train trade Ally Greenlight Energy Conservation
8/2/2019	Retail Training	Conservation Retail Training of Dollar Tree on Chef Menteur for residential program	1	15	Program Implementation	Program purpose, savings/incentives, product knowledge
8/6/2019	Trade Ally Training	Residential Field Training	2	60	Program Implementation	Program requirements, best practices, follow-up measures, calendar requirements, potential upcoming programs such as new construction
8/7/2019	Retail Training	Retail training of Home Depot on	3	45	Program Implementation	Program purpose, savings/incentives, product knowledge

		Claiborne for residential program				
8/8/2019	Retail Training	Retail training of Home Depot on Bullard for residential program	4	45	Program Implementation	Program purpose, savings/incentives, product knowledge
8/8/2019	Trade Ally Training	C&I Training The Next Energy	1	45	Technical	Train Trade Ally the Next Energy on combined calculator
8/8/2019	Trade Ally Training	C&I Trade Ally NOLA LED	1	15	Technical	Train trade Ally NOLA LED on combined calculator
8/10/2019	Retail Training	Retail training of Green Project for residential program	2	30	Program Implementation	Savings/incentives; program knowledge, LED technology
8/13/2019	Trade Ally Training	Retro-commissioning training	10	60	Program Implementation	Train trade allies through PPT presentation on RCx incentives
8/13/2019	Trade Ally Training	C&I Training Site Logic	1	30	Technical	Train Trade Ally Site Logic on combined calculator
8/15/2019	Trade Ally Training	Residential Field Training	1	15	Program Implementation	Program restrictions for spray foam roof lines and the hazards related to it; proper ventilation, moisture/mold issues; conditioned spaces for ducts.
8/16/2019	APTIM Training	APTIM walk-through of Trade Ally facility	1	60	Technical	APTIM Staff walk through of Trade Ally facility to learn about building controls
8/16/2019	APTIM Training	Webinar on GPRO Train the Trainer	1	180	Technical	APTIM Staff webinar led by Urban Green Council
8/19/2019	Trade Ally Training	C&I Training Affinity Construction	2	60	Program Implementation	Train trade ally on Energy Smart program overview and potential for expanding measures
8/20/2019	Trade Ally Training	Residential Training on Attic Insulation	10	120	Technical	Train trade allies through PowerPoint and discussion on strategies for attic insulation
8/21/2019	Trade Ally Training	C&I Training E-1 Electric	1	60	Program Implementation	Train Trade Ally E-1 Electric on combined calculator and program overview through onboarding
8/26/2019	Trade Ally Training	C&I Training White Rhino Construction	1	45	Program Implementation	Train Trade Ally White Rhino Construction on combined calculator and program overview through onboarding
8/28/2019	Trade Ally Training	C&I Training GWJ Construction	1	15	Program Implementation	Train potential Trade Ally GWJ Construction on program overview
8/28/2019	Trade Ally Training	C&I Training LightEdison	1	15	Technical	Train Trade Ally LightEdison on combined calculator
8/28/2019	Trade Ally Training	C&I Training Curtis Stout	1	15	Technical	Train Trade Ally Curtis Stout on combined calculator
9/10/2019	Customer Training	Customer Children's Hospital	1	15	Technical	Train customer Children's Hospital on the combined calculator
9/11/2019	Trade Ally Training	Webinar Combined Calculator	7	30	Technical	Go To Meeting Webinar on the C&I Combined Calculator
9/12/2019	Trade Ally Training	Residential Field Training	1	15	Technical	Schedule compliance training
9/13/2019	Trade Ally Training	Residential Field Training	2	120	Program Implementation	Program standards, Optimiser Reports, incentive paperwork, and best practices for air sealing and duct sealing
9/17/2019	Trade Ally Training	C&I Training All-N-One Electric	1	60	Technical	Train Trade Ally All-N-One Electric on combined calculator and program overview through onboarding
9/18/2019	Trade Ally Training	C&I Training GH Mechanical	2	60	Technical	Train Trade Ally GH Mechanical on combined calculator

9/18/2019	Trade Ally Training	Residential Field Training	1	30	Technical	Training directed to crew lead on home performance with Energy Star
9/19/2019	Trade Ally Training	Residential Technical Training	24	180	Technical	Program requirements, sales process, software training, program best practices.
9/19/2019	Trade Ally Training	C&I Training White Rhino Construction	1	45	technical	Train Trade Ally White Rhino Construction on combined calculator
9/19/2019	Trade Ally Training	C&I Training Gravel Road Construction	1	60	Program Implementation	Train Trade Ally Gravel Road Construction on combined calculator and program overview through onboarding
9/24/2019	Trade Ally Training	C&I Training Servidyne	1	30	Technical	Train Trade Ally Servidyne on combined calculator
9/24/2019	Trade Ally Training	C&I Training CIS	3	60	Program Implementation	Train Trade Ally CIS on combined calculator and program overview through onboarding
9/27/2019	Trade Ally Training	Residential Field Training	3	30	Technical	Air conditioning drainage issues and best practices
10/2/2019	Retail Training	Retail Employees Dollar Tree Chef Menteur Hwy	1	15	General Awareness	Program purpose, savings/incentives, product knowledge
10/2/2019	Retail Training	Retail Employees at Home Depot on Claiborne	4	15	General Awareness	Program purpose, savings/incentives, product knowledge
10/3/2019	Trade Ally Training	Capital One Operations Department	1	15	Program Implementation	Calculator training, program implementation required documents, communications
10/7/2019	Trade Ally Training	Potential Trade Ally Bayou Lighting	1	45	Program Implementation	Calculator training, program implementation required documents, communications
10/9/2019	Trade Ally Training	Diversified Energy	1	45	Program Implementation	Calculator training, program implementation required documents, communications
10/10/2019	Trade Ally Training	N.A.C. Smart Technologies	6	30	Program Implementation	Program overview, communications, incentive values, timeframe, and project submission paperwork
10/11/2019	Trade Ally Training	Echo Food Service	1	30	Program Implementation	Program overview, calculator training, and required project submission paperwork
10/11/2019	Trade Ally Training	Coburn Supply Company	11	30	Program Implementation	Program overview, communications, incentive values, timeframe, and project submission paperwork
10/12/2019	Residential Field Training	Trade allies/contractors	1	15	Program Implementation	Schedule compliance training
10/16/2019	Trade Ally Training	LED Supply Plus	1	30	Program Implementation	Program overview, communications, incentive values, timeframe, and project submission paperwork
10/16/2019	Trade Ally Training	Flick Engineering	2	15	Program Implementation	RCx incentive overview including opportunity assessment, study and incentives, and measurement and verification
10/16/2019	Trade Ally Training	Hemma Lighting	1	15	Program Implementation	Program overview and required project submission paperwork
10/17/2019	Retail Training	Retail employees at Dollar Tree on General DeGaulle	2	15	General Awareness	Program purpose, savings/incentives, product knowledge
10/17/2019	Retail Training	Retail employees at Wal-Mart on Behrman	3	30	General Awareness	Program purpose, savings/incentives, product knowledge
10/17/2019	Retail Training	Retail employees at Home Depot I-	1	15	General Awareness	Program purpose, savings/incentives, product knowledge

		10 Service Road Retail				
10/17/2019	Retail Training	employees at Dollar General on MacArthur Blvd	1	15	General Awareness	Program purpose, savings/incentives, product knowledge
10/17/2019	Trade Ally Training	C&I Trade Ally ABM	1	45	Program Implementation	Program implementation overview, marketing materials, communications, and calculator training
10/17/2019	Trade Ally Training	C&I Trade Ally White Rhino Construction	4	45	Program Implementation	Program overview, communications, incentive values, timeframe, and project submission paperwork
10/21/2019	Retail Training	Retail employees at Green Project on Marais St	1	15	General Awareness	Program purpose, savings/incentives, product knowledge
10/21/2019	Trade Ally Training	Coburn Supply Company	1	15	Program Implementation	Provide a review of the timeframe and incentives in the SBDI program
10/23/2019	Residential Field Training	Residential Trade Allies	2	30	Program Implementation	Best practices for duct sealing, importance of foaming around the boots, application of mastic to the inner line, and caution against sealing the outer liner to the collar
10/23/2019	Trade Ally Training	Johnson Controls	1	15	Program Implementation	Provided information on incentives for chiller replacements and calculating savings, as well as new control systems.
10/29/2019	Trade Ally Training	Residential Trade Allies	11	120	Technical	Training on Air Sealing and Duct Sealing, including the best methods and safest ways to work with weatherizing homes
10/30/2019	Trade Ally Training	White Rhino Construction	4	30	Program Implementation	Program overview, communications, incentives, values, timeframe, and project submission paperwork
10/31/2019	Trade Ally Training	Irion Lighting	1	60	Program Implementation	Program overview, communications, calculator training, and required paperwork for project submission
11/5/2019	Retail Training	Walgreens on General De Gaulle	3	15	General Awareness	Program purpose, savings/incentives, product knowledge
11/5/2019	Residential Trade Allies	Residential Trade Ally Advisory Group Meeting	9	120	General Awareness	CRM discussions, badges, feedback on quarterly newsletter, and trainings offered by Franklin
11/7/2019	Trade Ally Training	Quality Compressed Air	1	30	Program Implementation	Program overview, communications, calculator training, and required paperwork for project submission
11/7/2019	Trade Ally Training	Graybar	1	15	Technical	Provide calculator training and review required paperwork for project submission
11/11/2019	Trade Ally Training	NOLA LED	3	30	Program Implementation	Program overview, communications, incentives, values, timeframe, and project submission paperwork
11/13/2019	Trade Ally Training	Trade Ally Advisory Group meeting	20	120	Program Implementation	Provide program updates, facilitate introductions with workforce-development agencies, provide training on SBDI measures, and receive feedback on program implementation
11/18/2019	Residential Field Training	Trade Allies	1	15	Technical	Trained homeowner on how to use her Thermostat, and basic building science knowledge with regard to insulation in her attic and sealed ducts
11/19/2019	Residential Field Training	Trade Allies	2	30	Program Implementation	Training on worksite organization & cleanliness
11/25/2019	Trade Ally Training	Charlie Boyle, Engineer	1	60	Program Implementation	Program overview, communications, incentive values, and project submission paperwork
12/3/2019	Trade Ally Training	GH Mechanical	1	60	Program Implementation	Program overview, communications, incentive values, and project submission paperwork

12/3/2019	Residential Field Training	Residential Trade Allies	2	15	Program Implementation	Training on after-work cleanup & site maintenance.
12/3/2019	Residential Field Training	Residential Trade Allies	2	15	Program Implementation	Training on working with difficult customers, as well as test-in procedures (covering all vents securely)
12/4/2019	Residential Field Training	Residential Trade Allies	3	30	Program Implementation	Training on material usage, work prioritization.
12/4/2019	Residential Field Training	Residential Trade Allies	3	30	Program Implementation	Training on direct install standards/opportunities & Site safety.
12/4/2019	Residential Field Training	Residential Trade Allies	3	30	Program Implementation	Training on program requirements, paperwork/rebate information, and diagnostic testing procedures.
12/5/2019	Trade Ally Training	Royal Ranges Commercial Fryers	1	15	Program Implementation	Program overview, commercial-kitchen incentives, and required paperwork for project submission
12/9/2019	Residential Field Training	Residential Trade Allies	1	30	Program Implementation	Training on rebate pricing. Best practices. licensing/insurance requirements.
12/10/2019	Residential Field Training	Residential Trade Allies	4	30	Program Implementation	Hazard Disclosure, work-site safety, testing order of operations
12/12/2019	Trade Ally Training	Balthazaar Electric	3	60	Program Implementation	Program overview, communications, calculator training, and required documentation for project submission
12/12/2019	Trade Ally Training	NOLA Restaurant and Design	2	45	Program Implementation	Program overview with a focus on commercial kitchen equipment, communications, calculator training, and required documentation for project submission
12/18/2019	Trade Ally Training	Eskew Dumez Ripple	2	60	Program Implementation	Program overview with a focus on energy modeling, communications, calculator training, and required documentation for project submission
12/20/2019	Trade Ally Training	American Electric LED	1	30	Program Implementation	Program overview, communications, calculator training, and required documentation for project submission
1/14/2019	Trade Ally Advisory Group	Residential Trade Ally Advisory Group Meeting	16	90	Program Implementation	Program Q5 TAAG meeting with Trade Allies for feedback on residential offerings
1/20/2020	Trade Ally Training	C&I Trade Ally Harbor Electric	1	30	Program Implementation	Program overview to Harbor Electric
1/20/2020	Trade Ally Training	C&I Trade Ally Eco Lite	2	30	Program Implementation	Program overview to EcoLite and onboarding
1/22/2020	Trade Ally Training	C&I Trade Ally Grainger	1	15	Program Implementation	Overview of the trade ally bonus in place until the end of PY9 as well as updates to the calculator
1/28/2020	Trade Ally Training	C&I Trade Ally LED Supply Plus	1	15	Technical	Calculator training on combined calculator, training part 1 -- video
1/29/2020	Trade Ally Training	C&I Trade Ally LED Supply Plus	1	15	Technical	Calculator training on combined calculator -- training part 2 by phone
1/29/2020	Trade Ally Training	C&I Trade Ally Eco Lite	1	10	Program Implementation	Reviewing one account vs. two accounts, understanding process timeline for paperwork, communicating about incentives, etc.
1/30/2020	Trade Ally Training	C&I Trade Ally Eco Lite	1	10	Technical	Assistance with the calculator for a specific port of Orleans proposal
2/5/2020	Trade Ally Training	C&I potential trade ally Entrusted Energy	1	75	Program Implementation	Overview with owner of Entrusted Energy on calculator, timeline, and a site walk-through of a church
2/5/2020	Trade Ally Training	C&I Trade Ally Synergy Building Solutions	1	30	Technical	Calculator training covering the program application tab and its 6 field cells required to populate the incentive
2/10/2020	Trade Ally Training	C&I Trade Ally LED Supply Plus	1	10	Program Implementation	Small Business Direct Install Training on cases which include both SBDI and non-SBDI measures

2/13/2020	Trade Ally Training	C&I Trade Ally Salas O'Brien	1	45	Program Implementation	Program Overview and onboarding with a focus on non-lighting incentives
2/14/2020	Trade Ally Training	C&I Trade Ally IBEW	1	30	Program Implementation	Program overview with the International Brotherhood of Electrical Workers
2/17/2020	Trade Ally Training	C&I community college potential trade allies	8	60	Program Implementation	Program Overview and technical training with level 1 electricians at Nunez Community College
2/17/2020	Trade Ally Training	C&I community college potential trade allies	13	60	Program Implementation	Program Overview and technical training with level 2 electricians at Nunez Community College
2/17/2020	Trade Ally Training	C&I community college potential trade allies	16	60	Program Implementation	Program Overview and technical training with high-school senior electrical class at Nunez Community College
2/17/2020	Trade Ally Training	C&I community college potential trade allies	7	60	Program Implementation	Program Overview with Mechatronics class at Nunez Community College
3/3/2020	Tread Ally Training	Residential Trade Allies	18	60	Technical	Program training covering CAZ testing and training in homes to ensure health and safety standards are met prior to air sealing.
3/3/2020	Trade Ally Training	C&I Trade Ally Deubler	1	15	Program Implementation	General Program Overview with Deubler Electric
3/5/2020	Trade Ally Training	C&I Trade Ally Wiring Resources	1	60	Program Implementation	In-person Onboarding with Wiring Resources LLC, with a focus on lighting incentives
3/10/2020	Trade Ally Training	C&I Trade Ally J&R A/C Heating	1	60	Program Implementation	In-person Onboarding with J&R A/C Heating, with a focus on non-lighting incentives
3/12/2020	Trade Ally Training	C&I Trade Ally Balthazaar	3	75	Technical	Calculator training in preparation of two lighting proposals
3/12/2020	Trade Ally Training	C&I potential trade ally Bernhard Electric	1	30	Program Implementation	Program overview with Bernhard MCC
3/19/2020	Trade Ally Training	C&I Trade Ally Nola Electric	1	45	Program Implementation	Onboarding of NOLA Electric, with a focus on non-lighting, lighting, and new construction

Appendix D: Marketing Collateral





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ALSO IN THIS ISSUE:

[How to Choose the Right Energy Light](#)

[I've Seen the Light: Demystifying LED Light Bulbs](#)

[VIDEO: You Can Fix a Leaky Faucet](#)

[How Much Energy Does a Faucet Consume?](#)

I've Seen the Light: Demystifying LED Light Bulbs

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

With the introduction of energy-efficient bulbs, however, choosing a replacement is not as simple. Watts measure the amount of energy the bulb uses – not how bright it is. And when you consider that CFL bulbs use 75 percent less energy and LED bulbs use up to 90 percent less energy than incandescent bulbs, finding a comparable bulb can be confusing.

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

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



Send me more like this

Check out more money-saving tips, news & interesting stories 88







I've Seen the Light: Demystifying LED Light Bulbs

Finding the right LED bulb can be confusing. Here's how to choose the right one for your home.

Light Type	Watts	Equivalent Incandescent Bulb	Energy Used (kWh)	Estimated Life (Hours)
Incandescent	40	40	1.6	1,000
CFL	15	40	0.4	10,000
LED	10	40	0.3	25,000
LED	15	60	0.4	25,000
LED	20	75	0.5	25,000

A New Way of Thinking for Smart Light



LED
Brighter, cooler, and more energy-efficient.



CFL
Brighter, cooler, and more energy-efficient.



Incandescent
Brighter, cooler, and more energy-efficient.

With Smart Bulbs, you can save energy and money. Choose the right bulb for your home.



LED
Brighter, cooler, and more energy-efficient.



CFL
Brighter, cooler, and more energy-efficient.



Incandescent
Brighter, cooler, and more energy-efficient.

Energy Smart | Entergy

Click here to view the PDF of the infographic.

Save at the Checkout

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

Looking for other ways to save energy at home? Visit [energysmarttoha.com](#) or call 504-222-9998.

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- [5 Ways to Start Saving Energy Today](#)
- [You can be the star of our energy-efficiency offerings](#)
- [VIDEO: 3 Cheers for Induction Cooking at Home](#)
- [Test Your Home Energy Knowledge](#)



You can be the star of our energy-efficiency offerings

The Preview

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



YOUR ENERGY-SAVING CO-STARS



The Plot

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

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

The Action

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

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

Will there be a sequel?

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

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

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February Energy Smart Circuit E-Newsletter



ENERGY INSIGHTS FOR YOU, POWERED BY US.

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[Home Appliances: The Biggest Energy Users](#)

[Seven lucky charms for energy efficiency](#)

[VIDEO: You Can Replace Recessed Lighting with LEDs](#)

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

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



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Seven lucky charms for energy efficiency

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



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

[STAR®](#)

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

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

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

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

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

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

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

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

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

Do you qualify for these offerings?

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

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

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

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

Spreading the luck to Small Businesses

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

Opportunity is knocking.

Learn more about our Energy Smart energy-efficiency services by visiting <https://www.energysmartnola.info/residents/> or calling 504-229-6868.



March Energy Smart Circuit E-Newsletter

I've Seen the Light: Demystifying LED Light Bulbs

Turning Watts Into Lumens
Since energy-efficient bulbs use significantly less energy (measured in watts), it's better to look at the bulbs' output (in brightness level, known as lumens) to compare them.

LUMENS	Incandescent Bulb	CFL Bulb	LED Bulb
2,000	100W	10W	10W
400	40W	10	7-8
800	40	10	7-8
1,600	75	16	10-15
2,400	100	20	16-20
3,200	150	27	24-30

A New Way of Seeing the Same Light
Not all bulbs are created equal. You have different light bulb types to choose from.

How it Illuminates	Incandescent Bulb	Compact Fluorescent Light (CFL) Bulb	Light-Emitting Diode (LED) Bulb
How They Work	Uses a filament and heat to produce light. Incandescent bulbs produce heat and light. Bulbs last 100 hours.	Fluorescent gas in CFL bulb emits ultraviolet energy, which causes tube to emit light. CFL bulbs last 10,000 hours.	LEDs produce light by passing an electric current through a semiconductor. LEDs last 25,000 hours.
Efficiency	10 percent	20 percent	80 percent
Energy used to create light in average household use	100 kilowatt-hours	50 kilowatt-hours	10 kilowatt-hours
Total Energy	100 kilowatt-hours	50 kilowatt-hours	10 kilowatt-hours
Lifetime Savings	N/A	Approx. \$10	Approx. \$100
Dimmable	Yes	No	Yes
Energy Star Qualified	Yes	No (look for Energy Star logo)	Yes

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

2700K 3000K 3500K 4000K 5000K

▲ Warm White, Warm White Neutral White, Cool White Daylight

*Figures are based on a 15-watt LED bulb. Energy Star qualified LED bulbs are available in 10-watt, 15-watt, and 20-watt sizes. © 2014 Energy Star. All rights reserved.

LED Infographic Outreach Table Display

I enrolled in EasyCool and you should, too.



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

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



What's cool about EasyCool?

- **It's free and easy** if you're a qualifying homeowner or renter in Orleans Parish.

- After every summer season you participate, **you'll receive \$40.**

- **You don't even have to be home** when we install your cycling switch on your outdoor A/C unit or heat-pump system if there are no access issues.



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



The EasyCool device is installed near your central air conditioner outside.



The EasyCool device is only activated on select summer weekdays.



When it is activated, your air conditioner will still operate, but for about half as long, while allowing the fan to circulate already cooled air.

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

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EasyCool Refer-A-Friend Post Card



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

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

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

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

Energy Smart Enrollment

Name: _____ Email: _____

Address: _____

City: _____ ZIP: _____ Phone: _____

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

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

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

Please leave all the perforation and place in U.S. mail.
Energy Smart is a registered service mark of Entergy New Orleans, LLC. Entergy Services, LLC is an Equal Opportunity Employer.



Why choose Energy Smart?

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

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

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

Energy Smart Starter Kit Installation Survey

Please remember to return this form.

Teacher's Name _____

School _____

Student's Name _____

Date _____



1. Check the type of water heating at your home.

(Hint: Gas water heaters have a little "chimney" on top called a flue. Plus, if your Entergy bill has no gas on it - you're all electric.)

Gas Electric

Did you install....

2. 9w LED bulbs. How many?

One Two Three Four



3. 15w LED bulbs. How many?

One Two



4. The bathroom sink aerator.

Yes No



5. The kitchen sink aerator.

Yes No



6. The showerhead.

Yes No



7. Completed the experiment.

Yes No



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Energy Smart for Kids Updated Installation Survey

Energy Smart Starter Kit Installation Guide

Dear Parent/Guardian,

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



LED Light Bulbs

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



Water-Saving Shower Head

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

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



Water-Saving Sink Aerators

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



Shower and Faucet Flow Meter Bag

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

Want to win a \$100 gift card?

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

Parent/Guardian Name _____

Email _____

Address _____

Phone _____

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



Energy Smart for Kids Updated Installation Guide



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

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

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

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

Thank you for helping to use energy wisely.

Take our survey ►

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

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

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

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

A/C Tune-up Email – Sent 3/13/2019



Thank you for your participation in EasyCool.

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

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

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

Take our survey ►

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

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

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

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EasyCool Survey Email – Sent 2/20/2019



Entergy New Orleans

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



\$40 for you, each year.

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

SAVE.ENERGYSMARTNOLA.INFO/EASYCOOL

Sign Up

20

562 Comments 311 Shares

Like Comment Share

March EasyCool Facebook Ad






Energy Smart Spotlight

February 2019



Attention: Required Checklist for 2019

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

[Read more ▶](#)

Upcoming Events and Trainings



Q1 Trade Ally Advisory Group Meeting

Feb. 7

4-6:30 p.m.

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

Agenda:

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

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

[RSVP ▶](#)

Energy Smart Residential Training - A/C Tune-ups

Feb. 20

4-6 p.m.

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

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

[RSVP ▶](#)

Green Professional Building Skills Training: Operations and Maintenance Essentials

March 20-21

9 a.m.-5 p.m.

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

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

[RSVP ▶](#)




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

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

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Residential Trade Ally Newsletter – Sent 2/6/2019

ENERGY SMART ANNUAL REPORT – PROGRAM YEAR 9

123

Get a \$50 Rebate

Energy Smart Refrigerator Rebate

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



\$50 Rebate on ENERGY STAR Qualified Refrigerators

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

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



Available for Entergy New Orleans Customers

Entergy New Orleans Residential Electric Customer Information

Please fill out completely. All information is required:

Purchaser's Name: _____ Email: _____

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

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

Daytime phone: _____

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

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

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

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

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

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

Purchaser's Signature: _____ Date: _____

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

Energy Smart Retail Lighting and Appliances Program

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

Email: residentialapps@energysmartnola.com

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

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

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Updated Refrigerator Rebate Application



Energy Smart EasyCool Enrollment

Name: _____ Email: _____

Address: _____

City: _____ ZIP: _____ Phone: _____

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

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

Signature: _____ Date: _____

Please tear at the perforation and place in U.S. mail or visit save.energysmartnola.info/easycool

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THE ROAD TO \$40 IS EASY






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

To enroll in EasyCool:

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





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

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

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



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



March EasyCool Business Reply Card



ENERGY SMART COMMERCIAL & INDUSTRIAL OFFERINGS

Energy Smart is Entergy New Orleans' energy efficiency program that incentivizes customers to perform energy saving upgrades in their facilities. The program works with business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with proven energy savings. Applications are accepted on a rolling basis. There is no deadline to apply.

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

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



Energy efficient upgrades can help your business:

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

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

\$50,000 for lighting only upgrades per site, per year.

\$100,000 for non-lighting only upgrades per site, per year.

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

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



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

Visit energysmartnola.com to find a Registered Trade Ally.



Updated Commercial & Industrial Overview



OFFERING INFORMATION

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

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

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

 <p>CONSULTATIVE ENERGY SERVICES Energy Smart can help guide projects to increase energy savings and cost-effectiveness.</p>	 <p>CASH BACK INCENTIVES Energy Smart has paid out more than \$11.4 million to business customers.</p>	 <p>TRAINING & DEVELOPMENT Energy Smart is committed to providing training and development to participating trade ally contractors.</p>
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For information about this and other Energy Smart offerings, visit energysmartnola.com, email info@energysmartnola.com or call **504-229-6868**.




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Updated Commercial & Industrial Overview



ENERGY SMART RETRO-COMMISSIONING OFFERING

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

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

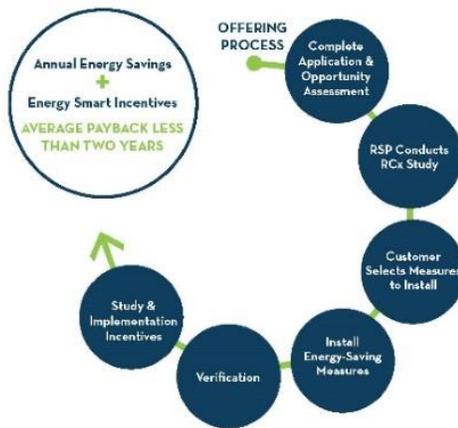
RETRO-COMMISSIONING

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

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

READY TO GET ENERGY SMART?

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



Updated Retro-commissioning Overview



ENERGY SMART RETRO-COMMISSIONING OFFERING

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

TERMINOLOGY

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

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

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

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

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

INCENTIVE STRUCTURE

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

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

¹ Up to \$15,000

• Customers are eligible for \$50,000 for lighting per site, per year; \$100,000 for non-lighting per site, per year and \$100,000 total for combined lighting and non-lighting per site, per year.

• In order to be eligible for the study incentive, customers must implement at least one of the measures recommended in the approved study.

ELIGIBILITY

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

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

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

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



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Updated Retro-commissioning Overview



ENERGY SMART TRADE ALLY NETWORK

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

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

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

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

BENEFITS OF BECOMING A TRADE ALLY

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

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

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

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

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

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




Updated C&I Trade Ally Overview



OFFERING INFORMATION



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



PRESCRIPTIVE INCENTIVES

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

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

CUSTOM INCENTIVES

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

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

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

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



GROW YOUR BUSINESS

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



CASH BACK INCENTIVES

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



TRAINING & DEVELOPMENT

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

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



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Updated C&I Trade Ally Overview



COMMERCIAL & INDUSTRIAL PRESCRIPTIVE INCENTIVES

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

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

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



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



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



Updated Prescriptive Overview

INCENTIVE RATES

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

PRESCRIPTIVE INCENTIVES			
EXISTING EQUIPMENT	EFFICIENT EQUIPMENT	INCENTIVE	UNIT
Lighting: Exit Sign Replacement			
Incandescent/CFL Exit Sign	LED Exit Sign < 5 watts, Meets State Fire Marshal Codes/UL-rated	\$20	per sign
Lighting: Incandescent and Compact Fluorescent Replacements			
Incandescent/CFL Screw-In Lamp	LED Lamp (1 to 6 watts)	\$5	per amp
Incandescent/CFL Screw-In Lamp	LED Lamp (7 to 11 watts)	\$4	per amp
Incandescent/CFL Screw-In Lamp	LED Lamp (12 to 17 watts)	\$5	per amp
Incandescent/CFL Screw-In Lamp	LED Lamp (18-8 watts)	\$6	per amp
Lighting: Lighting Controls			
No Controls	Daylighting Control (controlling < 500 watts)	\$5	per unit
No Controls	Daylighting Control (controlling < 500 watts)	\$40	per unit
No Controls	Occupancy Sensor (controlling < 500 watts)	\$20	per unit
No Controls	Occupancy Sensor (controlling < 500 watts)	\$40	per unit
No Controls	Occupancy Sensor + Daylighting Control (controlling < 500 watts)	\$5	per unit
No Controls	Occupancy Sensor + Daylighting Control (controlling < 500 watts)	\$75	per unit
HVAC			
Inefficient A/C Unit (< 5.41 tons)	A/C Unit (< 5.41 tons) - min. 12.2 EER/12 SEER efficiency	\$66	per ton
Inefficient A/C Unit (5.42 - 7.24 tons)	A/C Unit (5.42 - 7.24 tons) - min. 12.2 EER/12.48 SEER efficiency	\$66	per ton
Inefficient A/C Unit (7.25 - 20 tons)	A/C Unit (7.25 - 20 tons) - min. 12.2 EER/14.6 SEER efficiency	\$66	per ton
Inefficient A/C Unit (20+ - 65.3 tons)	A/C Unit (20+ - 65.3 tons) - min. 12.8 EER/12.4 SEER efficiency	\$66	per ton
Inefficient A/C Unit (> 65.3 tons)	A/C Unit (> 65.3 tons) - min. 12.4 EER/12.5 SEER efficiency	\$66	per ton
Inefficient Heat Pump Unit (< 5.42 tons)	Heat Pump Unit (< 5.42 tons) - min. 12.3 EER/15 SEER/20 HSPF efficiency	\$71	per ton
Inefficient Heat Pump Unit (5.43 - 7.24 tons)	Heat Pump Unit (5.43 - 7.24 tons) - min. 13.4 EER/15.5 EER/20 HSPF efficiency	\$71	per ton
Inefficient Heat Pump Unit (7.25 - 20 tons)	Heat Pump Unit (7.25 - 20 tons) - min. 13.4 EER/15.5 SEER/20 HSPF efficiency	\$71	per ton
Inefficient Heat Pump Unit (> 20 tons)	Heat Pump Unit (> 20 tons) - min. 13.2 EER/15.5 SEER/20 HSPF efficiency	\$71	per ton
No Controls	Energy Management Controls installed in all classrooms	\$50	per room
Refrigeration			
Inefficient Motor (coolers and freezers)	ECM Motors (coolers and freezers)	\$95	per motor
No Controls (coolers and freezers)	Evaporator Fan Controls (coolers and freezers)	\$20	per unit
No Controls (coolers and freezers)	Anti-Sweat Heater Controls (coolers and freezers)	\$40	per door
No Coils (coolers and freezers)	Door Coils (coolers and freezers)	\$2	per freezer
Commercial Kitchen			
Inefficient Equipment	Low-Flow Sink Aerators (1.5 GPM or less) - Only for facilities with electrically heated water	\$5	per unit
Inefficient Equipment	Pre-Rinse Spray Valves (1.6 GPM or less) - Only for facilities with electrically heated water	\$50	per unit
Non-ENERGY STAR®	ENERGY STAR Ice Machine	\$55	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Cooler (electric) - 85% min. efficiency	\$220	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Steam Cooker (electric) - 85% min. efficiency	\$1,500	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Convection Oven (electric) - 62.6 specification	\$225	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Griddle (electric) - 65% min. efficiency	\$100	per unit
Non-ENERGY STAR	ENERGY STAR Commercial Combination Oven (electric) - 65% min. efficiency	\$1,000	per unit
Miscellaneous			
No PC Power Management Software/Settings	PC Power Management	\$10	per PC

Energy Smart is a program of the City of Denver, created by the Denver City Council and the Denver Board of Commissioners. For more information, visit www.denver.gov/energy-smart.



Updated Prescriptive Overview

Since 2010, Energy Smart has provided over

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

Incentives available for upgrades that reduce electricity usage:

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

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



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

PROJECT EXAMPLES

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

ARE YOU READY TO GET ENERGY SMART?

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



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Business Leave Behind

ENERGY SMART HIGHER EDUCATION COHORT: MISSION & OVERVIEW



MISSION

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

OBJECTIVE

To engage higher education leadership to:

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

TARGET AUDIENCE

Higher education and major campuses in New Orleans.

Universities and Colleges:

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

Major Non-profit Building Owners:

- Archdiocese of New Orleans
- New Orleans Baptist Association

ENERGY SAVINGS ACHIEVEMENT AND TARGETS THROUGH ENERGY SMART PARTICIPATION

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

MEETING FORMAT

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

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Higher Education Cohort Mission Statement



Big Check



Ready to get Energy Smart?

Energy Smart incentivizes business customers to perform energy saving upgrades.

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

**Building
Automation Systems**

**Chillers
& Motors**

**HVAC Upgrades
& Optimization**

**Lighting
& Lighting Control**

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



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Eat Local Challenge: Take the Pledge



The New Orleans Eat Local Challenge is a fun way to rethink the impact your food shopping and restaurant eating has on the local economy. Summer is a great time to source everything you eat from within 200 miles of New Orleans, and the challenge takes place all June long.

Sticking to your pledge is easier with community events, restaurant specials and stocked shelves. Join us Monday, June 24 for [product tastings](#) at the New Orleans Food Co-Op.

[See full details here](#)

It Pays to Be Energy Smart

Energy Smart is an energy efficiency program that provides incentives to New Orleans [business customers](#) for energy saving upgrades to their facilities. The program works with business owners and facility managers to identify energy efficiency opportunity and provide valuable cash incentives on energy efficiency upgrades and improvements. In 2018, Energy Smart saved commercial and industrial customers nearly 30 million kWh and received about \$3.4 million dollars in incentives.

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

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

Energy efficient upgrades can help your business:

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

To start participating today visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868 or meet with EnergySmart at Office Hours July 25.



It Pays to Be Energy Smart

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Local Happenings

[Source: NOLA B2B Office Hours](#)

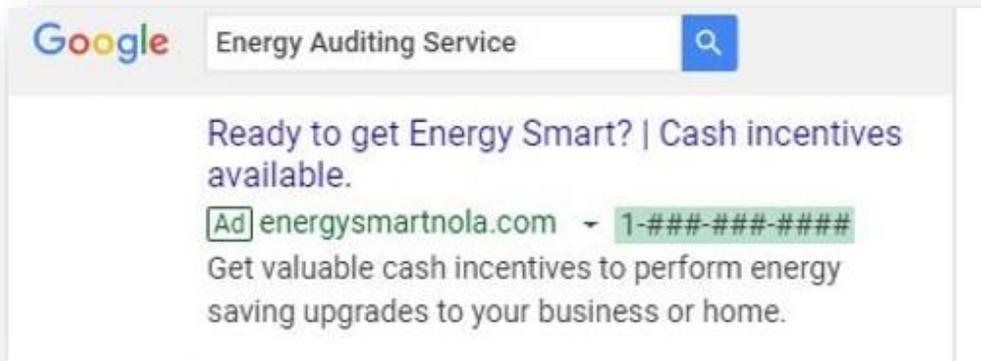
Thurs. July 11, 10 a.m. - 12:30 p.m. | Church at Hotel Peter and Paul
StayLocal's annual initiative to encourage local businesses to source products and services from other businesses in the GNO area. Book up for six 15-minute consultations with business experts across our

Local Happenings

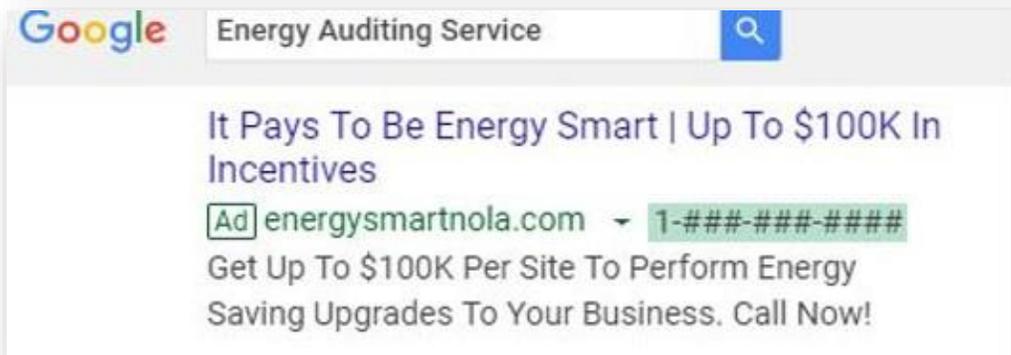
June StayLocal Newsletter



June Preservation Print Ad



Google Paid Search Ad 1



Google Paid Search Ad 2



Ready to get Energy Smart?

Energy Smart incentivizes business customers to perform energy saving upgrades.

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

Building Automation Systems	Chillers & Motors
HVAC Upgrades & Optimization	Lighting & Lighting Control

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

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2019 Entergy Services, LLC All Rights Reserved.

May City Business Journal & Biz New Orleans Print Insertion



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

Q1 Review and Highlight

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

- Q1 total number of projects completed – 20.
- More than **110 businesses** have submitted a project application this year.
- Approximately **2.2 million kWh saved**, 6% of the way toward energy savings goal of 34.5 million kWh.
- **Over \$220,000 in incentives paid** to business customers and an additional \$1.5 million reserved for 2019. Of the 2019 budget of \$5.2 million, **\$3.5 million in funding is still available**.
- Current applications and program tools can be found on the [Energy Smart website](#).

2019 Program Updates

Calculator Update:

All Energy Smart program calculators have been updated and added to the Energy Smart website for Program Year Nine. To ensure that you are using an updated calculator to estimate incentives, Energy Smart asks that you download a new calculator from the website for each new project. The most recent version of the calculators is required as a part of your project application.

Trade Ally Tier Rankings

The Energy Smart team is excited to launch a tiered ranking system for trade allies based on 2018 performance in the Commercial and Industrial offerings. This system is modeled after other programs around the country.

Trade allies will receive a designation* at one of four levels – General, Silver, Gold or Platinum. There is one tier system for lighting trade allies and one for non-lighting trade allies. For both tiering systems, the total score is based on a 12-pt. scale.

TRADE ALLY TIER LEVELS							
LEVELS	PLATINUM 10+ points ♦♦♦	GOLD 6-9 points ♦♦	SILVER 2-5 points ♦	GENERAL TRADE ALLY 0-1 points			
LIGHTING	Total Projects Completed in 2018	3-6 projects completed	3-4 projects completed	3-8 projects completed	9-12 projects completed	13-18 projects completed	20+ projects completed
	Total kWh Saved in 2018	1,000 - 10,000 kWh saved	10,001 - 50,000 kWh saved	50,001 - 200,000 kWh saved	200,001 - 1,000,000 kWh saved	1,000,001 - 5,000,000 kWh saved	5,000,001 + kWh saved
NON-LIGHTING	Total Projects Completed in 2018	1 project completed	2 projects completed	3 projects completed	4 projects completed	5 projects completed	6+ projects completed
	Total kWh Saved in 2018	1,000 - 10,000 kWh saved	10,001 - 100,000 kWh saved	100,001 - 500,000 kWh saved	500,001 - 1,000,000 kWh saved	1,000,001 - 5,000,000 kWh saved	5,000,001 + kWh saved

*Trade allies will retain this designation for the remainder of 2019 and will be able to promote their designation on their own website. Energy Smart will post these designations on its website through a searchable database of trade allies that is currently in development.

HOW TO EARN POINTS – AN EXAMPLE

A non-lighting trade ally turns in five projects with 100,000 total kWh saved in 2018.



This non-lighting trade ally would earn five points for the projects completed and four points for kWh saved.



The total of nine points would designate this non-lighting trade ally at the Gold level.



TRADE ALLY TIER BENEFITS

Platinum: 10+ points

- Updates and announcements on the program and training opportunities.
- Listed on the Energy Smart website as a Platinum level trade ally.
- Permission to request co-branded materials.
- Badge displaying Platinum designation.
- Preferred status to be highlighted in Energy Smart case studies.

Gold: 6-9 points

- Updates and announcements on the program and training opportunities.
- Listed on the Energy Smart website as a Gold level trade ally.
- Permission to request co-branded materials.
- Badge displaying Gold designation.

Silver: 2-5 points

- Updates and announcements on the program and training opportunities.
- Listed on the Energy Smart website as a Silver level trade ally.
- Permission to request co-branded materials.

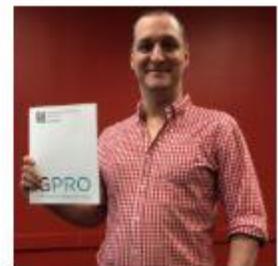
General Trade Ally: 0-1 points

- Updates and announcements on the program and training opportunities.
- Listed on the Energy Smart website as a General trade ally.

Training Spotlight

On March 20 and 21, green-building professionals in the New Orleans attended a Green Professional Building Skills training.

GPRO is a comprehensive training and certificate program developed by Urban Green Council. Linda Baynham and Atom Davis, representing Energy Smart, taught the class of 20 contractors. Davis said, "Energy efficiency is one of the most important topics to consider. By finding where energy is wasted, homeowners and business managers can create more resilient and comfortable spaces. I am proud to help teach the GPRO course and work in energy efficiency."



Q2 Trade Ally Newsletter – sent 4/10/2019

Events and Professional Development

Energy Smart Q2 2019 Trade Ally Advisory Group Meeting

May 2, 2019
9-11 a.m.

Urban League
4640 S Derbillion Ave., Suite 118
New Orleans, LA 70119

Agenda:
9-9:15 a.m. - Breakfast and Networking
9:15-9:30 a.m. - Portfolio Updates
9:30-11 a.m. - Questions and Discussion

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

ASHRAE CHAPTER MEETING SPEAKER - ERIC NORRIS

April 16
5:30 p.m. Social
8 p.m. Dinner and Presentation

Mr. Ed's Oyster Bar and Fish House; Metairie, LA
Cost: \$30

Event Details: This month's presentation is by Eric Norris of AAOH Heating and Cooling Products. Eric Norris, P.E. has been a part of the HVAC industry since 2002. He received his BSME from the University of Missouri - Kansas City. Eric worked as a consulting engineer designing schools, medical facilities and commercial office spaces for 5 years. Eric has been employed by AAOH since 2008, previously filling roles as Applications Engineer and Applications Engineering Manager.

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

REGISTER

AFTERNOON Year-to-Year Trade Ally Training Tips on Submitting Applications to Energy Smart

April 18
9-10 a.m.

Urban League of Greater New Orleans
Cost: Free
Open to Trade Allies Only

Event Details: Kody Tassin, owner of NOLA LED, will share how he tailors his business approach to take full advantage of the Energy Smart program. Learn how NOLA LED adapted its business to become more efficient in submitting applications that were likely to be approved by Energy Smart. For more information contact Kevin Fitzwilliam at 866-240-2217.

REGISTER

Building Performance Institute - IDL Infiltration and Duct Leakage

April 23 - 26
8 a.m. - 5 p.m.

Louisiana Housing Corp. Training
Facility
Baton Rouge
Cost: \$495

Event Details: This two day BPI Infiltration and Duct Leakage course is a single-measure certification that meets IECC building code compliance for builders, contractors, and code officials who must perform duct leakage test and/or blower door tests on new construction or renovations to existing properties. It's a simple, comprehensive, and affordable way for HVAC companies and contractors to deliver the tests that builders need to meet IECC codes for air infiltration and duct leakage. Official BPI certification requires a passing grade on BPI's field examination. For more information contact Matt Kilian 226-883-8145.

* Energy Smart is not affiliated with the production of this

Lighting Controls Webinar Training

April 24
8-9 a.m.

Webinar
Cost: Free

Event Details: Join Digital Lumens Director of Application Engineering, Matt Ugarah, to learn more about LED industry trends and the many benefits of advanced lighting controls, as well the real-world results of a PG&E study of a connected lighting project, and the unique value connected lighting can deliver beyond energy efficiency. The presentation will be followed by a Q&A session open to all attendees.

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

REGISTER

Building Performance Institute - Building Analyst

certification that meets IECC building code compliance for builders, contractors, and code officials who must perform duct leakage test and/or blower door tests on new construction or renovations to existing properties. It's a simple, comprehensive, and affordable way for HVAC companies and contractors to deliver the tests that builders need to meet IECC codes for air infiltration and duct leakage. Official BPI certification requires a passing grade on BPI's field examination. For more information contact Matt Kilian 226-883-8145.

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

REGISTER

ASHRAE CHAPTER MEETING SPEAKER TO BE ANNOUNCED

May 21, 2019
5:30 p.m. Social
8 p.m. Dinner and Presentation

Mr. Ed's Oyster Bar and Fish House;
Metairie, LA
Cost: \$30

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

REGISTER

connected lighting project, and the unique value connected lighting can deliver beyond energy efficiency. The presentation will be followed by a Q&A session open to all attendees.

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

REGISTER

Building Performance Institute - Building Analyst

BPI Building Analyst Training

June 17 - June 21, 2019
8 a.m.-5 p.m.

Louisiana Housing Corp. Training
Facility
Baton Rouge
Cost: \$495

Event Details: This five day BPI Building Analyst course is a certification-prep training course. Official BPI certification requires a passing grade on BPI's written and field exams. The online exam will be offered Thursday, June 20, 2019. The field exam will be scheduled once the class has begun.

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

REGISTER

LaGrange Consulting

Course: Building Balance 101

May 23, 2019
8 a.m.

Louisiana Housing Corporation Training Facility
11837 Industrial Flex Blvd.
Baton Rouge, LA 70808
Cost: \$100

Event Details: Paul LaGrange, LaGrange Consulting, will teach a class covering how to properly recognize and adjust building practices according to the second Law of Thermodynamics so that building failures related to moisture do not become part of your building project. For more information contact Paul LaGrange at 836-846-2148.

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

REGISTER

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Energy Smart
900 Camp Street, Suite 364
New Orleans, LA, 70130

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Q2 Trade Ally Newsletter – sent
4/10/2019



Energy Smart Announcements



Did you know that, on average, **30 percent of the energy used in commercial buildings is wasted?** This waste ultimately affects your bottom line.

One simple way to combat this waste is through better energy management. By simply measuring and tracking energy data, buildings can realize between six to 14 percent in reduced energy use over several years, resulting in significant cost savings.

New Orleans properties can now lower their energy use and save money by signing up for the [NOLA Energy Challenge](#). Buildings of any size from every sector are invited to sign up and start tracking their energy data to **compete for prizes and industry recognition** – not to mention the **cost savings** provided by energy efficiency opportunities.

Free technical assistance is provided to NOLA Energy Challenge participants, as well as **training**, industry networking and marketing opportunities. Building tenants can get involved by helping their property owners or managers sign up for the Energy Challenge.

Energy-efficient buildings have multiple benefits, including:

- Higher Lease Renewal Rates
- Higher Sales Prices
- Higher Worker Productivity Rates
- Improved Indoor Air Quality
- Greater Economic Competitiveness
- Lower Lender Risk
- Lower Operating Costs
- Lower Maintenance Costs

Because of this proven return on investment, the City of New Orleans has embarked on efforts to make its own portfolio of municipal buildings energy efficient, with operational and equipment upgrades planned or implemented on dozens of its properties.

Last year's NOLA Energy Challenge featured 40 of the city's most prominent properties in the downtown area. **Winners** included the F.E. Hebert Federal Building, the U.S. Customs House, the Energy Centre, the Downtown Tulane Campus and the Convention Center.

To start on the road to energy savings, **property owners and managers can sign up for the NOLA Energy Challenge at nola.gov/EnergyChallenge**. There is no fee to participate. The NOLA Energy Challenge is brought to you by the City of New Orleans' Office of Resilience and Sustainability along with support from Energy Smart and other partners.



Ready to get Energy Smart?

Once you have benchmarked your property and determined how your building is performing, the next step is to make energy efficient improvements with Energy Smart. Energy Smart is Entergy New Orleans' energy efficiency program that incentivizes customers to perform energy saving upgrades in their facilities.

Energy Smart has **five million dollars** in incentives for commercial and industrial customers that complete upgrades in 2019. Customers can receive up to **\$100,000** per building per year for upgrades that result in verifiable electric usage reduction, such as:

- Lighting and Lighting Controls
- HVAC Upgrades and Optimization
- Building Automation Systems
- Chillers
- Motors

Save energy, save money. It's that simple.

For more information about Energy Smart, visit energysmartnola.com, email info@energysmartnola.com or call **604-228-6888**.

Thank you,
The Energy Smart Program

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

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A11M - 400 Poydras Street - Suite 900 - New Orleans, LA, 70130 - USA

Nola Energy Challenge and Energy Smart E-Blast – sent 4/04/2019

The New Orleans Agenda

Friday, April 12, 2019 ***** For Immediate Release

Get Energy Smart this Earth Day and Every Day After



NEW ORLEANS - Energy Smart is a local energy-efficiency program that helps New Orleans electric customers save energy and money. Through the program, which was developed

by the New Orleans City Council and is administered by Entergy New Orleans, [residential customers](#) can get free home-energy assessments and valuable rebates on a variety of upgrades.

In addition to the many residential offerings, Energy Smart incentivizes New Orleans [business customers](#) to perform energy-saving upgrades to their facilities. The program works with business owners, facility managers and trade ally contractors to identify energy-efficient opportunities and provides valuable cash incentives in the process.

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

- Lighting and lighting controls
- Chillers
- HVAC upgrades and heat pumps
- Motors

Energy-efficient upgrades also can help businesses:

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

In 2018, Energy Smart saved over 48 million kilowatt-hours and paid more than \$5.6 million in incentives across residential and commercial customers. Commercial and industrial customers saved nearly 30 million kWh and received about \$3.4 million in incentives.

For more information about Energy Smart and how you can participate, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-8868.

Visit our website

New Orleans Agenda Article – ran 4/12/2019

Energy Smart Lighting Application Tips



Kody Tassin, owner of NOLA LED, shares tips on tailoring your lighting business to the Energy Smart program.

The Energy Smart team invites you to an opportunity to learn from one of our own lighting trade allies – NOLA LED. Owner Kody Tassin will present on how NOLA LED tailors its business approach to take full advantage of the Energy Smart program. Learn how NOLA LED adapted its business to become more efficient in submitting applications that were likely to be approved by Energy Smart.

Thursday, April 18
9 – 10 a.m.
Urban League of Greater New Orleans
4640 S Carrollton Ave., Suite 110
New Orleans, LA 70119

Please click below to RSVP through Eventbrite.

[RSVP](#)

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

We hope to see you there.

Thank you,
The Energy Smart Program

Lighting Applications Tips E-Blast – sent 4/01/2019



Higher Education Cohort Meeting Announcement



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

May 14, 2019
9 - 10:30 a.m.
LSU Human Development Center, Room 128
411 S. Priour St., New Orleans, LA 70115

There is a free parking lot behind the building. The Entrance to the parking lot is on South Priour Street.

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

Topics covered will include:

- LSU Medical Center cohort participation.
- Xavier University student engagement on sustainability.
- Results from higher education cohort survey.
- Program status and update on higher ed participation goals.
- Roundtable and Q&A.

Please contact Linda Baynham at Linda.Baynham@energysmartnola.com or call 504-808-7316 with questions.

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

Thank you,

The Energy Smart Program

Higher Ed Cohort E-Blast – sent 5/06/2019



Energy Smart Incentives for the Healthcare Industry



Energy Smart is Entergy New Orleans' energy efficiency program that provides incentives to New Orleans [business customers](#) for energy saving upgrades to their facilities. The program works with business owners, facility managers and trade ally contractors to identify opportunities and provides cash incentives for completing eligible upgrades with proven energy savings.

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

- Lighting and lighting controls.
- Chillers, pumps and chilled water controls.
- HVAC upgrades and heat pump.
- Motors and variable frequency devices.

New Orleans healthcare facilities can start participating today.

Visit energysmartnola.com, email info@energysmartnola.com or call [504-229-6868](tel:504-229-6868).

Energy Smart to present to the Louisiana Society for Healthcare Facilities Management. Baton Rouge, LA May 10

The healthcare industry has unique facility and energy needs. Topics that will be presented at the meeting include:

- Entergy New Orleans [Energy Smart](#) program and how to participate.
- Entergy Louisiana [Entergy Solutions](#) program and how to participate.
- Recommendations for energy efficiency in hospitals.

[Find Out More](#)

Healthcare Professional E-Blast – sent 4/23/2019

Energy Smart Mid-Year Announcements



Dear Energy Smart Commercial Customers and Trade Allies,

Even though the clock is ticking there is still time to participate in the Energy Smart energy efficiency program, but don't wait too long. **The current program incentives expire on Dec. 31.** Business customers don't miss the opportunity to receive **up to \$100,000 per site, per year** for equipment upgrades that result in verifiable electric usage reduction such as:

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

The program works with business owners and facility managers to identify energy efficiency opportunities and upgrades. Why should you make energy efficient upgrades? Because energy efficient upgrades can help your business:

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

FOLLOW THESE STEPS TO EARN INCENTIVES



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

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

For more information about Energy Smart, visit energysmartnola.com, email info@energysmartnola.com or call **604-229-8988**.

Energy Smart Mid-Year Program Announcements – sent 5/03/2019

Energy Efficiency Panel Discussion



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

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

Panelists:



**Chaz Dickerson, Engineering Manager,
Hyatt Regency New Orleans**



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



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

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

**Tuesday, June 18
8 – 10 a.m.
Urban League of Greater New Orleans
4840 S Carrollton Ave., Suite 110
New Orleans, LA 70118**

Continental breakfast will be provided.

Agenda:

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

Click below to RSVP



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

We hope to see you there.

Thank you,
The Energy Smart Program

Energy Efficiency Panel Discussion Meeting Invitation – sent 5/29/2019

IT PAYS TO BE ENERGY SMART



Dear architecture and planning professionals,

As you plan your upcoming commercial projects, remember you can get up to \$100,000 per site, per year, to perform energy efficiency upgrades through the Energy Smart Program.

Energy Smart is Entergy New Orleans' energy efficiency program that incentivizes customers to perform energy saving upgrades. The program will work with you to identify opportunities and provide cash incentives for completing eligible upgrades with proven energy savings such as:

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

Why should you incorporate energy efficient upgrades? Because energy efficient upgrades can help your client's business:

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

Don't wait. The current program expires on Dec. 31. If you have projects that would benefit from these valuable cash incentives, please submit your application immediately. The 2019 program budget is \$5 million, however over 50% of that budget has been reserved for projects.

FOLLOW THESE STEPS TO EARN INCENTIVES



1. Participant identifies project.
2. Participant submits required documents.
3. Program conducts site visit and grants pre-approval*.
4. Participant orders and installs equipment.
5. Participant submits Completion Notice once installation is complete.
6. Program conducts post-site visit and pays incentive.

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

For more information about Energy Smart, visit energysmartno.com, email info@energysmartno.com or call **604-228-8883**.

E-Blast to Architects – sent 6/27/2019

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

¿Listo para obtener Energy Smart?

Visite energysmartnola.com, llame al 504-229-6868 o envíe un email a info@energysmartnola.com para obtener más información.



Obtenga Energy Smart y ahorre



Entergy

Energy Smart es un programa integral de eficiencia energética desarrollado por el Consejo de la Ciudad de Nueva Orleans y administrado por Entergy New Orleans, LLC, 1909 Entergy Services, LLC. Todos los derechos reservados.

¿QUÉ ES ENERGY SMART?

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

- Evaluaciones energéticas a domicilio o con medidas de instalación directa (LEDs, alrededores de grito, cabezas de ducha de bajo flujo, etc.).
- Ajuste de aire acondicionado para mejorar el rendimiento de enfriamiento y la eficiencia de su unidad de aire acondicionado hasta en un 20 por ciento, además de obtener un reembolso instantáneo de \$150.
- Gane \$40 cada año, participando en la oferta de EasyCool para ayudar a garantizar un suministro continuo de energía para usted y sus vecinos.
- Reemplazo de los equipos existentes por equipos con certificación ENERGY STAR®.

A/C central	Un reembolso de hasta \$200 por sistema
Bomba de calor de fuente de aire	Un reembolso de hasta \$150 por sistema
Bomba de calor mini split (sin ductos)	Un reembolso de hasta \$500 por sistema
A/C de ventana	Reembolso de \$10
Termostato	Reembolso de \$10
Calentador de agua con bomba de calor	Reembolso de \$400
Bomba de piscina	Reembolso de \$100
Aislamiento de ducto	Hasta \$40 por pie cuadrado
Infiltración de aire	Promedio de \$250 por vivienda para una reducción de 150 CFM50
Sellado de conductos	Promedio de \$400 por vivienda para una reducción de 200 CFM50

¿POR QUÉ ELEGIR ENERGY SMART?

Ahorro - Gana valiosos descuentos en efectivo por ahorrar energía.

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

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

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

Energy Smart reduce el costo inicial de realizar mejoras en su hogar. Dependiendo de los proyectos que elija, Energy Smart puede ofrecerle más de \$2,000 para las mejoras energéticas de su hogar, lo que podría ahorrarle un 20 por ciento o más en su factura anual de energía eléctrica.

¿POR DÓNDE EMPIEZO?

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



Energy Smart
A New Orleans Program

Entergy

General Energy Smart Program Brochure Spanish

Quý vị sẵn sàng sử dụng Energy Smart chưa?

Tới trang mạng energysmartnola.com
Gọi số **504-229-6868**
Email info@energysmartnola.com



Energy Smart là một chương trình tiết kiệm năng lượng hoàn toàn miễn phí được tài trợ bởi Entergy New Orleans, LLC và các nhà cung cấp dịch vụ công ích địa phương.

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



Sử dụng Energy Smart và Tiết Kiệm



ENERGY SMART LÀ GÌ?

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

- Đánh giá mức độ sử dụng năng lượng của căn nhà với những thay đổi trực tiếp (đèn LED, vòi nước, máy thông gió, đầu vòi sen dòng chảy chậm v.v...).
- Chỉnh lại hệ thống máy lạnh để tăng hiệu quả làm lạnh và làm cho nó hoạt động tốt hơn đến 30 phần trăm, ngoài ra còn được giảm giá \$150 ngay.
- Nhận được \$40 mỗi năm khi tham gia chương trình EasyCool để giúp bảo đảm nguồn cung năng lượng liên tục cho quý vị và những người hàng xóm của quý vị.
- Thay thế thiết bị hiện tại bằng các thiết bị đủ tiêu chuẩn ENERGY STAR®:

Hệ thống điều hòa không khí trung tâm	Hoàn tiền trả lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Nguồn Khí	Hoàn tiền trả lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Thông Ống Dẫn	Hoàn tiền trả lại tới \$500 cho mỗi hệ thống
Máy điều hoà không khí gắn trên cửa sổ	Hoàn tiền trả lại tới \$50
Tủ lạnh	Hoàn tiền trả lại tới \$50
Máy Đun Nước Nóng Bằng Bơm Nhiệt	Hoàn tiền trả lại tới \$400
Máy Bơm Hồ Bơi	Hoàn tiền trả lại tới \$300
Cách Nhiệt Trần Tầng Áp Mài	Tối thiểu đã 8-40 mét feet vuông.
Loại Khí	Tung bình \$250 mỗi nhà nếu giảm 650 CFM50
Đèn Kín Đường Ống	Tung bình \$250 mỗi nhà nếu giảm 200 CFM55

TẠI SAO NÊN CHỌN ENERGY SMART?

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

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

Tiền lợi – Làm việc trực tiếp với một Nhà Thấu Tham Giá với các hoàn tiền ngay lập tức cho những cách thức tiết kiệm năng lượng đủ điều kiện.

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

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

TÔI CÓ THỂ BẮT ĐẦU TỪ Đâu?

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

General Energy Smart Program Brochure Vietnamese

I enrolled in EasyCool and you should, too.



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

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



What's cool about EasyCool?

- **It's free and easy** if you're a qualifying homeowner or renter in Orleans Parish.

- After every summer season you participate, **you'll receive \$40.**

- **You don't even have to be home** when we install your cycling switch on your outdoor A/C unit or heat-pump system if there are no access issues.



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

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EasyCool Refer a Friend Postcard

Receive \$40 each year when you sign up for EasyCool.

It's FREE to sign up and no appointment is required.

[Sign up ▶](#)

EnergySmart A New Orleans Program | Entergy.

Find your way to savings.

Earn \$40 each year with EasyCool.

[Sign up ▶](#)

EnergySmart A New Orleans Program | Entergy.

Increase energy conservation in New Orleans.

Use less energy by signing up for EasyCool.

[Sign up ▶](#)

EnergySmart A New Orleans Program | Entergy.

April Display Ads



Why choose Energy Smart?

Energy Smart reduces the up-front cost of energy efficiency projects. Depending on the projects you choose, Energy Smart can provide up to \$5,000 toward your home energy improvements. This can save you 20 percent or more on your annual energy bills.

Visit energysmartnola.com or call us at **504-229-6868** to learn more about the savings you can save through Energy Smart.



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

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

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

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

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ENERGY SMART PROGRAM

Energy Smart Enrollment

Name: _____ Email: _____

Address: _____

City: _____ ZIP: _____ Phone: _____

- Do you own or rent your home? Own Rent
- Select all of the following Energy Smart offerings you want to learn more about:
 - Home Performance With ENERGY STAR®
 - Income-Qualified Weatherization
 - A/C Tune-Up
 - Residential Lighting and Appliance Rebates
 - EasyCool

Please tear at the perforation and place in U.S. mail.
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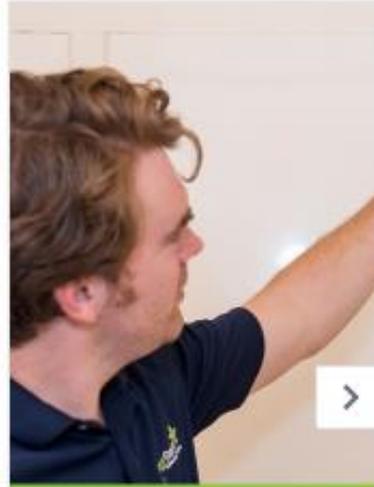
EasyCool Refer a Friend Door Hanger



Entergy New Orleans

Sponsored

Improve the efficiency and comfort of your home with Energy Smart's Home Performance with ENERGY STAR® offering.



Energy

Sign up to receive FREE energy-saving products.

Energy Smart for residential custo...

Sign Up

We can install shower head more.

Energy Smart for residential

20

562 Comments 311 Shares

Like

Comment

Share

May HPwES Facebook Ad




Energy Smart South Louisiana





Upcoming Events and Trainings

These meetings and courses are available to Trade Ally technicians and field or sales team members. Staff are also encouraged to attend.

How Smart

During Group review

Re

Q2 Meeting

Last Advisable to make work offer

Re

Energy Smart Residential Training - Selling Your Work at the Door

June 4
4-6:30 p.m.

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

Please join us for an in-depth training on increasing the value of your communication and making a sale. Staff will break down the concepts of motivators and trust building to increase their interactions skills. Trade Ally members will practice and strengthen an "elevator speech" about your business. Energy Smart will also share training materials to help your team with potential new ways to reach customers. The session will close with time to answer any remaining questions.

[RSVP ►](#)

Q3 Trade Ally Advisory Group Meeting

Aug. 1
4-6:30 p.m.

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

The purpose of this meeting is to share updates to the Energy Smart offerings and to discuss your experiences. We will talk through several topics, with a primary focus on Trade Ally growth. The session will close with time to answer any remaining questions and document feedback.

[RSVP ►](#)

Energy Smart Residential Training - Planning and Practices for Attic Insulation

Aug. 21
4-6:30 p.m.

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

The purpose of this training is to explain the acceptable quality standards for eligible attic insulation services. Staff will walk through how to perform the tasks to prepare an attic and take a detailed look at what a passing and failing project looks like as related to material usage and techniques. Energy Smart program staff will also distribute materials to help your team address customer needs quickly and professionally. The training will include reviewing how to calculate estimated R-Values before and after insulating a home. Lastly, we will discuss properly completing the Energy Smart rebate forms. The session will close with time to answer any remaining questions.

[RSVP ►](#)




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

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Trade Ally Newsletter – sent 5/29/2019



Energy Smart EasyCool Enrollment

Name: _____ Email: _____

Address: _____

City: _____ ZIP: _____ Phone: _____

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

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

Signature: _____ Date: _____

Please tear at the perforation and place in U.S. mail or visit www.energysmartinfo.com/easycool

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THE ROAD TO \$40 IS EASY






July EasyCool BRC (Front)

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





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

To enroll in EasyCool:

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

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

To learn more about EasyCool and other opportunities for energy savings call **504-239-6868** or visit: energysmartnola.com. Don't miss these opportunities to save even more.






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July EasyCool BRC (Back)



July ECircuit Newsletter Image



August ECircuit Newsletter Image



September ECircuit Newsletter Image



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

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



Home Performance with ENERGY STAR®

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

[Schedule Your Appointment ▶](#)



Residential Lighting

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

[Learn More ▶](#)

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

Nurture Email - sent 9/19/2019 to customers who had participated in the A/C Tune-up program previously but haven't yet participated in Home Performance with ENERGY STAR or Residential Lighting.

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



Dear Energy Smart Commercial Customers,

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

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

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

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

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

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

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

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

Eblast to Large C&I Customers – sent 8/05/2019

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

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

Energy Smart works with business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with proven energy savings. Don't miss the opportunity to receive **up to \$100,000 per site, per year** for equipment upgrades that result in verifiable electric usage reduction, such as:

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

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

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

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

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

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

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

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

Email to Commercial Property Real Estate Contacts – sent 8/05/2019



Save Energy. Save Money.

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

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

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

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

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

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

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

Archdiocese of New Orleans email content



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



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

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

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

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

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

Continental breakfast will be provided.

[RSVP](#)

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Eblast for Retro-commissioning Breakfast and Learn – sent 8/08/2019



Trade Ally Searchable Database



Dear Energy Smart Trade Allies,

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

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

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

Thank you,

The Energy Smart Program

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Eblast on Trade Ally Searchable Database – sent 8/13/2019

Important Incentive Calculator Tool Update



Dear Energy Smart Commercial & Industrial Participants,

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

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

Some of the improved features include:

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

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

Thank you,

The Energy Smart Program

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Eblast on Launch of Incentive Calculator – sent 8/06/2019



Meeting Announcements for the Healthcare Industry



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

Retro-Commissioning Breakfast and Learn:

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

Aug. 13

9 -10 a.m.

Urban League of Greater New Orleans

4640 S. Carrollton Ave., Ste. 110

New Orleans, LA 70119

LA&HFM 3rd Quarter Meeting:

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

Aug. 16

8:00 a.m. – 2:00 p.m.

University Medical Center

2000 Canal Street

New Orleans, LA 70112

Thank you,

The Energy Smart Team

Eblast regarding Healthcare Industry Meetings – sent 8/08/2019



Q3 Trade Ally Group Meeting Reminder

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

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

Topics Covered:

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

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

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

We hope to see your team at the meeting.

Thank you,
The Energy Smart Program

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September Q3 C&I TAAG Meeting



Small Business Direct Install Request For Qualifications



Dear Energy Smart Commercial and Industrial Registered Trade Allies,

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

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

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

Steps to Becoming a Qualified SBDI Service Provider:

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

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

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New Orleans, LA 70130

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Eblast on Small Business Direct Install Request for Qualifications – sent 9/09/2019

Building Automation and Controls Trade Show Invitation to Table



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

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

The goal of this trade show is two-fold:

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

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

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

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

[Questionnaire](#)

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Eblast on Building Controls Trade Show Invitation to Table – sent 10/01/2019



Combined Incentive Calculator Tool Webinar



Dear Energy Smart Commercial & Industrial Trade Allies,

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

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

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

Click [here](#) to RSVP.

How To Participate In the Webinar:

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

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

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

Enter the password: calculator.

[WATCH INSTRUCTIONAL VIDEO](#)

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Eblast on Combined Incentive Calculator Webinar – sent 9/04/2019



Workforce Development Meet-and-Greet



Dear Energy Smart Trade Allies:

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

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

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

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

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

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

RSVP

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Eblast on Workforce Development Meet-N-Greet - sent 9/13/2019

Energy Smart Energy Advisor Support Service



Dear Energy Smart Commercial Customers,

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

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

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

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

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

To learn more about eligibility and how you can participate, please call 604-228-8888 or email benchmarking@energysmartnola.com.



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Eblast on Energy Smart Advisor – sent 3/02/2020

Finding ways to reduce, reuse and recycle in historic buildings

BY Leah Solomon

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

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

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

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

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

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

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

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

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

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

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

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

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

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

September Preservation in Print Article



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

YTD Review & Highlights

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

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

Announcements



Calculator Reminder

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

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

RECLOSE HERE

Q3 TA Newsletter 1

Urban League to Host Series of Construction Workshops

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

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

REGISTER

Drop Content Blocks Here

Drop Content Blocks Here

Join the NOLA Energy Challenge

What is the NOLA Energy Challenge?

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

Why should my building participate in the NOLA Energy Challenge?

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

Who can participate in the NOLA Energy Challenge?

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

What are the requirements for participation?

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

[STARSM Portfolio Manager](#).

How can I participate in the NOLA Energy Challenge?

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

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

Energy Smart Job Announcement

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

APPLY

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Q3 TA Newsletter 1 Cont'd – sent 7/15/2019



UPDATE: Q3 Higher Education Cohort Meeting Announcement



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

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

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

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

Topics covered will include:

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

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

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

Thank you,

The Energy Smart Program

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Eblast on Q3 Higher Ed Cohort Meeting – sent 9/04/2019



BUILDING A BETTER NEW ORLEANS

Get up to **\$100,000** per site, per year to incorporate energy efficiency upgrades into the design and construction of new or existing buildings through the Energy Smart program.

Energy Smart incentivizes business customers to perform energy saving upgrades, such as:

CHILLERS & MOTORS	HVAC UPGRADES & OPTIMIZATION
BUILDING AUTOMATION SYSTEMS	LIGHTING & LIGHTING CONTROLS

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



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October Biz New Orleans ¼ page print ad



Building Automation and Controls Trade Show Invitation to Table



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

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

The goal of this trade show is two-fold:

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

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

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

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

Questionnaire

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Building Controls Trade Show Invitation to Table Announcement – sent 10/1



The Commercial and Industrial Trade Ally Quarterly resource for trade ally partners to learn about upcoming trade ally events, trade development opportunities.

YTD Review and Highlights

The Energy Smart Team would like to thank all the trade ally partners for their participation in the program in 2019. We welcome the future participation of new trade ally partners.

- As of the second week of Oct. 2019, Energy Smart has received a total of 125 different customers.
- Out of the total number received, 72 projects have been submitted to Energy Smart.
- Energy Smart has reached 92% of its goal for kWh savings on commercial and industrial projects.
- Energy Smart has reserved 68% of available budget for 2019 projects.
- Energy Smart has paid over \$1.4 million in incentives for 2019 projects. An additional \$2.1 million is reserved for 2019. Of the \$1.7 million in funding is still available.

Current applications and program tools can be found on the Energy Smart website.

Recent Trainings

Retro-commissioning Breakfast and Learn

On Aug. 13, Energy Smart facilitated a discussion on Retro-commissioning incentives. The event was well-attended with an even mix of RCx service providers and facility directors or property owners. The discussion focused on the RCx incentive process. Attendees were able to ask questions and make connections that will drive the submission of future RCx projects.

For more information on the RCx incentives, click [here](#).

Combined Incentive Calculator Training

On Aug. 8, Energy Smart unveiled its new combined commercial and industrial incentive calculator tool designed to streamline the way projects are submitted to Energy Smart. The main advantage of this calculator is that the application and measures are consolidated in one place.

Prior to this new combined calculator, the application was separate from the calculators, and there were three separate calculators. Now, all are combined into one calculator and projects in the lighting or non-lighting calculator start their process in the same place.

Please download a new calculator from the website for each new project. The most recent version is required as a part of your project application, which ensures incentives are calculated using an updated calculator.

Workforce Development with the New Orleans Business Alliance

On Oct. 3, Energy Smart facilitated a discussion on workforce development in energy efficiency with Monique Robinson of the NOLABA. NOLABA provides funding to organizations that work with opportunity youth entering the workforce in New Orleans. These organizations are the Youth Empowerment Project, the Urban League and Operation Spark.

NOLABA primarily works with funding from the Workforce Innovation and Opportunity Act, which provides federal dollars that cover the cost of internships for opportunity youth. NOLABA also partners with Job One to work with eligible applicants for WIOA funding.

Job One is looking for new companies that could provide internships so opportunity youth can take advantage of WIOA funding. The intern is paid directly through WIOA wages. Monique stated that the path for a company to offer internships is simple and that she can facilitate the path.

Details for companies interested in offering internships through NOLABA and Job One:

- Job One internships range from 20 to 40 hours a week, general training is provided before the student starts an internship, and companies will interview applicants and negotiate the length of the internship.

Input from trade allies for potential interns:

- Opportunities are available for a variety of positions, including graphic design, general office positions, data analysts to track time spent in the field and assist with budget reduction strategies, technicians to conduct site surveys and back-office positions that would allow young employees to learn engineering skills.

Q4 Trade Ally Newsletter

Events and Professional Development

Energy Smart Q4 2018 Trade Ally Advisory Group Meeting

Nov. 13
9 - 11 a.m.

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

Agenda:

- Feedback on the trade ally searchable online database and the new combined calculator.
- Review the status of the program's 2019 goals and incentive budgets.
- Discussion of the upcoming "trade show" in building automation on Nov. 20.
- Energy efficiency building tour – date TBD.
- Q&A.

REGISTER

BPI Building Analyst Training

Oct. 21 - 23
8:30 a.m. - 5 p.m.

Louisiana Housing Corp. Training Center
73837 Industrial Blvd.
Baton Rouge, LA 70809

Event Details: This BPI training will provide individuals with the knowledge, skills, and certification preparation needed to work in the home energy performance industry. The five-day BPI Building Analyst course is a certification prep training course. Official BPI certification requires a passing grade on BPI written and field examinations.

REGISTER

QDE Webinar

"Energy Efficiency and Renewable Energy in Small and Rural K-12 Schools"

Oct. 22
2 - 3 p.m.

Event Details: This webinar will cover energy efficiency and renewable energy resources and strategies available to small and rural schools to help them train a robust workforce and achieve energy and cost savings. It will also showcase stories of states and K-12 school districts that are successfully navigating their challenges and proving that energy efficiency provides a worthwhile return on investment.

REGISTER

Urban League "Veterans Small Business Breakfast and Resource Summit"

Nov. 8
9 a.m. - noon

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

Event Details: The Urban League of Louisiana is pleased to host the third annual Veterans Small Business Breakfast and Resource Summit in celebration of veterans' entrepreneurship and as an extension of National Veterans Small Business Week. During this event, we will shine a light on veterans' entrepreneurship in Louisiana and provide opportunities for resource-sharing, storytelling and connections. Veterans entrepreneurs will hear about the many resources that are available to them and their spouses to start or grow their businesses. We will also hear from veteran entrepreneurs about their success in using various resources to support their business goals.

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

REGISTER

ASMRAC New Orleans Chapter - November General Meeting

Nov. 12
5:30 - 7:30 p.m.

Mr. Lo's Oyster Bar and Fish House
3117 21st St.
Metairie, LA 70002

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

REGISTER

Urban League "Outlook Opportunities 2020 for UBEs in Construction"

Dec. 8
9 a.m. - noon

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

Event Details: The Urban League of Louisiana is getting up to host its annual event "Opportunities Outlook 2020 for UBE Contractors." This annual event is held to encourage contractors to begin preparing for the upcoming year by focusing attention on new opportunities for strategic growth and competitiveness. One segment of this event will feature updates on current opportunities and upcoming bids from procurement officials and prime contractors.

Urban League would like to invite you to share available information on your organization's upcoming bid opportunities for 2020 and beyond. Each participating organization will be added a maximum of

Energy Smart Inside Show in Building Automation

Nov. 20
9 a.m. - 10:30 p.m.

New Orleans Biorenovation Center
1441 Canal Street
New Orleans, LA 70112

Q4 Trade Ally Newsletter cont'd – sent 10/18/2019

Building Automation and Controls Trade Show



Interested in learning about new cutting-edge building automation and controls technology and meeting the service providers that offer these services? Then mark your calendar and plan on attending the first Energy Smart Building Automation and Controls trade show.

Wednesday, Nov. 20
9 - 10:30 a.m.
New Orleans BioInnovation Center
1441 Canal St.
New Orleans, LA

The goal of this trade show is two-fold:

- Provide a platform for you to gain exposure to the most current building-automation and control technology.
- Connect you to trade allies that can provide those services.

After the trade show, Jesse Ramsay, BioInnovation Center Facilities Manager, will give you a tour of the facility, which is the first laboratory building in Louisiana to achieve LEED Gold certification.

RSVP

Eblast on Building Automation and Controls Trade Show – sent 11/06/2019

End-of-Year Incentive Bonus



Dear Energy Smart Trade Allies and Commercial and Industrial Customers,

To help close the gap on the kWh savings goals for 2019, Energy Smart is offering an **Increased Incentive** on new commercial custom projects. **Custom projects installed by Dec. 31 will receive an additional \$0.03/kWh.**

- Small Commercial custom incentives increased from \$0.12/kWh to **\$0.15/kWh.**
- Large Commercial custom lighting incentives increased from \$0.10/kWh to **\$0.13/kWh.**
- Large Commercial custom non-lighting incentives increased from \$0.12/kWh to **\$0.15/kWh.**

This is a **limited-time-only** event, so don't miss out.

Custom Incentive Bonus

Additional details regarding the custom incentive bonus include:

- All standard requirements listed on the Energy Smart Commercial Application apply.
- Custom bonus calculator is available [here](#) on the Energy Smart website.
- Bonus eligible for **new projects received on or after November 18.**
- Project must be fully installed and operational with the **Project Completion Notice submitted by Dec. 31.**
- Bonus **available on a first-come, first-served** basis until Dec. 31 or until funds are exhausted.
- Application submission does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.

POTENTIAL PROJECT EXAMPLES		
Small Commercial custom project:		
100,000 kWh saved x \$0.12 (standard incentive)	100,000 kWh x \$0.03 (bonus)	Total Incentive
\$12,000	\$3,000	\$15,000
.....		
Large Commercial custom lighting project:		
250,000 kWh saved x \$0.10 (standard incentive)	250,000 kWh x \$0.03 (bonus)	Total Incentive
\$25,000	\$7,500	\$32,500

We hope these changes will help New Orleans commercial customers take advantage of even greater energy savings.

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

Thank you,
The Energy Smart Program

Eblast on End of Year Incentive Bonus – sent 11/19/2019



Energy Smart Program Updates



Dear Energy Smart Residential Trade Allies,

We have an exciting program update to share with you.

- **The current program year has been extended another three months which means:**
 - All projects must be completed by the new deadline of March 31, 2020.
 - Current program year incentives will be in effect through March 31, 2020, so continue to submit and complete projects.

The reason for the program extension is that City Council and Entergy New Orleans are in the final stages of finalizing the plan for the next program cycle, which is tentatively scheduled to launch April 1, 2020. While the plan is being finalized, we do not want you to miss opportunities to help New Orleans residents become energy efficient.

Update on the 2020 Kick-Off Meeting

Since the current cycle year is being extended three months, we will postpone the Jan. 8 2020 Trade Ally Kick-Off meeting. The tentative new date for the Kick-Off meeting is April 1, 2020. Once details have been finalized we will send out a formal invite.

In the meantime, we have scheduled a residential TAAG meeting for Jan. 14. Purpose of this meeting is to share more program updates and answer any questions you may have regarding the three month extension and next program cycle.

Urban League of New Orleans
4840 S. Carrollton Ave., Ste. 110
New Orleans, LA 70119

1 - 3 p.m.
Jan. 14, 2020

For more information about Energy Smart, visit energysmartnola.com, email: info@energysmartnola.com or call 604-229-8383.

Thank you,
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Eblast on Program Year 9 Updates – sent 12/24/2019

ENERGY SMART END-OF-YEAR INCENTIVE BONUS



CUSTOM INCENTIVE BONUS

To help close the gap on the kWh savings goals for 2019, Energy Smart is offering an **increased incentive** on new commercial custom projects. Custom projects installed by Dec. 31 will receive an additional \$0.03/kWh.

- Small Commercial custom incentives increased from \$0.12/kWh to **\$0.15/kWh**.
- Large Commercial custom lighting incentives increased from \$0.10/kWh to **\$0.13/kWh**.
- Large Commercial custom non-lighting incentives increased from \$0.12/kWh to **\$0.15/kWh**.

This is a **limited-time-only** event, so don't miss out.

INCENTIVE BONUS DETAILS

Additional details regarding the custom incentive bonus include:

- All standard requirements listed on the Energy Smart Commercial Application apply.
- Custom bonus calculator is available on the Energy Smart website.
- Bonus eligible for **new projects received on or after November 18**.
- Project must be fully installed and operational with the **Project Completion Notice submitted by Dec. 31**.
- Bonus **available on a first-come, first-served basis** until Dec. 31 or until funds are exhausted.
- Application submission does not guarantee bonus.
- Bonus will be paid to the recipient of the incentive check.

POTENTIAL PROJECT EXAMPLES

Small Commercial custom project:

100,000 kWh saved x \$0.12 (standard incentive)	+	100,000 kWh x \$0.03 (bonus)	=	Total Incentive
\$12,000		\$3,000		\$15,000

Large Commercial custom lighting project:

250,000 kWh saved x \$0.10 (standard incentive)	+	250,000 kWh x \$0.03 (bonus)	=	Total Incentive
\$25,000		\$7,500		\$32,500

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Custom Bonus Incentive One-Sheet Document

ENERGY SMART PRESCRIPTIVE INCENTIVE RATES

AS OF JAN. 1, 2020 (MAY CHANGE AT PROGRAM'S DISCRETION)



PRESCRIPTIVE INCENTIVES				
EXISTING EQUIPMENT	EFFICIENT EQUIPMENT	Small Commercial and Industrial	Large Commercial and Industrial	Unit
LIGHTING: EXIT SIGN REPLACEMENT				
Incandescent/CFL Exit Sign	LED Exit Sign ≤ 5 watts. Meets State Fire Marshal Codes/UL rated	\$20	\$20	per sign
LIGHTING: INCANDESCENT AND FLOURESCENT REPLACEMENTS				
Incandescent/CFL Screw-In Lamp/Bulb	LED Lamp/Bulb (1 to 6 watts)	\$3	\$3	per lamp
Incandescent/CFL Screw-In Lamp/Bulb	LED Lamp/Bulb (7 to 11 watts)	\$4	\$4	per lamp
Incandescent/CFL Screw-In Lamp/Bulb	LED Lamp/Bulb (12 to 17 watts)	\$5	\$5	per lamp
Incandescent/CFL Screw-In Lamp/Bulb	LED Lamp/Bulb (≥ 18 watts)	\$6	\$6	per lamp
T8/T12 2ft. Linear Fluorescent ¹	2' Linear LED	\$3	\$2	per lamp
T8/T12 4 ft. Linear Fluorescent ¹	4' Linear LED	\$6	\$5	per lamp
T8/T12 8 ft. Linear Fluorescent ¹	8' Linear LED	\$14	\$12	per lamp
T8/T12 (high output) 4 ft. Linear Fluorescent ¹	4' Linear LED	\$10	\$10	per lamp
T8/T12 (high output) 8 ft. Linear Fluorescent ¹	8' Linear LED	\$20	\$20	per lamp
T8/T12 U-Tube Fluorescent ¹	U-Tube LED	\$9	\$7	per lamp
T5 2 ft. Linear Fluorescent ¹	2' Linear LED	\$2	\$2	per lamp
T5 4 ft. Linear Fluorescent ¹	4' Linear LED	\$5	\$4	per lamp
T5 (high output) 2 ft. Linear Fluorescent ¹	2' Linear LED	\$5	\$4	per lamp
T5 (high output) 4 ft. Linear Fluorescent ¹	4' Linear LED	\$10	\$9	per lamp
High Intensity Discharge (HID) [475W] ²	LED Lamp/Fixture	\$26	\$22	per fixture
High Intensity Discharge (HID) [175 to 250W] ²	LED Lamp/Fixture	\$43	\$36	per fixture
High Intensity Discharge (HID) [251 to 400W] ²	LED Lamp/Fixture	\$98	\$82	per fixture
High Intensity Discharge (HID) [401 to 1000W] ²	LED Lamp/Fixture	\$226	\$188	per fixture
High Intensity Discharge (HID) [>1000W] ²	LED Lamp/Fixture	\$248	\$248	per fixture
LIGHTING: LIGHTING CONTROLS				
No Controls	Daylighting Controller (controlling < 500 watts)	\$15	\$15	per unit
No Controls	Daylighting Controller (controlling ≥ 500 watts)	\$40	\$40	per unit
No Controls	Occupancy Sensor (controlling < 500 watts)	\$20	\$20	per unit
No Controls	Occupancy Sensor (controlling ≥ 500 watts)	\$60	\$60	per unit
No Controls	Occupancy Sensor - Daylighting Control (controlling < 500 watts)	\$25	\$25	per unit
No Controls	Occupancy Sensor - Daylighting Control (controlling ≥ 500 watts)	\$75	\$75	per unit



Updated Prescriptive Measures (on Prescriptive Overview) – updated December 2019



SMALL BUSINESS DIRECT INSTALL OFFERING

Controlling operating costs can be challenging for small businesses, especially in the hot summer months here in New Orleans. Energy Smart has a direct install offering specifically for Entergy New Orleans small business customers to help alleviate this burden. The Small Business Direct Install offering is an excellent way for your business to reduce energy costs and save money.

STEPS TO PARTICIPATE



The Energy Smart SBDI offering makes receiving valuable cash incentives for lighting upgrades easier for Entergy New Orleans small business customers. A streamlined application process and instant discounts mean you realize the incentives immediately. All you do is sign the application and the contractor does the rest.

Small business customers can receive higher incentive rates on SBDI measures for one-for-one retrofits or replacements installed by an approved SBDI Trade Ally. Energy Smart's SBDI incentives lower the upfront project cost so you can start saving today.

ELIGIBILITY:
All commercial customers who receive electrical service from Entergy New Orleans, LLC with peak demand <100 kW are eligible to participate in the Energy Smart Small Business Direct Install Offering.

REQUIREMENTS:

- Installation must be completed by a qualified SBDI Trade Ally.
- All lighting installed must be DLC or ENERGY STAR® listed.
- Applications must be submitted within 30 days of installation.

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



SBDI Overview – Front Page

SMALL BUSINESS DIRECT INSTALL OFFERING INCENTIVES



EXISTING EQUIPMENT	EFFICIENT EQUIPMENT	UNIT	SBDI INCENTIVE
CONTROLS/SENSORS			
No Controls	Daylighting Controller (controlling + 500W)	Unit	\$30
No Controls	Daylighting Controller (controlling + 500W)	Unit	\$85
No Sensors	Occupancy Sensor (controlling + 500W)	Sensor	\$45
No Sensors	Occupancy Sensor (controlling + 500W)	Sensor	\$120
No Sensors	Occupancy Sensor w/ Daylighting Control (controlling + 500W)	Sensor	\$60
No Sensors	Occupancy Sensor w/ Daylighting Control (controlling + 500W)	Sensor	\$150
INTERIOR LIGHTING			
CFL pin-base lamp	LED pin-base lamp	Lamp	\$15
CFL/Incandescent Screw-In Lamp	LED A-lamp	Lamp	\$6.50
CFL/Halogen Direction Lamp	LED Directional lamp	Lamp	\$6.50
CFL/Incandescent Downlight	LED Downlight kit	Fixture	\$16
2' Fluorescent T12/T8	2' Linear LED	Lamp	\$6
2' Fluorescent T5	2' Linear LED	Lamp	\$6
2' Fluorescent T5 (HO)	2' Linear LED	Lamp	\$8
4' Fluorescent T12/T8	4' Linear LED	Lamp	\$8.50
4' Fluorescent T12/T8 (HO)	4' Linear LED	Lamp	\$9
4' Fluorescent T5	4' Linear LED	Lamp	\$8
4' Fluorescent T5 (HO)	4' Linear LED	Lamp	\$9
8' Fluorescent T12/T8	Two (2) 4' Linear LED	Lamp (existing)	\$15
8' Fluorescent T12/T8 (HO)	Two (2) 4' Linear LED	Lamp (existing)	\$25
U-tube Fluorescent T12/T8	LED U-tube	Lamp	\$12
+175 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$80
175 W to 250 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$105
250 W to 400 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$150
400 W to 1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$300
+1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$500
EXTERIOR 24/7 OR GARAGE 24/7 LIGHTING			
+175 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$140
175 W to 250 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$200
250 W to 400 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$300
400 W to 1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$600
+1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$800
2' Fluorescent T12/T8/T5	2' Linear LED	Lamp	\$8
4' Fluorescent T12/T8/T5	4' Linear LED	Lamp	\$9
8' Fluorescent T12/T8	Two (2) 4' Linear LED	Lamp (existing)	\$40
U-tube Fluorescent T12/T8	LED U-tube	Lamp	\$20
CFL pin-base lamp	LED pin-base lamp	Lamp	\$15
CFL/Incandescent Screw-In Lamp	LED A-lamp	Lamp	\$6.50
CFL/Halogen Direction Lamp	LED Directional lamp	Lamp	\$6.50
CFL/Incandescent Downlight	LED Downlight kit	Fixture	\$7
EXIT SIGN REPLACEMENTS			
Incandescent/CFL Exit Sign	LED Exit Signs (must meet state fire marshal codes/UL rated; + 5 watts)	Fixture	\$40

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SBDI Overview – Back Page

APPLICATION GUIDE

2019



ENERGY SMART SMALL BUSINESS DIRECT INSTALL OFFERING



SBDI Application Form

2019 ENERGY SMART PROGRAM APPLICATION OVERVIEW SMALL BUSINESS DIRECT INSTALL OFFERING



The Energy Smart Small Business Direct Install offering is available to all commercial customers that receive service from Entergy New Orleans, LLC and have a peak demand of <100 kW. Energy Smart works with business owners, facility managers and trade ally contractors to identify energy efficiency opportunities, offer technical assistance to develop cost-effective projects and provide cash incentives for completing eligible upgrades with proven energy savings.

Customers can receive prescriptive incentives on one-for-one retrofits or replacements of eligible SBDI measures installed by an approved SBDI Trade Ally. If a project is not installed by an approved SBDI Trade Ally, the project is not eligible for the SBDI incentive rates.

For any questions regarding the SBDI offering and for assistance with finding a qualified trade ally, contact us at Info@energysmartnola.com or 504-229-6868.

BEFORE YOU APPLY:

Verify customer eligibility

- All commercial customers who receive electric service from Entergy New Orleans, LLC with peak demand <100 kW are eligible to participate in the Energy Smart Small Business Direct Install offering.
- Review the Terms and Conditions starting on page six or available online at energysmartnola.com/businesses/terms.

Project application process

1. Find and contact an approved SBDI Trade Ally.
2. Trade Ally installs measures.
3. Trade Ally submits application and documents within 30 days of install.

Required documentation

- Completed Energy Smart SBDI Offering Application.
 - *Verify that all fields are completed. Incomplete applications cannot be processed.
 - *Completed Small Business Direct Install measure list with quantities installed.
- Copy of recent Entergy New Orleans bill.
- Cut sheet or manufacturer specification sheet.
 - *Include a cut sheet or manufacturer specification sheet for all equipment installed as part of the project.
- Project invoice with incentive discounted off of the final amount owed.

SUBMIT YOUR APPLICATION:

Mail or email your application and all supporting documentation. Please retain a copy of the application for your records.

Energy Smart Commercial & Industrial Offering
900 Camp Street, Suite 364
New Orleans, LA 70130
504-229-6868
commercialapps@energysmartnola.com



2019 OFFERING APPLICATION

Please complete all sections. Incomplete applications cannot be processed and will delay payment of incentives.



CUSTOMER TYPE

Small Commercial

PROJECT TYPE

Direct Install

ACCOUNT AND CUSTOMER INFORMATION

Has this Entergy account been opened within the last eight weeks?

Yes No

Company Name

Legal Address (as shown on company W-9)

City

State

ZIP

How did you hear about us? Check all that apply.

- Utility
- Trade Ally
- Website
- E-mail
- Trade Show/Event
- Direct Mail
- Other: _____

Who did you work with from Energy Smart on this project? (contact name)

CUSTOMER CONTACT INFORMATION

Customer Contact Name

Primary Phone Number

Email Address

JOB SITE INFORMATION

Please refer to your utility bills for account numbers below.

Job Site Business Name

Electric Account number

- Job site address is same as legal address.
- Job site address is different (complete below).

Job Site Address

City

State

ZIP

TRADE ALLY CONTRACTOR INFORMATION

Trade Ally Contact Name

Primary Phone Number

Email Address

Company Name

Registered Trade Ally

Yes No

Address

City

State

ZIP

PAYMENT INFORMATION

A form W-9 is required for the payee.

Make incentive check payable to:

Trade Ally

Mail check to:

- Legal Address
- Alternate Address (complete below)

Address

City

State

ZIP

Attention to (if applicable)



PROPERTY INFORMATION

BUSINESS PROPERTY TYPE

SELECT ONE PROPERTY TYPE THAT BEST DESCRIBES YOUR BUSINESS:

- Existing Building
Assembly or Entertainment/Recreation
College or University
Fast Food Restaurant
Full Menu Restaurant
Grocery and Convenience
Health Clinic or Hospital
Small Office
Large Office
Lodging
Religious or Faith-Based
Retail
K-12 School
Gas Station
Government
Automotive Services
IT/Data Center
Parking Garage
Industrial or Manufacturing
Warehouse
Exterior
Other

BUILDING HEATING & COOLING SYSTEM

WATER HEATING SYSTEM TYPE

- A/C with Electric Resistance Heat
A/C with Natural Gas Heat
A/C with No Heat
Heat Pump
Unconditioned
Not Applicable
Electric
Natural Gas
Oil
Propane
Steam
Other
Not Applicable

Year Built:
Square Footage:
Ownership: Rent Own Lease

PROJECT BACKGROUND INFORMATION

Installation Completed Date (mm/dd/yyyy):

Required documentation:

- Completed Energy Smart SBDI Offering Application.
* Verify that all fields are completed. Incomplete applications cannot be processed.
* Completed Small Business Direct Install measure list with quantities installed.
Copy of recent Entergy New Orleans bill.
Cut sheet or manufacturer specification sheet.
* Include a cut sheet or manufacturer specification sheet for all equipment installed as part of the project.
Project Invoice with incentive discounted off of the final amount owed

Additional data may be requested to process your application.

Brief Project Description:

Site photographs and a site inspection may be required by the program. A program representative may be contacting you to request this information and request an on-site visit.

UNDER PENALTY OF PERJURY, I CERTIFY THAT:

I have read and agree to the provisions set forth herein and to the Terms and Conditions. I understand that Energy Smart may revise these Terms and Conditions at any time and I will not be notified in the event changes are made. To the best of my knowledge, the statements made on this application are complete, true and correct.

Customer Signature Name (print) Date



ENERGY SMART NEW ORLEANS SMALL BUSINESS DIRECT INSTALL:

Request For Qualifications for Small Business Direct Install Offering Services



OFFERING DESCRIPTION:

Energy Smart requests a written Statement of Qualifications from trade allies interested in participating as a Small Business Direct Install service provider. This offering will require selected SBDI service providers to perform assessments and installation of energy efficient equipment in non-residential Entergy New Orleans electric customer facilities that would qualify for the Energy Smart Small Commercial Solutions offering (average monthly demand of less than 100 kW). APTIM will be the program administrator for the SBDI offering as part of the Energy Smart Energy Efficiency program.

Trade allies responding to this Request for Qualifications that meet all offering qualifications will be considered for participation as one of the Energy Smart's qualified SBDI service providers. After review of submitted SOQs, the program will select service providers to participate in the SBDI offering. The program will provide a dedicated SBDI incentive application which all selected service providers are required to utilize to complete site assessments and receive incentives. The program will also provide training on the processes, tools, measures and requirements for the SBDI offering. Program staff may conduct site inspections to ensure that the work was performed in compliance with the offering guidelines. Trade allies who qualify as service providers may receive additional support in the form of marketing materials and project leads.

The SBDI offering is designed to help Entergy New Orleans small business customers by identifying energy saving opportunities at their facilities through assessments and realized energy savings at a reduced cost through the use of enhanced utility incentives. Targeted facilities will include all business types that qualify for the Energy Smart Small Commercial Solutions offering. In addition to incentives specifically designed for small businesses, customers will have access to the entire portfolio of Energy Smart non-residential incentives.

The program's approach is to use a small group of highly focused SBDI service providers in order to identify and implement cost-effective energy saving measures and provide small business owners information on additional Energy Smart incentives. The program will encourage the use of special small business incentives designed to reduce the upfront costs required to complete energy saving lighting retrofits. The program is also intended to create additional energy awareness within small businesses and promote energy use reduction as an avenue to reduce costs, increase margins and stay competitive.

Only fully qualified trade allies that become selected SBDI service providers will be approved to deliver SBDI offering services. The recruitment and training process for approved SBDI service providers is outlined below:

- Potential SBDI service providers must be a member in good standing of the Energy Smart Commercial and Industrial Trade Ally Network.
- Potential SBDI service providers must respond to this RFQ to ensure qualifications are met.
- Potential SBDI service providers have a proactive sales team.
- Must have existing small business clients in the Entergy New Orleans service territory.
- Must have experience with lighting technologies and familiarity with non-lighting energy efficiency opportunities.
- Willingness to complete walk through equipment inventory assessments.
- Commitment to follow up on customer project inquiries provided from the program staff.
- Selected SBDI service providers will participate in all of the following training activities:
 - * **Initial Training** - mandatory for all SBDI service providers. The initial training will cover offering requirements, procedures and protocols, incentives, participation processes, and other details needed to implement energy savings measures. All personnel within the selected organization are required to attend this training. This includes sales, assessment, installation, and administrative personnel. All new staff is required to complete the initial training prior to performing work under the SBDI offering.
 - * **Supplemental Training** - conducted as needed, upon request, or for SBDI service providers that are deemed in need of further training.

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ENERGY SMART NEW ORLEANS SMALL BUSINESS DIRECT INSTALL: Request For Qualifications for Small Business Direct Install Offering Services



SCOPE OF WORK:

Facility Identification and Engagement

The SBDI service providers identify small businesses that could benefit from the reduction of energy use associated with lighting retrofits. They should also identify additional lighting and non-lighting energy saving opportunities that could receive incentives via the Energy Smart program. A dedicated SBDI application will be provided to quickly review and record equipment inventory and replacements within a facility.

Measure Implementation

The SBDI service providers will support the implementation of measures by either implementing directly or utilizing a qualified installer to complete installations. The installation can include small business measures, other measures within the Energy Smart Small Commercial Solutions offering or other non-incentivized measures. All measures must be installed and operational in the quantities shown on the application before any incentives are paid. Only measures that qualify for incentives under the offering are eligible to receive an incentive.

Site Surveys and Inspections

SBDI projects are subject to site surveys and inspections upon completion. The program reserves the right to deny an incentive payment for work found to be unsatisfactory. Any inspection found unsatisfactory can result in the removal as a service provider from the SBDI offering. Program staff will conduct inspections to ensure that the work was performed in compliance with offering guidelines.

Incentive Structure

The SBDI offering incentives are prescriptive in nature and will be paid on a one-for-one unit replacement basis at the current offering rates. Incentives are capped at 100% of documented measure implementation costs. Participants will have 30 days from installation of measures to submit the incentive application and all appropriate supporting documentation.

Incurred Costs

The program is not responsible for costs incurred by any respondent to this RFQ. Once submitted, proposals will not be returned to respondents. The program reserves the right to reject any or all responses to this RFQ.

No Guarantee of Work

The acceptance of a firm's SOQ does not guarantee work.

The final decision will be made by the program administrator on its sole and absolute discretion.

SUBMITTAL:

Prospective SBDI service providers should submit an electronic copy of this form to commercialapps@energysmartnola.com.

Questions regarding this RFQ can be directed to:

Kevin Fitzwilliam

Kevin.Fitzwilliam@aptim.com



**ENERGY SMART NEW ORLEANS
SMALL BUSINESS DIRECT INSTALL:**
Request For Qualifications for Small Business Direct Install Offering Services



APPENDIX A: STATEMENT OF QUALIFICATIONS

COMPANY:			
ADDRESS:			
	City:	State:	ZIP:
CONTACT NAME:			
TITLE:			
PHONE:			
FAX:			
EMAIL:			

What percentage of your business is currently performed in New Orleans?

What percentage of your business currently comes from small businesses (less than 100 employees)?

Please list your total number of employees in New Orleans based on the following categories:

BUSINESS CATEGORY	TOTAL NUMBER OF EMPLOYEES
Sales:	
Installation:	
Service:	
Management/ Administration:	

What types of lighting equipment retrofits do you specialize in?

What brands of equipment do you typically sell?

What percent of the products you sell are on the Design Lights Consortium or ENERGY STAR® qualified product lists?

Do your products carry any other certifications? Yes No *If yes, which do they carry?*



ENERGY SMART NEW ORLEANS SMALL BUSINESS DIRECT INSTALL: Request For Qualifications for Small Business Direct Install Offering Services



Do you complete all your installations using in-house resources? Yes No

If not, please complete the installation contractor information below. Provide proof of insurance for all installation contractors if they are not registered Energy Smart trade allies.

INSTALLATION CONTRACTOR #1

COMPANY:			
ADDRESS:	City:	State:	ZIP:
CONTACT NAME:			
TITLE:			
PHONE:			
FAX:			
EMAIL:			
LENGTH OF RELATIONSHIP:			
ENERGY SMART TRADE ALLY?			

INSTALLATION CONTRACTOR #2

COMPANY:			
ADDRESS:	City:	State:	ZIP:
CONTACT NAME:			
TITLE:			
PHONE:			
FAX:			
EMAIL:			
LENGTH OF RELATIONSHIP:			
ENERGY SMART TRADE ALLY?			

Please list any additional installation contractor information on a separate page.

What type of warranty do you typically offer on your products?

What type of warranty do you typically offer on your labor/workmanship?



**ENERGY SMART NEW ORLEANS
SMALL BUSINESS DIRECT INSTALL:**
Request For Qualifications for Small Business Direct Install Offering Services



ADDITIONAL COMMENTS

Use this page to document any additional information you wish to include regarding your qualifications or experience doing this type of work.



SMALL BUSINESS DIRECT INSTALL OFFERING INCENTIVES



EXISTING EQUIPMENT	EFFICIENT EQUIPMENT	UNIT	SBDI INCENTIVE
CONTROLS/SENSORS			
No Controls	Daylighting Controller (controlling < 500W)	Unit	\$30
No Controls	Daylighting Controller (controlling >= 500W)	Unit	\$85
No Sensors	Occupancy Sensor (controlling < 500W)	Sensor	\$45
No Sensors	Occupancy Sensor (controlling >= 500W)	Sensor	\$120
No Sensors	Occupancy Sensor w/Daylighting Control (controlling < 500W)	Sensor	\$60
No Sensors	Occupancy Sensor w/Daylighting Control (controlling >= 500W)	Sensor	\$150
Interior Lighting			
CFL pin-base lamp	LED pin-base lamp	Lamp	\$15
CFL/Incandescent Screw-In Lamp	LED A-lamp	Lamp	\$6.50
CFL/Halogen Direction Lamp	LED Directional lamp	Lamp	\$6.50
CFL/Incandescent Downlight	LED Downlight kit	Fixture	\$16
2' Fluorescent T12/T8	2' Linear LED	Lamp	\$6
2' Fluorescent T5	2' Linear LED	Lamp	\$6
2' Fluorescent T5 (HO)	2' Linear LED	Lamp	\$8
4' Fluorescent T12/T8	4' Linear LED	Lamp	\$8.50
4' Fluorescent T12/T8 (HO)	4' Linear LED	Lamp	\$9
4' Fluorescent T5	4' Linear LED	Lamp	\$8
4' Fluorescent T5 (HO)	4' Linear LED	Lamp	\$9
8' Fluorescent T12/T8	Two (2) 4' Linear LED	Lamp (existing)	\$15
8' Fluorescent T12/T8 (HO)	Two (2) 4' Linear LED	Lamp (existing)	\$25
U-tube Fluorescent T12/T8	LED U-tube	Lamp	\$12
<175 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$80
175 W to 250 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$105
251 W to 400 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$150
401 W to 1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$300
>1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$500
Exterior 24/7 or Garage 24/7 Lighting			
<175 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$140
175 W to 250 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$200
251 W to 400 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$300
401 W to 1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$600
>1000 W HID (lamp wattage)	LED Lamp/Fixture	Fixture	\$800
2' Fluorescent T12/T8/T5	2' Linear LED	Lamp	\$8
4' Fluorescent T12/T8/T5	4' Linear LED	Lamp	\$9
8' Fluorescent T12/T8	Two (2) 4' Linear LED	Lamp (existing)	\$40
U-tube Fluorescent T12/T8	LED U-tube	Lamp	\$20
CFL pin-base lamp	LED pin-base lamp	Lamp	\$15
CFL/Incandescent Screw-In Lamp	LED A-lamp	Lamp	\$6.50
CFL/Halogen Direction Lamp	LED Directional lamp	Lamp	\$6.50
CFL/Incandescent Downlight	LED Downlight kit	Fixture	\$17
Exit Sign Replacements			
Incandescent/CFL Exit Sign	LED Exit Signs (must meet state fire marshal codes/UL rated; <= 5 watts)	Fixture	\$40

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Residential Collateral

Thank you for ordering an Energy Efficiency Kit from Energy Smart.

Energy Smart would like your feedback regarding your experience receiving and installing your Energy Efficiency Kit with ENERGY STAR® certified products. Simply fill out this postage-paid reply card and drop it in the mail at your convenience. Or, if you prefer to take this survey online, visit energysmart.eekits.energysmartfeedback.com. Please call **504-229-6868** if you have any questions. Be sure to tell your family and friends about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10.
 1 = Highly Unsatisfied/Strongly Disagree. 10 = Highly Satisfied/Strongly Agree.

	Lowest	—————→ Highest								
	1	2	3	4	5	6	7	8	9	10
Overall, how satisfied were you with your kit?	<input type="radio"/>									
How satisfied were you with the products included in your kit?	<input type="radio"/>									
How satisfied were you with the turnaround time it took to receive your kit?	<input type="radio"/>									
How satisfied were you with the process of requesting a kit?	<input type="radio"/>									
How likely is it that you would recommend the program to a friend or colleague?	<input type="radio"/>									
How satisfied were you with the ease of installing the products in your kit?	<input type="radio"/>									

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

What motivated you to participate? (Select all that apply.)

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

Additional feedback:

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EE Kits Survey BRC: to be included when the Energy Efficiency Kits are sent to customers through the HPwES offering so they can provide their feedback on their experience with the kit. Online version of the survey in development now so these haven't been distributed. Completed in December 2019

Sign Up to Win a

FREE Smart Thermostat



Need not be present to win. One thermostat per household. Must be a qualified Entergy New Orleans customer to win. Thermostat type subject to availability. Energy Smart is a comprehensive energy-efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2019 Entergy Services, LLC. All Rights Reserved.

Smart Thermostat Promo Tabletop Sign: used at outreach events to sign people up for HPwES and enter them to win a smart thermostat with free installation. Completed in October 2019.



504-229-6868
energysmartnola.com
info@energysmartnola.com

Thank you for your participation in the Energy Smart EasyCool offering. Because of your actions, you've made an important contribution to reducing energy demand, benefiting the environment and keeping electric costs more affordable.

For the most part, electrical bills reflect two basic components: the electrical requirements of the appliances in a home (watts) and the length of time those appliances are used (hours). During the summer when air conditioning is used the most, it's common for both of those components to reach their highest demand, or "peak demand." Your participation in the Entergy New Orleans EasyCool offering helps ease those peak demand costs when temperatures are at their most extreme. It also supports our commitment to providing you with safe, affordable and reliable service.

To thank you for using energy wisely during the 2019 cooling season, **we're enclosing this \$40 check.**

If you have a question about the offering, please call the number listed below. We also would appreciate you visiting energysmart.easycool.energysmartfeedback.com to take a short survey. Your responses can help us improve our programs and services. Thank you again for participating in the Energy Smart EasyCool offering.

Sincerely,
Your Energy Smart EasyCool Offering Team

P.S. To learn more ways to save energy and money, visit energysmartnola.com or call us at **504-229-6868**.

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End of Season Letter for EasyCool: sent to customers who participated in 2019 EasyCool to let them know they'd receive their participation incentive. Sent end of November, beginning of December 2019.



Google Display Ads that ran between 11/06 – 12/20/2019



Facebook ad that ran between 11/06 – 12/20/2019



Switching to a smart thermostat is easier than you think.

Call 504-229-6868 to receive your FREE smart thermostat.

We'll come to your home and install your smart thermostat for free.



Five ways a smart thermostat can improve your home's comfort:

1. **Update temps remotely.** Using the app on your phone, you can adjust your smart thermostat from anywhere. This can help you adjust the temperature in your home as the weather or your plans change, which helps your home use less energy.
2. **Adjust temperature based on your preferences.** Your smart thermostat will learn your preferences and adjust the temperature of your home to help keep you comfortable.
3. **Send notifications.** Unlike your programmable thermostat, your smart thermostat will notify you if your heating and cooling system is experiencing any issues.
4. **Keep your connected.** For customers with digital assistants or smartwatches, you can connect your smart thermostat to these devices for a more integrated experience.
5. **Control your whole house.** In addition to the control on your phone, you can get sensors so your smart thermostat can adjust your room's temperature based on activity in the room.

For more information, email info@energysmartnola.com or call 504-229-6868.

Smart Thermostat Promotion email sent out as part of a nurture email to gas service customers who participated in the Home Performance with ENERGY STAR® or Income Qualified Weatherization. Sent 12/11/2019.



Remember to call us about receiving a smart thermostat for your home. Installation is free and we can tell you about [other energy-saving opportunities](#) with Energy Smart.

Call 504-229-6868 to receive your FREE smart thermostat.



For more information, email info@energysmartnola.com or call 504-229-6868.

Second email in the Smart Thermostat Promotion. This was sent to customers who opened the first email that was sent on 12/11/2019. Sent on 12/16/2019.



Celebrate efficiency with free energy-saving products.

Bring the energy-saving party to your house with a Home Performance with ENERGY STAR® assessment. Some benefits you'll see when you schedule your free assessment:

- Reduces the up-front cost of installing energy-efficiency upgrades in your home.
- You could save up to 20% or more on your annual utility bill.

Ready to start saving?



Your Appointment

We'll conduct a full assessment of your home, recommend ways to save energy and provide a free installation of energy-saving products such as:

- LED light bulbs.
- Faucet aerators.
- Low-flow showerheads.
- Smart power strips.

[Schedule Your Appointment ▶](#)



Additional Upgrades

Once your assessment is completed, work with an Energy Smart [qualified trade ally](#) to make the energy-efficient upgrades listed on your audit recommendations. Your selected trade ally will:

- Provide an estimate for the upgrades mentioned in your assessment.
- Help you identify specific rebates you may qualify for based on your recommended upgrades.

For more information on Home Performance with ENERGY STAR and other energy-saving opportunities, visit energysmartnola.com or call 504-229-6868.

Home Performance with ENERGY STAR promotional email targeting customers who participated in EasyCool or A/C Tune-up but hadn't yet participated in HPwES. Sent 11/12/2019.



Keep the savings party going with a Home Performance with ENERGY STAR® assessment.



Save more with a free personalized assessment of your home.

Build on the energy savings you experienced with your Energy Efficiency Kit by scheduling a [Home Performance with ENERGY STAR assessment](#). You'll receive a whole-house assessment to evaluate your home's energy efficiency needs and free installation of energy-saving products such as energy-efficient light bulbs, water-saving showerheads and more.

[Schedule Your Appointment ▶](#)

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

Email promoting the Home Performance with ENERGY STAR offering to customers who had received an energy efficiency kit but had not yet participated in the full assessment. Sent 10/29/2019.

SAVE ON MONTHLY ENERGY COSTS

Learn more about the Home Performance with ENERGY STAR® offering.

EnergySmart
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Entergy.

SAVE ON MONTHLY ENERGY COSTS

Learn more about the Home Performance with ENERGY STAR® offering.

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SAVE ON MONTHLY ENERGY COSTS

Learn more about the Home Performance with ENERGY STAR® offering.

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February Google Retargeting Ads

Aisle Sign

1. Sponsor goal is to maximize cost-effective energy savings to their customers with a focus on increasing the sale and awareness of a wide variety of ENERGY STAR® certified lighting products.
2. Rebated items intended for residential use.
3. Resale of rebated items is not allowed.

063-0013-11-00 022520

**Better bulbs
at a smarter price.**

Comes with an
INSTANT
Energy Smart discount.



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Bib Tag

1. Sponsor goal is to maximize cost-effective energy savings to their customers with a focus on increasing the sale and awareness of a wide variety of ENERGY STAR® certified lighting products.
2. Rebated items intended for residential use.
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063-0013-11-00 022520

**Better bulbs
at a smarter
price.**

Comes with an
INSTANT
Energy Smart
discount.



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February/March Retail Lighting Signs

EnergySmart
A New Orleans Program

EXP: XXX. XX 20XX



Daniel Franklin



Entergy. Approved Contractor for the Energy Smart Programs.

EnergySmart
A New Orleans Program

EXP: XXX. XX 20XX



Denzel Harry



Entergy. Approved Contractor for the Energy Smart Programs.

Program Staff

Qualified on XXX. X, 20XX.

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**Verified by
Energy Smart**

For information, call 504-229-6868.

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Residential Trade Ally Badges

Find out how you can get free
energy-saving upgrades.

Meet us at _____ on _____ at _____ .
Or visit **energysmartnola.com**.



Energy efficiency upgrades
happening now.

To learn how you can start saving,
visit **energysmartnola.com**.



Yard Signs



504-229-6868

energysmartnola.com

info@energysmartnola.com

Energy Smart New Orleans

4722 Camp Street
New Orleans, LA 70115

Thank you for participating in the Energy Smart Program. Enclosed, please find an incentive or rebate check for your completed energy efficiency project(s).

The program is evaluated by a third party, and the evaluator may contact you to request a site evaluation and/or complete a survey. If you are contacted, we hope you will be able to participate by providing your feedback.

If you have questions regarding your incentive check, please do not hesitate to contact us at info@energysmartnola.com or by phone at 504-229-6868. Thank you, and we look forward to assisting you with your next Energy Smart project.

Payment Request Number: XXXXX

Associated Payments:

ENERGY SMART REFERENCE:	CUSTOMER NAME:	INVOICE:	INCENTIVE AMOUNT:
18233	Dale, Conner D	ELL 25-Oct-2019-23	\$541.50
18241	Roberson, Holly C	ELL 28-Oct-2019-44	\$492.00
18242	Debates, Richard A	ELL 25-Oct-2019-29	\$550.00
18243	Miller, Mathew B	ELL 25-Oct-2019-38	\$332.50
18244	Williams, Samantha	ELL 25-Oct-2019-39	\$360.00
18245	Blevins, Burton	ELL 28-OCT-2019-45	\$478.50
18248	Bluebonnet Investors I Llc, Residen	ELL 29-Oct-2019-56	\$481.50
18358	Uliano, Danielle	ELL 28-Oct-2019-50	\$585.00
18359	Bluebonnet Investors Apt 6-20	ELL 28-Oct-2019-51	\$537.00
18360	Bluebonnet Investors Apt 7-17	ELL 28-Oct-2019-46	\$334.00
18361	Bluebonnet Investors Apt 8-17	ELL 28-Oct-2019-48	\$352.00
18362	Bluebonnet Investors Apt 8-20	ELL 28-Oct-2019-49	\$559.50
18363	Bluebonnet Investors Apt 7-18	ELL 29-Oct-2019-52	\$483.00
18364	Bluebonnet Investors Apt 7-19	ELL 29-Oct-2019-53	\$493.50

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ENO C&I Payment Letter

Ellerd, Dawn

From: dawn.ellerd=aptim.com@mail148.at171.mctxapp.net on behalf of dawn.ellerd@aptim.com
Sent: Thursday, May 14, 2020 9:30 AM
To: Ellerd, Dawn
Subject: Mailchimp Template Test - "Jan 2020 Trade Ally Newsletter"

[View this email in your browser](#)



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

1

Program Updates

The Energy Smart team has some exciting program updates to share with you.

- **The current program year has been extended another three months which means:**
 - All projects must be completed by the new deadline of March 31, 2020.
 - Current program year incentives will be in effect through March 31, 2020. Please continue to submit and complete projects.
- **The End-of-Year Custom Incentive Bonus is also being extended another three months.** Custom projects installed by March 31, 2020, will receive an additional \$0.03/kWh.
 - Large Commercial custom non-lighting incentives increased from \$0.12/kWh to **\$0.15/kWh**.
 - Large Commercial custom lighting incentives increased from \$0.10/kWh to **\$0.13/kWh**.
 - Small Commercial custom incentives increased from \$0.12/kWh to **\$0.15/kWh**.

The reason for the program and bonus extension is that City Council and Entergy New Orleans are finalizing the plan for the next program cycle, which is tentatively scheduled to launch April 1, 2020. While the plan is being finalized, we do not want you to miss opportunities to continue making New Orleans more energy efficient.

Thank you to all the trade allies who have participated in the program in 2019, and we welcome the future participation of new and existing trade allies. Current applications and program tools can be found on the [Energy Smart website](#).

Reminders

- Project-completion notices are embedded in the program calculator. Trade allies can print the completion notice and send it to the Energy Smart team upon project completion, in lieu of re-sending the calculator.
- Please download a new calculator from the website for each new project. This ensures that you are using the current calculator version to estimate incentives.

2

January 2020 Trade Ally Newsletter

The most recent version of the calculators is required as a part of your project application.

Events and Professional Development

Trade Ally Advisory Group January Meeting

Mark your calendars and join us for the first Commercial and Industrial Trade Ally Advisory Group meeting of 2020.

The purpose of this meeting is to provide an overview of the 2019 progress to date, discuss updates to program offerings and collect feedback from our trade allies.

Jan. 14
9 - 11 a.m.

Urban League
4640 S. Carrollton Ave., Ste. 110
New Orleans, LA 70119

Agenda:

- Review the status toward Program Year 9 goals and incentive b
- Discuss update to program offerings.
- Provide feedback on the Small Business Direct Install offering.
- Provide feedback on the Retro-commissioning offering.
- Give Workforce Development updates and opportunities.
- Offer Q&A.

Update on 2020 TA Kick-Off Meeting

Since the current program year is being extended three months, we will the Jan. 8, 2020, Trade Ally Kick-Off Meeting. The Program Year 10 Kick-Off Meeting will be rescheduled so stay tuned for more details.

REGISTER

3

Recent Training and Events

Building Automation Trade Show

On Nov. 21, Energy Smart facilitated a trade show on building-automation technology. A dozen trade allies who offer building automation set up display tables to present their services to facility managers and property owners in a variety of industries. The trade show was followed by the opportunity to learn from the BioInnovation facility director about the features that earned the BioInnovation Center a rating of LEED Gold®, LEED® green building program is the preeminent program for the design, construction, maintenance and operation of high-performance green buildings. Learn more at usgbc.org/LEED.

New Trade Ally Onboarding

Energy Smart welcomed 43 new commercial and industrial trade allies to the program in 2019, bringing the total to 122 current commercial and industrial trade allies. The diversity of services offered by these incoming trade allies is a testament to the growth of the program. Each new trade ally is offered onboarding by Energy Smart on program implementation, marketing materials and communications tips.

Small Business Direct Install

Energy Smart recently trained its fifth Small Business Direct Install provider. The SBDI offering is available to all commercial customers that receive service from Entergy New Orleans and have a peak demand of less than 100 kW. Customers can receive prescriptive incentives on one-for-one retrofits or replacements of eligible SBDI measures installed by an approved SBDI trade ally. If you are a trade ally who is interested in becoming a SBDI provider in 2020, please contact Kevin Fitzwilliam at kevin.fitzwilliam@aptim.com.

Workforce Development

Energy Smart strives to build a robust energy efficiency workforce in New Orleans. One of the ways we are working toward that goal is to connect our trade allies with local workforce-development agencies that want to learn the skills necessary for their clients to enter energy efficiency work fields. Energy Smart is excited to announce that these relationships have recently resulted in hires by Energy Smart trade allies from these programs.

At the Q4 Trade Ally Advisory Group meeting, Energy Smart welcomed representatives from two local workforce agencies. Sarah Bell, director of employer partnerships with

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January 2020 Trade Ally Newsletter Cont'd

YouthForce Nola, and Ryan Mattingly, Youth Works program manager with the City of New Orleans. They promoted potential opportunities for partnership with the trade allies. This followed earlier introductions between trade allies and the Louisiana Green Corps and the New Orleans Business Alliance.

We will be building upon this success with increased programming coordination with the Urban League's Office of Workforce Development as well as coordination with local workforce organizations such as VIET, Contractor's College, and other organizations in 2020 and beyond.

Upcoming Training

Training Resource: ENERGY STAR®

ENERGY STAR offers regular webinar trainings on ENERGY STAR Portfolio Manager. Webinars include "Portfolio Manager 101," "Portfolio Manager 201," "Portfolio Manager 301," "How to Apply for the ENERGY STAR for U.S. Buildings," and "Ask the Expert." There will be six classes offered in Jan. and four offered in Feb.

* Energy Smart is not affiliated with the production of these trainings.

REGISTER

Scale Up: An Entrepreneurial Education Program offered by Urban League of Louisiana

Scale Up! Louisiana is a statewide entrepreneurial education program hosted by Urban League of Louisiana's Center for Entrepreneurship & Innovation. This

Training Resource: Association of Energy Engineers

The Association of Energy Engineers offers more than 20 e professional certification trainings and exams online.

Visit <https://www.aeecente> view summaries of the

* Energy Smart is not production of these tra

Small Businesses: Financial Man Entrepren

Jan. 13:
5:30 – 8:

Feb
5:30 – 8:

Urban League

program puts resources in place for small business education, counseling, technical assistance, mentorship, funding and other support services within targeted communities. The nine-week program consists of six-hour, in-classroom sessions and four web classes.

The application deadline for the spring 2020 program, **Scale Up! New Orleans East Cohort 2** is Friday, Jan. 7, 2020. Final selection and acceptance will take place by Jan. 10, 2020.

For questions regarding the eligibility criteria, please contact the CEI at: wbrc@urbanleaguella.org.

Cost is free

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

REGISTER

Contractor's Resource Center
4640 South Carrollton Avenue
Suite 250, New Orleans, LA
Cost: \$10

Event Details: The Urban League of Louisiana Center for Entrepreneurship and Innovation is offering a three-night course focusing on:

1. Accounting Basics
2. Strategic Planning & Financial Statements Analysis
3. Financial Management & Basic Tax Planning

The course is open to certified small and emerging businesses. The Small and Emerging Business Development Program is offered through Louisiana Economic Development.

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

REGISTER

Certified Energy Auditor Training Program

Jan. 27-30

2101 North Stemmons Freeway
Dallas, TX 75207
Cost: \$1,650
Contact: 214-747-3000

Event Details: Designed to provide attendees an in-depth and technical review of energy auditing, including water usage in a facility. Professional instructors will guide you through the principles and practices of greatest relevance and practical value.

Training Program Hours

BPI Building Analyst Training

Jan. 27, 8:30 a.m. – Jan. 31, 5 p.m.

Louisiana Housing Corp Training Center
11637 Industriplex Blvd.
Baton Rouge, LA 70809
Cost: \$1,695

Event Details: This BPI training will provide individuals with the knowledge, skills and certification preparation needed to excel in the home energy performance industry. This five-day BPI Building Analyst course is a certification prep training course. Official BPI certification

6

January 2020 Trade Ally Newsletter Cont'd – sent 1/03/2020

Ellerd, Dawn

From: dawn.ellerd=aptim.com@mail21.ad161.mctxapp.net on behalf of dawn.ellerd@aptim.com
Sent: Thursday, May 14, 2020 9:29 AM
To: Ellerd, Dawn
Subject: Mailchimp Template Test - "Energy Smart Prescriptive Incentives Update"



Energy Smart Program Updates



Dear Energy Smart Trade Allies,

The program team has an exciting update to share regarding prescriptive lighting measures. Effective January 10, 2020, retrofits of existing linear and U-tube fixtures along with replacements of all high-intensity discharge fixtures will now be custom to prescriptive measure classification. This change is designed to help you to offer incentives to your customers and to simplify and streamline the application process.

1

- Discuss update to program offerings.
- Provide feedback on the Small Business Direct Install offering.
- Provide feedback on the Retro-commissioning offering.
- Give Workforce Development updates and opportunities.
- Offer Q&A.

For more information about Energy Smart, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6968.

Thank you,
The Energy Smart Program

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The [combined incentive calculator tool](#) has been adjusted to reflect this change. There is now a dedicated prescriptive lighting tab with these new measures embedded in the prescriptive section of the calculator tool, while the custom lighting tab is still available for special-case scenarios.

To support this transition and assist those who have custom lighting projects in the works, you will still be able to submit these projects under the custom measures process through March 31, 2020. As of April 1, 2020, these 15 new lighting measures will permanently be prescriptive measures and handled through the prescriptive application process.

The 15 lighting measures to be moved to the prescriptive classification are:

Lighting: Incandescent and Fluorescent Replacements

Commercial and Industrial Prescriptive Lighting Updates	Existing	Small	Large	Units
T6/T12 2 R. Linear Fluorescent*	2' Linear LED	\$3	\$2	per lamp
T6/T12 4 R. Linear Fluorescent*	4' Linear LED	\$6	\$5	per lamp
T6/T12 8 R. Linear Fluorescent*	8' Linear LED	\$14	\$12	per lamp
T6/T12 (High output) 4 R. Linear Fluorescent*	4' Linear LED	\$10	\$10	per lamp
T6/T12 (High output) 8 R. Linear Fluorescent*	8' Linear LED	\$20	\$20	per lamp
T6/T12 U-Tube Fluorescent*	U-Tube LED	\$9	\$7	per lamp
T5 2 R. Linear Fluorescent*	2' Linear LED	\$2	\$2	per lamp
T5 4 R. Linear Fluorescent*	4' Linear LED	\$5	\$4	per lamp
T5 (High output) 2 R. Linear Fluorescent*	2' Linear LED	\$5	\$4	per lamp
T5 (High output) 4 R. Linear Fluorescent*	4' Linear LED	\$10	\$9	per lamp
High Intensity Discharge (HID) [175W]*	LED Lamp/Fixture	\$26	\$22	per fixture
High Intensity Discharge (HID) [175 to 250W]*	LED Lamp/Fixture	\$43	\$35	per fixture
High Intensity Discharge (HID) [251 to 400W]*	LED Lamp/Fixture	\$98	\$82	per fixture
High Intensity Discharge (HID) [401 to 1000W]*	LED Lamp/Fixture	\$226	\$186	per fixture
High Intensity Discharge (HID) [1000W]*	LED Lamp/Fixture	\$248	\$248	per fixture

*For retrofitting existing fixtures only (quantity in units) is based on number of EXISTING lamps being replaced, any projects where the existing lighting fixtures are being replaced in their entirety with brand-new stand-alone fixtures (i.e., not retrofitting) will be treated as custom lighting.
*The watt ranges indicated for each HID measure tier are based on EXISTING NOMINAL lamp wattage; any upgrade of existing HID lighting (either retrofit or full fixture replacement) will be treated as prescriptive HID lighting (includes categories such as metal halide, high/low pressure sodium and mercury-vapor).

We will discuss this change and other Energy Smart program updates during the Jan. 14 TAAG meeting.

Trade Ally Meeting
Jan. 14
9 - 11 a.m.
Urban League
4640 S. Carrollton Ave., Ste. 110
New Orleans, LA 70119

Agenda:

- Review the status toward Program Year 9 goals and incentive budgets.

2

Eblast on Prescriptive Measure – sent 1/10/2020

It Pays To Be Energy Smart | Get Up To \$100K In Incentives | Start Saving Energy Today
Ad energysmartnola.com

Energy Smart is available to all Entergy New Orleans electric customers. Get valuable cash incentives to make energy-saving upgrades to your business.

The Road To Energy Efficiency | Get Up To \$100K In Incentives | It Pays To Be Energy Smart
Ad energysmartnola.com

Get valuable cash incentives to perform energy-saving upgrades to your business. Start saving energy and money now.

January – March 2020 Paid Google Search Ad

Increased Incentive \$ Offered for Energy Efficient Improvements
Energy Smart, the New Orleans energy efficiency program that provides incentives to business customers for energy saving upgrades to their facilities, is extending its Custom Bonus Incentive. Through March 31, small businesses can receive higher incentives rates per kWh –kilowatt hour--for lighting and other efficient improvements. [More](#)

Insert in StayLocal Newsletter – ran 1/27/2020

Higher Education Cohort Meeting Announcement



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

Feb. 11, 2020
3 - 4:30 p.m.
LSU Human Development Center, Room 126
411 S. Prieur St.
New Orleans, LA 70112

There is free parking in the gravel lot on the side of the building on S. Johnson St.

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

Topics covered will include:

- Program updates
- Higher Ed Cohort participation updates
- Roundtable and Q&A

Contact Dawn Ellerd at Dawn.Ellerd@aptim.com or call 504-390-7515 with questions.

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

Thank you,

The Energy Smart Program

Eblast on Higher Ed Cohort Meeting – sent 1/23/2020

Higher Education Cohort Meeting Reminder



Mark your calendars and plan on joining us for the next
Energy Smart Higher Education Cohort Meeting:

Feb. 11, 2020
3 - 4:30 p.m.
LSU Human Development Center, Room 126
411 S. Prieur St.
New Orleans, LA 70112

There is free parking in the gravel lot on the side of the building on S. Johnson St.

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

Topics covered will include:

- Program updates
- Higher Ed Cohort participation updates
- Roundtable and Q&A

Contact Dawn Ellerd at Dawn.Ellerd@aptim.com or call 504-390-7515 with questions.

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

Thank you,

The Energy Smart Program

Eblast on Higher Ed Cohort Meeting Reminder – sent 1/30/202

ENERGY SMART PROGRAM



Energy Smart is an energy efficiency program that provides incentives to New Orleans business customers for energy-saving updates to their facilities. The program works with business owners and facility managers to identify energy efficiency opportunities and provide valuable cash incentives on energy efficiency upgrades and improvements.

[Click here](#) for more information.

Downtown Development District newsletter insertion – ran 2/07/2020



SAVE THE DATE



Help us kick-off the next Energy Smart program cycle year by joining your fellow trade allies and the Energy Smart team for our **2020 Trade Ally Kick-Off Meeting**.

The event starts at 7:30 a.m. with registration and a hot breakfast, followed by presentations. Come and learn about the changes to existing residential and commercial and industrial offerings as well as new offerings proposed for the next three-year cycle.

April 8, 2020
7:30 - 10:30 a.m.
The Launonia at Pythian Market
234 Loyola Ave.
New Orleans, LA 70112

Please mark your calendars and plan on attending the Energy Smart Trade Ally Kick-Off Meeting in April. A formal invitation will be sent a few weeks prior to this event.

Thank you,
The Energy Smart Program

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Eblast on Trade Ally Kick Off Meeting – sent 3/02/2020

Ellerd, Dawn

From: dawn.ellerd=aptim.com@mail148.atl171.mtcxapp.net on behalf of dawn.ellerd@aptim.com
Sent: Thursday, May 14, 2020 9:17 AM
To: Ellerd, Dawn
Subject: Mailchimp Template Test - "Energy Advisor Announcement"



Energy Smart Energy Advisor Support Service



Dear Entergy New Orleans Commercial Customers,

The Entergy New Orleans Energy Smart Program is offering a comprehensive Energy Advisor support service for owners of multi-tenant buildings in New Orleans that have benchmarked their building using ENERGY STAR® Portfolio Manager.

1

The Energy Advisor will provide qualifying customers with comprehensive energy efficiency assistance that includes initial building performance analysis, energy efficiency measure recommendations and Energy Smart incentive application support.

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

ELIGIBILITY

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

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

*Buildings with less than four active meters will need consent from all tenants.

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

Contact energysmart@entergy.com with questions on how to complete the application.

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Our mailing address is:
Energy Smart

2

Eblast on Energy Advisor Support Service – sent 3/02/2020

Ellerd, Dawn

From: dawn.ellerd=aptim.com@mail148.atl171.mctxapp.net on behalf of dawn.ellerd@aptim.com
Sent: Thursday, May 14, 2020 9:12 AM
To: Ellerd, Dawn
Subject: Mailchimp Template Test - "Trade Ally Program Update"



Dear Trade Allies,

With the unprecedented health and safety concerns presented by the Coronavirus pandemic, the Energy Smart program strongly encourages all customers and program partners to adhere to all CDC and state and local directives around social distancing and the Governor's stay at home orders. These orders can be found [here](#).

To keep our personnel, customers and program partners safe, the Energy Smart program will cease all field operations until it is safe to return to normal operations. The program will also cease in-person outreach and engagement with allies, partners and stakeholders.

For PY9 projects where installation has already been completed, the Energy Smart

1

program will contact customers and trade allies about any information needed to close out the projects given the need to complete inspections remotely.

The Energy Smart program will provide updates about the start of PY10 shortly.

Please stay safe, stay healthy and stay at home!

The Energy Smart Team



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Eblast on COVID-19 Update – sent 3/24/2020



Innovation in Small Business Program Participation

Kristin McKee
Program Director

For more information about Energy Smart offerings for your small business, visit energysmartnola.com.



Title Slide for March 2020 Webinar

Appendix E: Program Photos



Higher Education Cohort Meeting Feb. 12, 2019.



C&I Q1 TAAG Meeting Jan. 14, 2019.



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



Gallo Training on Feb. 27, 2019.



Marriott Engineering Building Presentation on March 21, 2019.



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



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



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



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



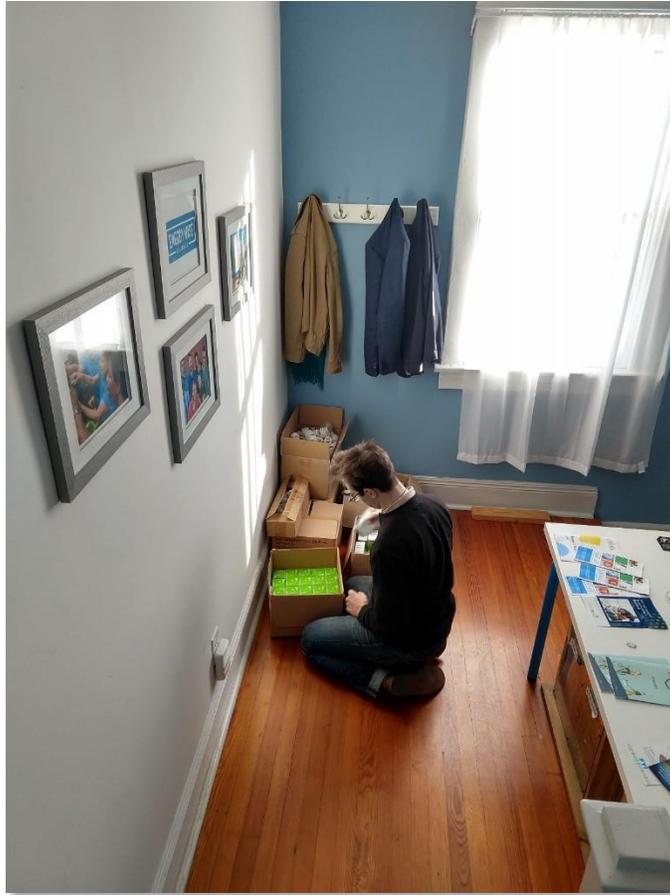
Energy Wise Alliance Small Commercial Prescriptive LED lighting installation at St. Philips Episcopal Church in Algiers, January 2019 for a total estimated annual savings of 15,966 kWh.



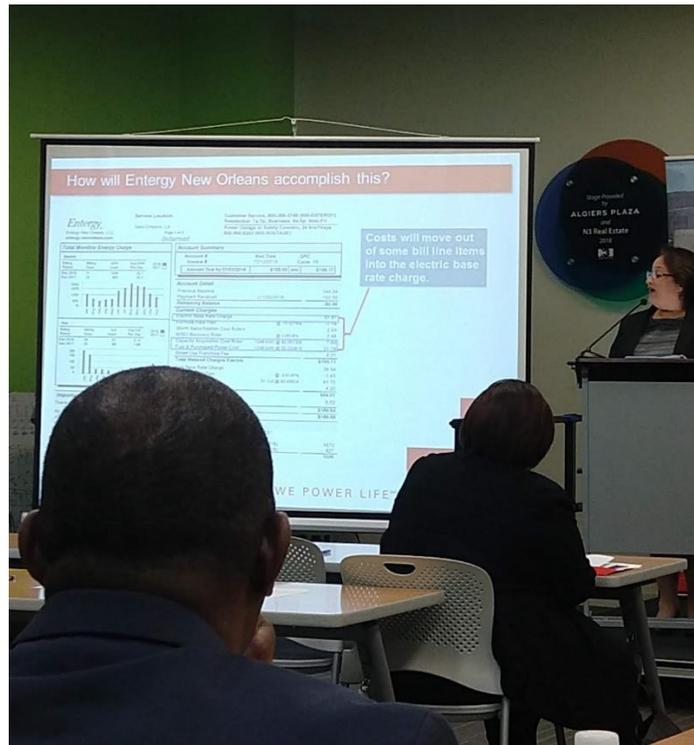
Energy Wise Alliance evaluates changing hundreds of incandescent light bulbs at all Dat Dog restaurants in New Orleans.



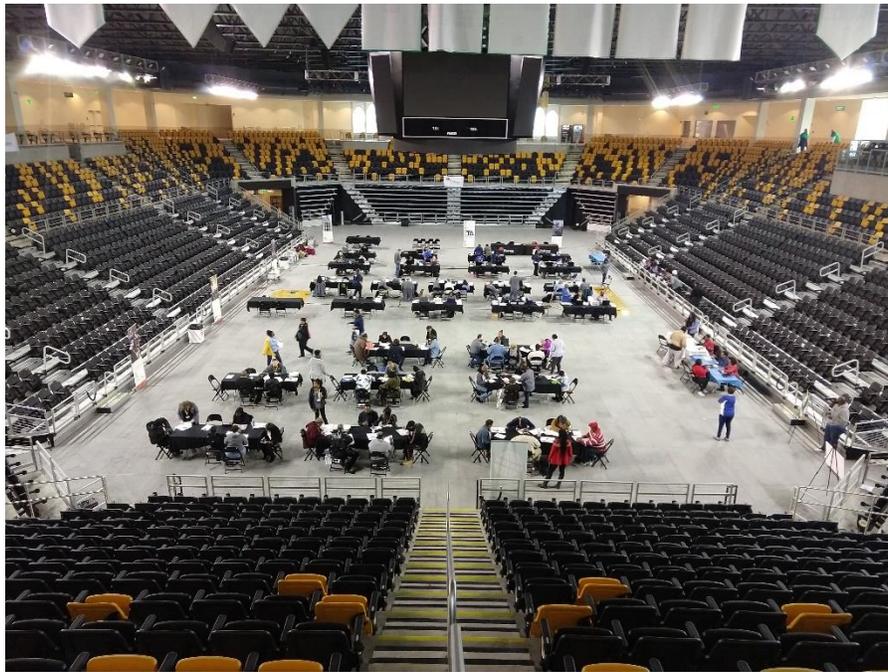
Energy Wise Alliance Small Commercial Prescriptive LED lighting installation at the Community Commitment Education Center in the Leonidas neighborhood on Jan. 10, 2019 for a total estimated annual savings of 11,393 kWh.



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



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



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



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



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





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



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



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



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



Kingsley House Health and Home Fair on March 29, 2019.



Friends of Lafitte Greenway Hike Fest on March 23, 2019.



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



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



The Energy Smart team completes a teaching tool about insulation.



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



Q2 Higher Ed Cohort May 6, 2019.



Peer-to-Peer Training in April 10, 2019.



Energy Efficiency Q&A Panel June 18, 2019.



Storm Preparedness Table Event June 5, 2019.



Q2 Trade Alley Meeting May 2, 2019.



**Abundance of Desire, STEM Innovation Camp outreach
in the Florida Neighborhood, June 25, 2019.**



**Abundance of Desire, STEM Innovation Camp outreach
in the Florida Neighborhood, June 25, 2019.**



New Orleans City's Bike to Work Day April 10, 2019.



**WWII Museum Summer Camp where the Energy Smart Team distributed LEDs as part of summer outreach.
June 27, 2019.**



**The Energy Smart Team doing community outreach
at the United Healthcare Quarterly Health fair senior event.
June 26, 2019.**



The Energy Smart Team restocks the materials at the Customer Care Center June 12, 2019.



**The Energy Smart Team presents at the ReFresh Project Meeting for community leaders.
June 12, 2019.**



**The Energy Smart Team doing community outreach Baptist Community Ministries Health Fair.
June 3, 2019**



The Energy Smart Team doing community outreach at the Green Project Earth Day Event.
April 22, 2019



The Energy Smart Team doing community outreach at the Green Project Earth Day Event.
April 22, 2019.



The Energy Smart Team doing community outreach at the Botanical Gardens Earth Day event.
April 16, 2019.



August Residential Trade Ally Training on Attic Insultation.



Q3 C&I TAAG Meeting 5



Harmony House Senior Center - July Council on Aging meetings.



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



Tabling at Senior Event at Kingsley House in August.



41st Annual Senior Caucus in New Orleans East.



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



September Rate Case Meeting Algiers Outreach Events.



October STEM Fest.



October STEM Fest.



November Irish Channel Neighborhood Association Meeting.



November Central Circle Meeting.



December LA Green Corps Meeting, Toulouse and Broad St.



December TCA Super LiHEAP Day.



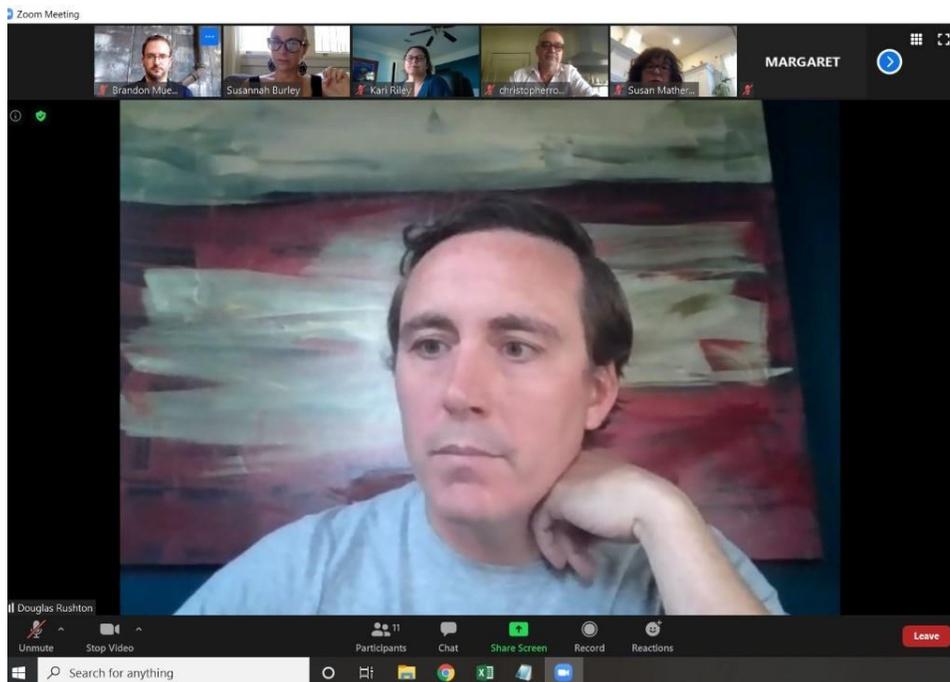
December Entergy Renewable Portfolio Meeting.



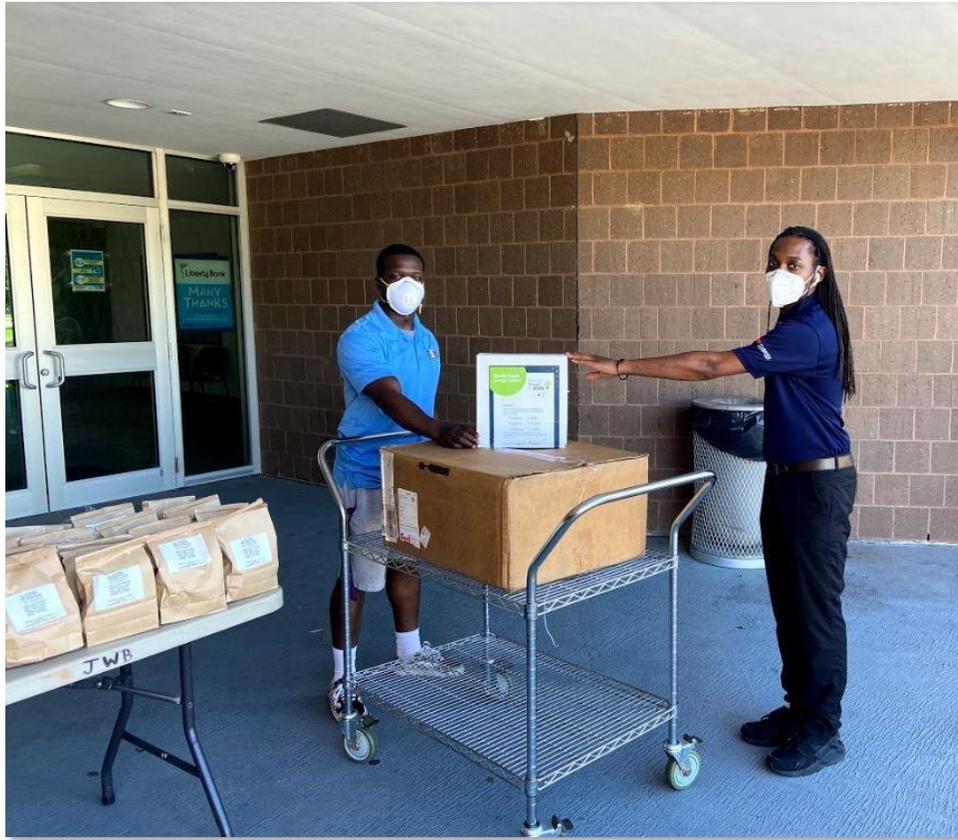
Pastor Manning from Greater New Orleans Interfaith Climate Coalition Speaks in a coordinating call to make local churches Energy Smart on May 5, 2020.



Preparing LEDs for giveaways at food banks on May 6, 2020.



Fairground Neighborhood Association asks questions to Energy Smart staff on June 15, 2020.



**School kits that were returned from Lusher are redistributed
to a school meal site at Joe Brown Park
June 5, 2020.**



**School kits that were returned from Lusher are redistributed to a school meal site at Rosenwald Recreation Center
June 4, 2020.**



School kits that were returned from Lusher are redistributed to a school meal site at Sanchez Community Center. June 5, 2020.