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October 1, 2021

VIA ELECTRONIC MAIL ONLY

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

**Re: Filing of Entergy New Orleans, LLC's Energy Smart Midyear Report for
Program Year 11 (Resolutions R-11-52, R-20-51, R-21-153; UD-08-02, UD-
17-03)**

Dear Ms. Johnson,

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. Council Resolution R-19-516 approved the continuance of the Energy Smart for Program Years 10-12 ("PY10-12"). Council Resolution R-20-51 adopted on February 20, 2020, approved the PY10-12 Implementation Plan and APTIM, Environmental and Infrastructure ("APTIM") as the Third-Party Administrator. Council Resolution R-21-153 altered program reporting requirements from quarterly to semi-annual reports.

On behalf of APTIM, Entergy New Orleans, LLC submits the enclosed original and three copies of the Energy Smart Program Year 11 Midyear Report for the period of January 1, 2021 through June 30, 2021.

Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Thank you for your assistance with this matter.

Sincerely,

A handwritten signature in black ink that reads "Courtney R. Nicholson".

Courtney R. Nicholson

Enclosure

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

CERTIFICATE OF SERVICE
Docket No. UD-08-02 & UD-17-03

I hereby certify that I have served the required number of copies of the foregoing report upon all other known parties of this proceeding, by the following: electronic mail, facsimile, overnight mail, hand delivery, and/or United States Postal Service, postage prepaid.

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New Orleans, Louisiana, this 1st day of October, 2021.



Courtney R. Nicholson



Midyear Report

Energy Smart Program

Program Year 11

Submitted: October 1, 2021

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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:

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

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

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

Program Year 11 (calendar year 2021) is divided into four quarters:

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

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

Staff List

Name	Title	Company	Location
Tom Quasius	TPA Director	APTIM	Chicago, IL
Dan Reese	Director of Program Operations	APTIM	Portland, OR
Jenny Riley	National Marketing Director	APTIM	Chicago, IL
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Klassi Duncan	VP of Entrepreneurship & Innovation	Urban League	New Orleans, LA
Cherie Duckworth	VP of Workforce Development	Urban League	New Orleans, LA

Offerings Overview

Energy Efficiency

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

Demand Response

- EasyCool for Residents

Commercial & Industrial

Energy Efficiency

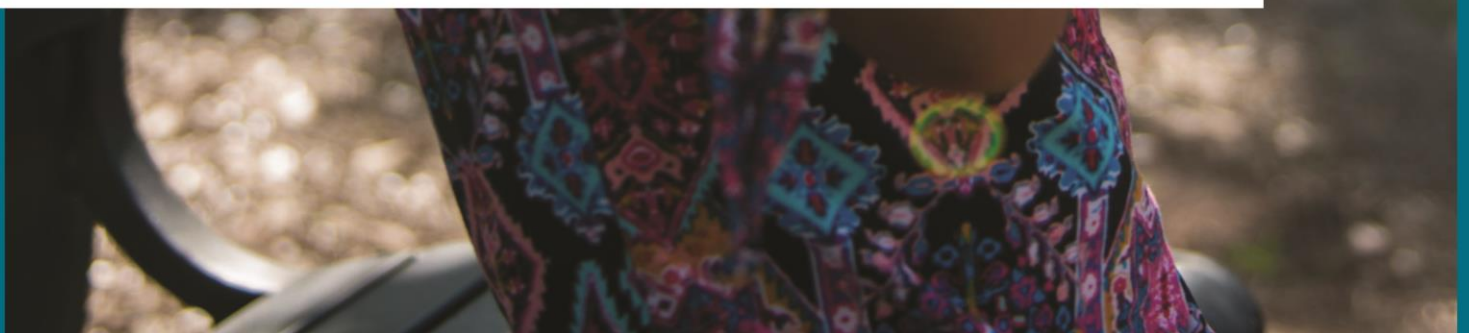
- Small Commercial & Industrial Solutions
- Large Commercial & Industrial Solutions
- Publicly Funded Institutions
- Commercial & Industrial Construction Solutions

Demand Response

- Large Commercial & Industrial Demand Response
- EasyCool for Business



PROGRAM PERFORMANCE & ACTIVITY



Program Performance and Activity

Table 2.1

	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO TARGET	INCENTIVES	BUDGET	% TO BUDGET
Commercial & Industrial – Energy Efficiency**	19,146,154	46,889,018	40.83%	3,607.12	7,429.79	48.55%	\$1,582,091	\$5,517,822	28.67%
Commercial & Industrial - Demand Response	-	-	N/A	-	4,318.50	0.00%	\$850	\$146,802	0.58%
Residential - Energy Efficiency	5,096,099	40,622,497	12.55%	2,573.23	4,165.73	61.77%	\$1,414,786	\$4,183,321	33.82%
Residential - Demand Response	-	-	N/A	-	3,493.60	0.00%	\$20,980	\$182,715	11.48%
Total	24,242,253	87,511,515	27.70%	6,180.35	19,407.62	31.84%	\$3,018,707	\$10,030,660	30.09%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings and incentives acquired from 1/1/2021 through 6/30/2021.

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

Table 2.2

	PROGRAM COSTS**	PROGRAM BUDGET	% OF PROGRAM BUDGET
Commercial & Industrial - Energy Efficiency*	\$3,247,650	\$9,925,322	32.72%
Commercial & Industrial - Demand Response	\$168,006	\$992,046	16.94%
Residential – Energy Efficiency	\$2,433,307	\$6,845,199	35.55%
Residential – Demand Response	\$216,172	\$329,678	65.57%
TOTAL	\$6,065,136	\$18,092,245	33.52%

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

**There have not been EM&V expenses incurred in the first half of the year as the third-party evaluator has been focused on completing PY10 projects including the Annual EM&V report.

Residential Summary

The Energy Smart Residential Portfolio had a successful start to PY11 despite ongoing challenges created by the COVID-19 pandemic. The program achieved 5,096,099 in kWh savings and reached 12.55% of the goal while spending 33.82% of the incentive budget. In April, the Department of Energy recognized the Energy Smart Program as an ENERGY STAR Partner of the Year for a second consecutive year. The Income-Qualified Weatherization offering has been the main driver within the portfolio due a higher level of income-qualified participants in PY11; a

trend that began in PY10. This is a direct impact from the COVID-19 pandemic, which changed the participation levels and increased demand. The Multifamily Solutions offering performed well in Q1 and Q2; the Energy Smart team was able to perform work in three different complexes and generate leads for Q3 and Q4. The A/C Solutions offering started slow but picked up momentum in Q2, a trend that is expected to continue. The Retail Lighting and Appliance offering had early success with the Energy Smart Online Marketplace, which added a Google Nest smart thermostat to the store in PY11. Lastly, the Behavioral offering added additional participants to the cohorts and overall participation in Q1 and Q2.

The Energy Smart team remained committed to COVID-19 protocols put in place in PY10 and followed the Centers for Disease Control and Prevention guidelines to address and reduce the likelihood of spreading the virus. The Energy Smart team continues to contact customers in advance of their appointment to ask if anyone in the home had tested positive or had been recently exposed to a confirmed positive COVID-19 case prior to field personnel entering the residence. In addition, all field personnel continue mandatory use of masks, nitrile gloves and shoe coverings. The Energy Smart team remains focused on best practices with COVID-19 to protect all parties involved.

Commercial & Industrial Summary

The Energy Smart Commercial and Industrial (C&I) Portfolio acquired 19,146,154 kWh in the first half of the year, resulting in a forecast of 40.83% to the energy savings goal and 27.94% to the incentive budget. Commercial & Industrial customers in Orleans Parish continue to be impacted by the COVID-19 pandemic through reduced staffing levels, budgetary restrictions and increased costs for construction materials. Despite these impacts, the Energy Smart team has seen an increase in program participation in some of the C&I portfolio sectors.

The Publicly Funded Institutions (PFI) offering continued to perform well, and the pipeline exceeded the PFI goal in May 2021. The Large Commercial and Industrial (Large C&I) pipeline acquired substantial savings during the first half of the year and ended Q2 with a forecast of 40.06% to goal. The Energy Smart team continues to build off momentum gained towards the end of PY10 and followed up on project leads that were developed during the previous program year. Participation from Small Commercial & Industrial (Small C&I) customers is still relatively low due to budgetary restrictions brought on by the COVID-19 pandemic, but the Energy Smart team saw a significant increase in the number of Small C&I project applications received after the program launched a Summer Bonus in April. The Commercial & Industrial Construction Solutions

offering was introduced in PY10 and the Energy Smart team continues to focus on raising awareness of this offering by meeting with developers and architectural firms to discuss the availability of funding and ways to participate.

In order to encourage increased program participation in PY11, the Energy Smart team introduced a Summer Bonus offering in April that increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the bonus incentives, customers are required to submit project applications between April 26 and July 31 and projects must be completed by December 31, 2021. The Summer Bonus offer and the corresponding marketing tactics raised interest in the program and the Energy Smart team saw an increase in the number of project applications submitted since the bonus began. Thirty-one projects contained a Summer Bonus measure, with Large C&I projects making up 88% of the reserved bonus budget, Small C&I making up 11% and PFI making up less than 1%.



RESIDENTIAL OFFERINGS

Residential Offerings Summary

Table 3.1

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO TARGET	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR	892,235	4,027,638	22.15%	351.68	1,228.69	28.62%	\$251,982	\$1,222,049	20.62%
Retail Lighting & Appliances	1,158,223	7,384,715	15.68%	193.74	1,062.27	18.24%	\$71,569	\$1,128,595	6.34%
Multifamily Solutions	746,336	1,289,414	57.88%	202.54	349.05	58.03%	\$132,446	\$306,010	43.28%
Income-Qualified Weatherization	1,800,204	1,669,023	107.86%	1,706.35	575.50	296.50%	\$833,924	\$697,167	119.62%
A/C Solutions	296,331	2,388,674	12.41%	92.73	687.42	13.49%	\$100,297	\$439,100	22.84%
Appliance Recycling & Replacement Pilot	-	1,481,900	0.00%	-	181.90	0.00%	-	\$135,000	0.00%
School Kits & Education	202,769	681,132	29.77%	26.18	80.91	32.36%	\$24,569	\$105,400	23.31%
Behavioral**	-	21,700,000	0.00%	-	-	N/A	-	-	N/A
Rewards	-	-	N/A	-	-	N/A	-	\$150,000	0.00%
EasyCool - Direct Load Control	-	-	N/A	-	622.60	0.00%	\$5	\$47,750	0.01%
EasyCool - Bring Your Own Thermostat	-	-	N/A	-	2,871.00	0.00%	\$20,975	\$134,965	15.54%
Total	5,096,099	40,622,497	12.55%	2,573.23	7,659.33	33.60%	\$1,435,766	\$4,366,036	32.88%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings achieved and incentives spent from 1/1/2021 through 6/30/2021.

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

Home Performance with ENERGY STAR®

Description

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

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

Highlights

The Home Performance with ENERGY STAR offering achieved 892,235 in kWh savings, reaching 22.15% of the goal. The Energy Smart team completed 341 assessments in the first half of the year and generated 25% of the savings from direct install measures at the time of the assessment. The deeper savings measures by the trade allies which include attic insulation, air sealing and duct sealing generated the remaining 75% of the savings. This measure mix allowed the offering to produce an average of 1,943 kWh per customer. The Department of Energy recognized the Energy Smart Program as an ENERGY STAR Partner of the Year for a second consecutive year.

Due to the impacts of COVID-19, the Energy Smart team saw a decrease in Home Performance with ENERGY STAR participation, as more customers became eligible for the Income-Qualified Weatherization offering. As a result, the team is spending more budget and producing more savings in that offering in order to keep up with customer demand. Thirty-nine percent of completed single family homes qualified for the Home Performance with ENERGY STAR offering.

Performance

Table 5.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
892,235	4,027,638	22.15%	351.68	1,228.69	28.62%	\$251,982	\$1,222,049	20.62%

Retail Lighting & Appliances

Description

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

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

Highlights

The Retail Lighting and Appliances offering achieved 1,158,223 in kWh savings, reaching 15.68% of the goal. The offering provided a large portion of savings for the Energy Smart Residential Portfolio during the first half of PY11. Point-of-sale lighting rebates were the main driver of savings at participating retailers which generated 69% of the kWh savings. The Energy Smart Online Marketplace brought in 26% of the savings and mail-in appliance rebates for ENERGY STAR-certified refrigerators, window air conditioning units, pool pumps and heat pump water heaters brought in 5%. The team also added Google Nest smart thermostats to the Online Marketplace in Q1. Promotions of the Google Nest thermostats occurred on Earth Day and Memorial Day when manufacturers offered additional discounts to customers.

The Energy Smart team distributed 150 LED lighting four-packs at a local church to support their energy efficiency initiative for church members.

Performance

Retail & Appliance Sales Quantities

Table 6.1

PARTICIPATION TYPE	
In-Store	QTY
Lighting	7,415
Online Marketplace	QTY
Advanced Power Strips	24
Smart Thermostats	9
Smart Thermostat Accessories	1
Insulation	9
Lighting	408
Water Savers	21
Mail-In Rebates	QTY
Portable Dehumidifier	4
Water Cooler	1
Smart Thermostat	40

Pool Pump	1
Heat Pump Water Heater	7
Refrigerator	41
Window Ac	24
Bulb Giveaways	QTY
Individual 9W	0
9W 4-Pack	600

Table 6.2

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
1,158,223	7,384,715	15.68%	193.74	1,062.27	18.24%	\$71,569	\$1,128,595	6.34%

Table 6.3: Participating Retailers

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Adams Street Grocery	X		1309 Adams St
Barto Appliance		X	1400 Airline Dr
Bayou Grocery	X		3443 Esplanade Ave
Clement Hardware & Variety	X		6000 Magazine St
Costco New Orleans #1147	X	X	3900 Dublin Street
Eddie's Ace Hardware Inc	X	X	4401 Downman Rd
Freret Hardware	X	X	5109 Freret St
Goodwill	X		123 Robert E Lee Blvd
Harry's Ace Hardware	X	X	3535 Magazine St
HFH ReStore of New Orleans	X		2900 Elysian Fields Ave
Home Depot- Bullard #352	X	X	12300 I-10 Service Rd
Home Depot- Central #385	X	X	1100 S Claiborne Ave
Ideal Market	X		250 S Broad St
Mike's Hardware & Supply	X	X	4233 Elysian Fields Ave
Rainbow Grocery	X		4837 Magazine St
Robert Fresh Market	X		8115 S Claiborne Ave
Rockery Ace Hardware	X	X	7043 Canal Blvd
Save A Lot # 377	X		2841 S Claiborne Ave Suite B
The Green Project NOLA	X		2831 Marais St
Uptown Supermarket	X		1940 Dante St
Winn-Dixie #1472	X		401 N Carrollton Ave

Multifamily Solutions

Description

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

Highlights

The Multifamily Solutions offering achieved 746,336 in kWh savings, reaching 57.88% of the goal. The team began working with a large 409-unit apartment complex in PY10 and continues to implement air sealing and duct sealing upgrades in PY11. This complex is expected to complete trade ally measure in Q3. Another 110-unit complex had 85 units completed for direct install measures as well as duct sealing and air sealing. This property will finish upgrades in Q3, as the final units are completed with the trade ally measures. Late in Q2, another 86-unit complex was started in Algiers that received direct install measures and is scheduled for air sealing and duct sealing in Q3.

The Multifamily Solutions offering had 9% of its savings generated by direct install measures at the time of the assessment. The deeper savings measures by the trade allies which include air sealing and duct sealing generated 91% of the savings at the midyear point.

Performance

Table 7.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
746,336	1,289,414	57.88%	202.54	349.05	58.03%	\$132,446	\$306,010	43.28%

Income-Qualified Weatherization

Description

The Income-Qualified Weatherization offering is designed to offer qualifying customers no-cost energy efficiency projects ranging from direct install measures, such as LED bulbs and water savings measures, to demand response enabled smart thermostats and comprehensive envelope measures.

Highlights

The Income-Qualified Weatherization offering achieved 1,800,204 in kWh savings, reaching 107.86% of the goal. During the first half of the year, the Energy Smart team completed 535 assessments. The Income-Qualified Weatherization offering generated 20% of its savings from direct install measures at the time of the assessment. The deeper savings measures by the trade allies which include attic insulation, air sealing and duct sealing generated the remaining 80% of the savings. This measure mix allowed the offering to produce an average of 2,236 kWh per customer.

The Income-Qualified Weatherization offering has seen a dramatic increase in participation, a trend that started in PY10 and has carried into PY11. The Energy Smart team has found that 61% of all assessed single-family homes met the income qualifications. Based on a survey from the program evaluator in PY10, 80% of customers were more likely to seek out energy efficiency. The impacts of the COVID-19 pandemic and the need to reduce energy costs have created greater demand for the services of the Income-Qualified Weatherization offering and led to a high savings total in the first half of the year. As a result, the team shifted budget from other offerings in order to keep up with the increased demand and continue to serve customers.

Performance

Table 8.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
1,800,204	1,669,023	107.86%	1,706.35	575.50	296.50%	\$833,924	\$697,167	119.62%

A/C Solutions

Description

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

Highlights

The A/C Solutions offering achieved 296,331 in kWh savings, reaching 12.41% of the goal. It served 374 customers, which included the installation of 274 smart thermostats. Smart thermostats produced 32% of the kWh savings, air conditioner tune-ups produced 63% and duct sealing generated 5%. There was one rebate submitted for a ductless heat pump replacement and one submitted for a central air conditioner with electronically commutated motor (ECM) rebate.

Performance

Table 9.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
296,331	2,388,674	12.41%	92.73	687.42	13.49%	\$100,297	\$439,100	22.84%

Appliance Recycling & Replacement Pilot

Description

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

Highlights

During the first few months of the year, the team focused on preparing the new offering for launch which occurred in late May. The team developed a web scheduling tool, marketing collateral, social media posts and Google display ads. Participation is expected to begin in Q3.

Performance

Table 10.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
-	1,481,900	0.00%	-	181.90	0.00%	-	\$135,000	0.00%

School Kits & Education

Description

The School Kit & Education offering targets 6th and 10th grade school age students in New Orleans to deliver a hands-on lesson and in-person instruction about energy efficiency concepts. Students are sent home with a home energy kit and forms with installation data are returned to the team. During the pandemic, these in-person methods were swapped with live video conference classes, new material for classroom teachers to add to their own lessons and an online, asynchronous platform to engage classes in an inter-school competition.

Highlights

The Energy Smart team continued to face challenges due to the COVID-19 pandemic. Despite schools returning to in-person instruction, schools did not allow outside visitors, including Energy Smart's instructors. The Energy Smart team continued to apply alternative strategies to reach students without visiting their classrooms in three core ways to maintain high teaching quality and high kWh performance:

- Providing classroom teacher lesson plans that integrate energy into their existing curriculum plan.
- Offering four virtual lesson options with Energy Smart educators.
- Managing an inter-school competition to help engage students.

The Energy Smart team distributed 974 school kits at 8 schools and 2 summer camps in all City Council Districts and both in New Orleans and Algiers in the first half of the year. Schools reached include RENEW Schaumburg, McDonogh #35 Senior High School, The NET-Central City, Fannie C. Williams Charter School, Dwight Eisenhower Academy for Global Studies, Lusher Charter Brownie Troop and The Living School. Camps reached with programming and kits include Thrive Summer Camp and Electric Girls Summer Camp.

The camp partnerships were a new way to reach students during the COVID-19 pandemic that allowed the team to visit Thrive in-person and Electric Girls virtually. The return to in-person learning is the biggest change for PY11. Summer camps provided a quality avenue to test out teaching strategies with modified class sizes, masks and other COVID-19 protocols.

Performance

Table 11.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
202,769	681,132	29.77%	26.18	80.91	32.36%	\$24,569	\$105,400	23.31%

Behavioral & Rewards

Description

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

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

Highlights

The first Home Energy Reports of the year were sent to customers in January. A total of 263,194 HERs were delivered to Entergy New Orleans customers during the first half of the year. The HERs include a dynamic rewards section, which displays customer reward balances and marketed the program to further incentivize energy-saving actions and customer engagement through the Customer Engagement Portal.

The team continued to promote the core Energy Smart offerings through a Program Awareness Widget in the CEP, including Home Performance with ENERGY STAR assessments, the Energy Smart Online Marketplace, ENERGY STAR appliance rebates, A/C Solutions offering and central air conditioner rebates. In Q3, the team will be developing a campaign to reach customers that are eligible to redeem their rewards in order to increase awareness and drive participation.

Performance

Table 12.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives	Incentive Budget	% to Budget
-	21,700,00	0.00%	-	-	N/A	-	\$150,000	0.00%

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

EasyCool for Residents

Description

Direct Load Control (DLC)

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

Bring Your Own Thermostat (BYOT)

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

Highlights

Direct Load Control (DLC)

The EasyCool Direct Load Control offering operated in a maintenance mode through the first half of the year. The Energy Smart team did not market the DLC option, as the team is planning to phase this option out and fully transition to BYOT in PY12. The program team will run events in PY11, the first of which occurred on June 10 from 2 to 6 p.m. This event cycled 1,660 units running a 50% duty cycle (15 minutes on/15 minutes off) throughout the event.

Bring Your Own Thermostat (BYOT)

Due to high demand for BYOT, the offering was fully subscribed early in the year. The team exceeded the enrollment target for PY11 and ceased marketing for the offering at that time. The team ran one event on June 10 from 2 to 6 p.m. In order to maintain comfort in the home, the event strategy included 30 minutes of pre-cooling.

Performance

Table 13.1

EASYCOOL FOR RESIDENTS	DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
	kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives	Incentive Budget	% to Budget
DLC	-	622.60	0.00%	\$5	\$3,750	0.00%	\$0	\$44,000	0.00%
BYOT	-	2,871.00	0.00%	\$20,975	\$20,125	104.22%	\$0	\$114,840	0.00%

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



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Offerings Summary

Table 14.1

OFFERING	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS*	kW TARGET	% TO TARGET	INCENTIVES*	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	1,342,585	8,120,295	16.53%	343.69	1,715.89	20.03%	\$119,550	\$1,086,355	11.00%
Large Commercial & Industrial Solutions	13,467,208	33,169,760	40.06%	3,085.72	4,833.95	63.83%	\$1,121,958	\$3,723,728	30.13%
Publicly Funded Institutions	4,158,878	3,385,031	122.86%	134.83	445.06	30.29%	\$325,525	\$415,212	78.40%
Commercial & Industrial Construction Solutions	177,483	2,213,933	8.02%	42.88	434.89	9.86%	\$15,058	\$292,527	5.15%
Large Commercial & Industrial Demand Response***	-	-	N/A	-	3,918	0.00%	\$0	\$131,522	0.00%
EasyCool for Business***	-	-	N/A	-	400.50	0.00%	\$0	\$15,280	0.00%
TOTAL	19,146,154	46,889,018	40.83%	3,607.12	11,748.29	30.60%	\$1,582,941	\$5,664,624	27.94%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings and incentive acquired from 1/1/2021 through 6/30/2021.

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

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

Small Commercial & Industrial Solutions

Description

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

Highlights

By the end of Q2, the Small Commercial & Industrial offering had acquired 1,342,585 kWh, resulting in a forecast of 16.53% to goal. Participation in the Small Commercial & Industrial offering was still relatively low in the first half of the year due in large part to the lingering impacts of COVID-19. However, overall participation and energy savings are greater than the same period in 2020.

In order to increase participation, the Energy Smart team launched a Summer Bonus on April 26 which increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the Summer Bonus incentives customers were required to submit project applications between April 26 and July 31, and projects must be completed by December 31, 2021. Twelve Small Commercial & Industrial project applications containing Summer Bonus incentives were received in the first half of the year, totaling \$6,900.80 in additional incentives.

In the first half of PY11, six Small Commercial & Industrial projects were completed totaling 190,744 kWh which equals 17% of the completed kWh savings captured in the first half of the year. The six completed projects included seven prescriptive lighting measures and five custom lighting measures. Linear LEDs continue to be a popular measure for small business customers and account for half of the completed Small Commercial & Industrial measures, while exterior LEDs and A-line LED bulbs represent the remaining completed measures.

The Energy Smart team continued to offer free Small Business Energy Efficiency Kits to small retail, restaurant and office customers in the first half of the year through door-to-door canvassing. Energy Smart distributed 491 small business kits which exceeds the total number of kits

distributed in all of PY10. Retail kits made up 41% of kits distributed in the first half of the year. The remainder of the distribution were retail kits at 41% and office kits at 24%.

The team continued to direct customers to the Small Business Online Store through targeted marketing and cross-promotional materials in kits. A total of 98 measures, consisting of LED bulbs, smart thermostats, faucet aerators, showerheads and kits, were ordered from the store, totaling 208,256 kWh which equates to 19% of the completed savings for the Small Commercial & Industrial offering.

Performance

Chart 15.1: Completed Energy Savings by Project Type

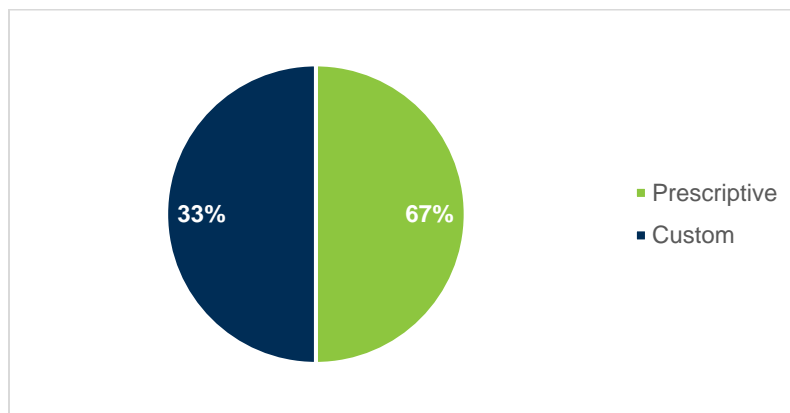


Chart 15.2: Small Business Kits

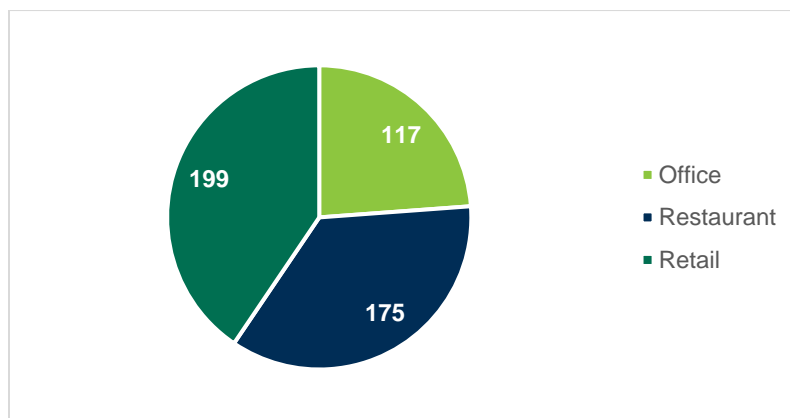


Table 15.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives*	Incentive Budget	% to Budget
1,342,585	8,120,295	16.53%	343.69	1,715.89	20.03%	\$119,550	\$1,086,355	11.00%

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

Large Commercial & Industrial Solutions

Description

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

Highlights

By the end of Q2, the Large Commercial & Industrial offering had acquired 13,478,208 kWh, resulting in a forecast of 40.60% to goal. Participation in the Large C&I offering was relatively low in the first half of the year due in large part to the lingering impacts of COVID-19.

In order to increase program participation, the Energy Smart team launched a Summer Bonus on April 26 which increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the Summer Bonus incentives customers were required to submit project applications between April 26 and July 31, and projects must be completed by December 31, 2021. Eighteen Large Commercial & Industrial project applications containing Summer Bonus incentives were received in the first half of the year, totaling \$54,324.13 in additional incentives.

Lighting measures made up 78% of Large Commercial & Industrial energy savings through the first half of PY11 with most of those measures being linear LEDs replacing fluorescent bulbs. Non-lighting measures such as cooling towers, variable frequency drives and air handler replacements made up the remaining 22% of Large Commercial & Industrial energy savings.

Performance

Chart 16.1: Completed Energy Savings by Measure Type

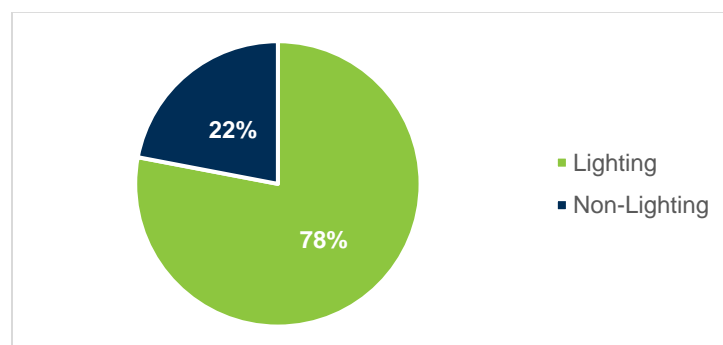


Chart 16.2: Completed Energy Savings by Project Type

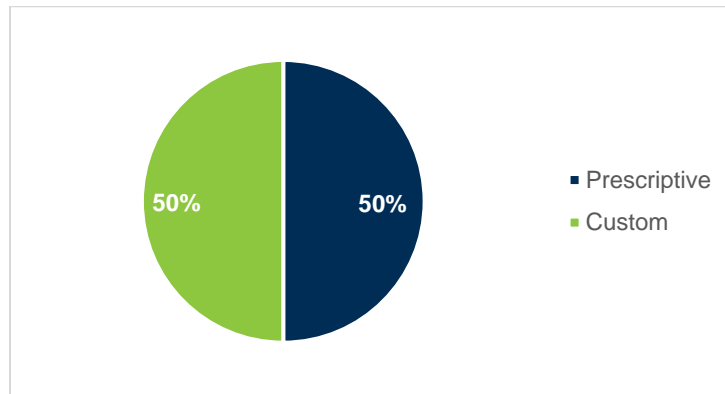


Table 16.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives*	Incentive Budget	% to Budget
13,467,208	33,169,760	40.06%	3,085.72	4,833.95	63.83%	\$1,121,958	\$3,723,728	30.13%

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

Publicly Funded Institutions

Description

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

Highlights

By the end of Q2, the Publicly Funded Institutions offering had acquired 4,158,878 kWh, resulting in a forecast of 122.86% to goal. The Publicly Funded Institutions offering continues to perform well and the pipeline forecast exceeds the PY11 savings goal.

In order to increase program participation, the Energy Smart team launched a Summer Bonus on April 26 which increased lighting incentives by 15% and non-lighting incentives by 25%. In order to receive the Summer Bonus incentives customers were required to submit project applications between April 26 and July 31, and projects must be completed by December 31, 2021. There was one Publicly Funded Institutions project application that contained a Summer Bonus measures in the first half of the year, totaling \$490.50 in additional incentives.

Non-lighting projects continue to make up a growing percentage of the pipeline for the Publicly Funded Institutions offering. The Publicly Funded Institutions pipeline for the first half of the year consisted of 6% lighting with the remaining 94% of energy savings coming from non-lighting projects. Scheduling existing or installing new building automation systems made up 60% of the non-lighting savings while retro-commissioning projects made up the remaining 34% of non-lighting projects in the Publicly Funded Institutions pipeline.

Performance

Table 17.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives*	Incentive Budget	% to Budget
4,158,878	3,385,031	122.86%	134.83	445.06	30.29%	\$325,525	\$415,212	78.40%

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

Commercial & Industrial Construction Solutions

Description

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

Highlights

By the end of Q2, the Commercial & Industrial Construction Solutions offering had acquired 177,483 kWh, resulting in a forecast of 8.02% to goal. During the first half of the year there have been no completed projects for the offering due in large part to the long lead times for these types of projects.

Raising Program awareness with developers and architectural firms has been the focus of outreach efforts for the offering in the first half of PY11. Through the first half of the year the Energy Smart team captured seven project leads for new construction projects including retail stores, parking garages, condominiums and a hotel.

Performance

Table 18.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives*	Incentive Budget	% to Budget
177,483	2,213,933	8.02%	42.88	434.89	9.86%	\$15,058	\$292,527	5.15%

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

Large Commercial & Industrial Demand Response

Description

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

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

Highlights

During the first half of the year, the team conducted 44 site surveys including hotels, secondary schools, commercial office space, university and retail outlets totaling 8.8MW. The offering added three fully active customers totaling 946kW potentially available for a demand event. There are ten projects in the installation and testing phase totaling 951kW. The goal is to have all ten projects be operational by end of Q3.

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

Performance

Table 18.1

DEMAND REDUCTION (kW)			BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
-	3,918	0.00%	-	\$131,522	0.00%

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

EasyCool for Business

Description

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

Highlights

The Energy Smart team continued to focus on marketing efforts to cross-promote the \$150 rebate for the installation of new smart thermostats and EasyCool enrollment and participation incentives during the first half of the year. By the end of Q2, there were 34 customers enrolled in the EasyCool for Business offering which brought the offering to 18.48% of the PY11 enrollment goal.

The team performed direct outreach to customers who submitted applications for smart thermostats or purchased smart thermostats on the Small Business Online Store to encourage enrollment in EasyCool for Business. The team also continued to distribute small business kits that included an insert that provides an overview on the EasyCool for Business offering in order to further raise awareness and increase enrollment in the offering.

The team ran one event on June 10 from 2 to 6 p.m. In order to maintain comfortable temperatures in the business, the event strategy included 30 minutes of pre-cooling.

Performance

Table 18.1

DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
-	400.50	0.00%	\$850	\$4,600	18.488%	-	\$10,680	0.00%

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



MARKETING, OUTREACH & ENGAGEMENT

Marketing, Outreach & Engagement

Residential Marketing and Outreach

Program Year 11 began with the Energy Smart team providing support for the joint Entergy New Orleans and Entergy Louisiana Association of Energy Services Professionals (AESP) presentation. The presentation, titled 'Using Energy Efficiency as a Necessary Cost-Saving Tool through Economic Hardship', focused on marketing tactics to help residential and small business customers navigate the financial burdens of COVID-19. Heather LeBlanc of Entergy Louisiana and Ross Thevenot of Entergy New Orleans presented the session virtually on January 28 at the 31st Annual AESP Conference.

The Energy Smart team also migrated the home energy assessment report to a new software program, which launched in late January. The team developed graphic elements and a branded layout for the Home Performance with ENERGY STAR® (HPwES) and Income-Qualified Weatherization reports.

On February 19, the Energy Smart team launched the Q1 Trade Ally Newsletter. It included information on the new trade ally tiering system, badge ordering information and upcoming trainings. The team sent the newsletter to 72 trade ally contacts.

To address customer concerns about higher bills early in the new year, the team developed a Home Fitness email campaign. The campaign targeted both customers whose January 2021 bill increased at least 50% over their November and December average spend and those whose bill doubled year over year. The team sent the first Home Fitness email to 7,803 residential customers on February 23. Other assets of the Home Fitness campaign, such as streaming radio ads on Pandora and Spotify, Google search and display ads, Facebook digital ads and a print ad in the Gambit March Home insert launched on March 1.

Table 21.1: Home Fitness Campaign Results

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK- THROUGH RATE
Email (version 1) <i>Targeted to High Bill Users</i>	February 23, 2021	7,803	1,120	14.4%	58	5.2%
Google Search	March 1-31, 2021	3,020	N/A	N/A	152	5.03%
Google Display	March 1-31, 2021	118,000	N/A	N/A	975	0.83%
Spotify	March 1-31, 2021, 2021	89,000	36,400	N/A	128	0.35%
Pandora	March 1-14, 2021	69,500	43,300	N/A	58	0.13%
Facebook	March 1-14, 2021	80,114	N/A	N/A	809	1%

Gambit Weekly Print Ad Email (version 2) Targeted to High Bill Users	March 2, 2021	80,000	N/A	N/A	N/A	N/A
	March 16, 2021	7,992	1,189	15%	78	6.60%

In March, the Energy Smart team created a series of monthly social media posts titled ‘Energy Efficiency Tip of the Month’, which also are included in the Circuit newsletter each month. For the website, the team conducted a study of the Energy Smart residential webpages with 20 participants who provided feedback on their experiences navigating the site and locating marketing materials. The study’s findings will help guide the future redesign and sitemap for the residential webpages. The team also updated the trade ally tiers on the online database and revised the trade ally badge design.

In conjunction with the plan to reach customers with higher utility bills, the Energy Smart team produced a Home Performance with ENERGY STAR bill insert. The two-sided bill insert showcased the benefits of the HPwES offering and was sent to 110,000 customers between March 12 and April 8. The team also produced a direct mail postcard targeted to both customers whose January bill increased at least 50% over their November and December average spend and those whose bill doubled year over year. The postcard messaged the benefits of the Home Performance with ENERGY STAR offering and the team mailed batches of postcards to 3,000 customers on March 26, April 9, April 23 and May 9.

The team also designed magnets for Energy Smart staff vehicles and distributed them to staff on March 30, along with details on the daily removal procedures to prevent theft, damage or loss of the vehicle magnets.

From March through May, the Energy Smart team sent emails to a group of 115 community leaders focusing on the Power Trip webinars. Power Trip is a monthly series of webinars designed to educate customers and the local business community about the benefits of the Energy Smart program. The emails included a printable flyer that promoted the Power Trip webinars taking place through June and included a vanity URL to the scheduling page.

Table 21.2: Power Trip Emails

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
Power Trip – March 2021	March 8, 2021	115	19.1%	.9%	4.5%
Power Trip – April 2021	April 7, 2021	115	26.5%	1.7%	7.4%
Power Trip – May 2021	May 5, 2021	115	14.4%	0%	0%

On April 13, the Department of Energy announced that the Energy Smart program was awarded the 2021 ENERGY STAR® Partner of the Year Award. The Energy Smart program was recognized for its efforts to advance innovations in residential energy efficiency programs and technologies to improve the affordability of home energy upgrades for diverse households through Home Performance with ENERGY STAR.

On April 15, the Energy Smart team launched the A/C Tune-Up Customer Reach Back campaign. The campaign targeted 11,314 customers who participated in the program from 2019 to 2021 but had not completed an A/C tune-up in the past two years. The campaign included a lead generation and remarketing email and a direct mail postcard with a vanity URL.

Table 21.3: A/C Solutions Customer Reach Back Campaign Results

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
A/C Tune-Up Email - First Send	April 16, 2021	2,797	592	22.6%	133	22.5%
A/C Tune-Up Email Second Send	April 30, 2021	3,215	799	26.4%	197	24.7%
A/C Tune-up Direct Mail Postcard – First Batch	April 15, 2021	2,500	N/A	N/A	N/A	N/A
A/C Tune-up Direct Mail Postcard – Second Batch	April 29, 2021	2,802	N/A	N/A	N/A	N/A

On April 30, the team launched the Customer Engagement Portal remarketing campaign. This nurture campaign contained a series of four emails targeted to customers who had received energy efficiency recommendations from their My Entergy Portal. The nurture campaign will continue in Q3.

In May, the ‘Spring into Energy Savings’ campaign focused on the HPwES offering and its potential customer savings. The campaign encouraged customers to sign up for a home assessment and receive no-cost energy efficiency products, valued up to \$300. The campaign targeted a list of 18,354 customers with the highest kWh usage.

The team launched the Appliance Recycling & Replacement Pilot offering at the end of May. In preparation for the launch, the team developed marketing assets consisting of website design, online scheduling tool design, email campaign and Google search. Google display ads, digital display, paid social and radio will be implemented in the second half of the year.

Table 21.4: Email Campaigns

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
Q1 Trade Ally Newsletter	February 19, 2021	72	50.7%	22.5%	44.4%
Home Fitness Email (Version 1)	February 23, 2021	7,803	14.4%	0.7%	5.2%
Power Trip Email - March	March 8, 2021	115	19.1%	0.9%	4.5%
Home Fitness Email (Version 2)	March 16, 2021	7,992	15%	1%	6.6%
Trade Ally Badge Reminder Email	March 30, 2021	72	42.3%	5.6%	13.3%
Power Trip - April 2021	April 7, 2021	115	26.5%	1.7%	7.4%
Power Trip - May 2021	May 5, 2021	115	14.4%	0%	0%
A/C Tune-Up Email - First Send	April 16, 2021	2,797	592	22.6%	22.5%
A/C Tune-Up Email - Second Send	April 30, 2021	3,215	799	26.4%	24.7%
Customer Engagement Portal Nurture Email – First Email	April 30, 2021	4,320	184	4.3%	10.3%
Spring into Energy Savings Email	May 10, 2021	18,354	4,089	22.3%	7.1%

Table 21.5: Spring Into Energy Savings Campaign Results

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Spring into Savings Email	May 10, 2021	18,354	4,089	22.3%	290	7.1%
Google Search	May 7 – 31, 2021	3,020	N/A	N/A	185	0.61%
Google Display	May 7 – 31, 2021	423,000	N/A	N/A	2,590	0.61%
Gambit Digital Ad	May 4 – 31, 2021	44,241	N/A	N/A	10	0.02%
New Orleans Tribune Digital	May 5 – 31, 2021	N/A	N/A	N/A	N/A	N/A
Facebook	May 1 – 31, 2021	166,997	N/A	N/A	1600	1%

The team promoted the Energy Smart Online Marketplace during the first half of the year with a lead generation and remarketing email strategy along with digital features such as Facebook and Google search ads. The email strategy used the lead generation email to create awareness for the products included in the offer and the duration of the promotion.

The remarketing message was a “last chance” reminder for the consumer to act before the promotion ends. The team saw higher open rates and click through rates on the remarketing emails, confirming that this best practice should continue. Overall through the first half of the year, the emails saw an average 11.58% conversion rate on the marketplace, with 15.8% from remarketing emails. Additionally, the team ran carousel-style Facebook ads for each promotion, which averaged a 7.5% conversion rate on the marketplace. As a benchmark, residential marketplaces have approximately a 5.5% conversion rate.

By the end of Q2, the Energy Smart Online Marketplace reached 57% of the annual thermostat goal (6,000 thermostats) and 18% of the annual LED goal (32,000 LEDs). The team adjusted lighting promotions to occur simultaneously with smart thermostat offers to cross-promote both offers in marketing messaging. At the beginning of 2021, a new Google Nest Thermostat was added to the Online Marketplace. In the first half of the year, the Google Nest was the most popular thermostat with almost 3,000 thermostats ordered, compared to the next highest selling thermostat, the Emerson Sensi Thermostat with 195 ordered. At the end of July, the Energy Smart Online Marketplace will add the new Sensi Touch in silver and the Energy Smart team will produce a special launch campaign.

Table 21.6: Energy Smart Online Marketplace Promotions

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
Earth Day	April 8 – 28, 2021	Google Nest Thermostat, ecobee3 lite smart thermostat, ecobee SmartThermostat with voice control, Emerson Sensi Classic
Memorial Day	May 20 – June 1, 2021	Simply Conserve Standard LEDs, Google Nest Learning Thermostat, ecobee3 lite smart thermostat, ecobee SmartThermostat with voice control
Summer Savings (Father's Day/4th Of July)	June 18 – July 8, 2021	Simply Conserve Standard LEDs, Simply Conserve Advanced Power Strips, Google Nest Learning Thermostat, Google Nest Thermostat, ecobee SmartThermostat with voice control

Table 21.7: Energy Smart Online Marketplace Email Campaigns

EMAIL NAME	DATE SENT	SENT	OPEN RATE	CLICK RATE	CLICK THROUGH RATE
Earth Day (Lead Generation)	April 8, 2021	68,602	14.6%	.5%	3.8%
Earth Day (Remarketing)	April 13, 2021	67,604	12.2%	.7%	5.5%
Earth Day (Remarketing 2)	April 19, 2021	67,155	12.3%	1.1%	8.6%
Memorial Day (Lead Generation)	May 21, 2021	68,275	14.1%	.8%	6%
Memorial Day (Remarketing)	May 24, 2021	50,957	17.9%	.8%	4.8%
Summer Savings (Lead Generation)	June 22, 2021	70,009	16.8%	1.7%	10.2%
Summer Savings (Remarketing)	June 25, 2021	82,030	15.2%	1%	6.6%

Marketing Collateral/Assets

- AESP Presentation.
- Branded Clipboard Report.
- Smart Thermostat Rebate Application.
- Window Air Conditioner Rebate Application.
- Dehumidifier Rebate Application.

- Refrigerator Rebate Application.
- Water Cooler Rebate Application.
- In-ground Pool Pump Rebate Application.
- Home Fitness Email Version One.
- Home Fitness Email Version Two.
- Home Fitness Streaming Radio Audio Ad.
- Home Fitness Digital 500x500 and 640x640 Banner Ads.
- Home Fitness Google Search Ad.
- Home Fitness Google 300x250, 320x100 and 728x90 Display Ads.
- Home Fitness Facebook Ad.
- Home Fitness 9.22 in. x 4.94 in. Print Ad.
- Home Performance with ENERGY STAR Bill Insert.
- Home Performance with ENERGY STAR Spring Postcard.
- Spring into Energy Savings Email.
- Spring into Energy Savings Google 300x250, 320x100 and 728x90 Display Ads.
- Spring into Savings Gambit Digital 300x250 Ad.
- Spring into Savings New Orleans Tribune Digital 300x250 ad.
- Spring into Savings Google Display Facebook Ad.
- Trade Ally Q1 Email.
- Trade Ally Badge Design.
- Power Trip Email.
- Power Trip Flyer.
- Residents Page User Study.
- Program Staff Vehicle Magnets.
- Vehicle Magnet Daily Takedown Procedure.
- A/C Customer Reach Back Email.
- A/C Customer Reach Back Postcard.

Marketing Tactics

- Content for Circuit E-Newsletter.
- Digital Advertising.
- Streaming Radio Ad and Digital Banners.
- Print Ad.

- Bill Inserts.
- Direct Mail/Postcard.
- Social Media Posts.
- Email Campaigns to Residential Customers and Trade Allies.

Community Outreach

Highlights

Under the complex conditions brought by the COVID-19 pandemic on social gatherings, Energy Smart continued to offer community outreach programming mostly online. In the first half of PY11, the team's community outreach strategy included attending virtual meetings run by community groups, offering additional job training opportunities, inviting community members to monthly Energy Smart-hosted briefings about the program and small business door-to-door kit canvassing.

The team offered flexible content options to community groups, ranging from five-minute presentations to 60-minute energy efficiency lessons. Community outreach was conducted over 43 event days to 1,171 community members. Thirty-nine events were virtual, and four events were in-person. The in-person outreach was conducted at two Louisiana Green Corps classes and at two Central Circle meetings.

Several non-profits hosted Energy Smart community outreach staff once or twice throughout the first half of the year as has been done in previous years, except that all participation was via webinar instead of in-person. These groups included City Park Earth Day, Entergy - Carrollton Neighborhood Leaders Meeting, Hardin Playground Community Resource Fair, Jericho Road, Latter and Blum and the Preservation Resource Center.

As in previous years, neighborhood associations invited Energy Smart to their regular meetings to provide a five to 15-minute presentation. These groups included Algiers Point Association, Councilmember Nguyen District E Coffee and Conversations, CRNA Meeting (Carrollton Riverbend), East New Orleans Advisory Commission, Edgewood Park Neighborhood Association, Fairgrounds Neighborhood Association, Faubourg St. John Neighborhood, Lake Carmel Subdivision, Lake Carmel Subdivision meeting (New Orleans East) and MCNO Meeting (Mid City).

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

In partnership with Louisiana Green Corps, two job training opportunities brought in-depth community outreach with students. On a quarterly basis, the Energy Smart team teaches opportunity youth professional energy efficiency skills. The classes included at-home activities to practice home energy assessments and content about green job opportunities. Power Trip: Your Journey to Energy Efficiency was a new program last year. Community members were invited to attend a 30-minute webinar on the Energy Smart program monthly, followed by a question-and-answer session with an energy expert that provided individuals with information specifically for their home energy needs.

Table 21.8: Community Event Virtual Attendance by Month

MONTH	ATTENDANCE AT EVENT
January	144
February	135
March	145
April	263
May	363
June	121
TOTAL	1,171

Review

Community outreach during the COVID-19 pandemic has been exceptionally challenging. In the first half of PY11, some events have been able to be held in-person. The Energy Smart team will continue to attend as many events in-person as possible. However, video conferencing is likely to continue to be a key part of community connection throughout PY11. Energy Smart will continue to meet the community where it is, whether that is in-person or virtually.

Commercial Marketing and Outreach

Marketing

In the first half of the year, the Energy Smart team focused on developing the PY11 marketing plan and implementing marketing strategies and tactics to drive awareness and participation. The team also searched for and hired a local Disadvantaged Business Enterprise advertising agency to assist the Energy Smart team with its marketing and outreach to increase program awareness and program participation. The Spears Group became the agency of record for the Energy Smart program and their scope of work will focus on research, developing marketing and creative strategies, media strategy, outreach and public relations to drive awareness and participation in the Energy Smart commercial and industrial offerings.

In January, the Energy Smart team provided support for the 2021 AESP Conference. Two abstracts submitted by the Energy Smart team for the 2021 AESP Conference were selected for the conference. The first, a joint Entergy New Orleans and Entergy Louisiana submission focused on 'Using Energy Efficiency as a Necessary Cost-Saving Tool through Economic Hardship.' The second, 'A Case Study: A Coordinated Effort on Driving Diversity in New Orleans', focused on how the Energy Smart program is partnering with organizations to drive diversity in the workforce.

To support other offerings such as new construction goals the Energy Smart team implemented a print ad, digital and sponsored content in the March issue of Biz New Orleans. The Energy Smart team also implemented an email campaign to C-level executives in commercial real estate which introduced them to the benefits of the Energy Smart commercial and industrial program and included a specific message about benchmarking. The team also developed a spreadsheet with commercial property leasing agents to be used in benchmarking outreach. To support the large Demand Response offering, the team updated collateral to reflect new incentive rates, added a disclaimer, updated the program phone number and updated the copyright legal disclaimer.

To drive small business participation, the Energy Smart team implemented several marketing tactics in the first half of the year. In January, the team added no-cost Small Business Energy Efficiency Kits to the Small Business Online Store. To prepare for this addition, the team revised the Small Business Online Store website to include a navigation tab for the kits and a Small Business Energy Efficiency Kit landing page. The kit landing page showcased the restaurant, retail and office kits and detailed the products included in each kit.

The Small Business Online Store and free energy efficiency kits were consistently messaged through Google search during the first half of the year. The ads generated 70,840 impressions and 1,434 clicks to the store. The free energy efficiency kits generated 256,089 impressions and 2,062 clicks.

Collateral for the Small Business Direct Install offering and Prescriptive Incentives list, as well as the program incentive application, were updated in Q1 to reflect changes to incentive rates. The Energy Smart team utilized a bill insert to target small business customers. The bill insert messaged the small business offerings and was sent to over 20,000 small businesses during the billing cycle of March 3 through April 1.

The Energy Smart team continued to utilize paid advertising in the first half of the year. Google ads, Facebook, digital banners, email campaigns and print ads were implemented. In celebration

of President's Day, an email campaign and Google search ads promoting the \$69 deal on the Google Nest Smart Thermostat were developed and ran from February 15 to 17. The President's Day campaign and ad targeted small business customers. To celebrate Earth Day, the team launched a campaign consisting of email, Google search and Facebook ads to promote smart thermostats. An eblast messaging the smart thermostat deals for Earth Day was sent to small business customers on April 19 while the social media and Google search ads ran from April 19 to April 23.

Print and digital ads messaging the customer incentive caps were developed and ran in City Business Journal and Biz New Orleans publications during Q1. Then messaging was switched in May to promote the Summer Bonus incentive. Digital ads promoting the Summer Bonus ran in City Business Journal and Biz New Orleans, and an eblast was sent to over 6,000 commercial customers, approved trade allies and potential trade allies. Memorial Day advertising promoting deals on smart thermostats was developed and implemented via social media.

Earned media in Q1 consisted of partnering with the Mayor's Office to add a navigation tile to the Energy Smart Business landing page. The tile resides within the Small Business Resources section of the Mayor's website and redirects prospects to the Energy Smart Business landing page that showcases all the offerings available to business customers. To celebrate National Electricity Day, media interviews were arranged with WBOK and WDSU for on June 15 where the Energy Smart team had the opportunity to tout the benefits of the program.

The Energy Smart team also worked collaboratively with the New Orleans Convention Center in drafting a press release regarding the Convention Center's sustainability and energy efficiency upgrades. The Energy Smart Program was cited for providing over \$100,000 in incentives to complete nine energy-saving projects.

Marketing Collateral/Assets

- Small Business Direct Install Incentive List Update.
- Small Business Direct Install Application Update.
- Small Business Solutions Bill Insert.
- Small Business Online Store revised to include Small Business Kits.
- Small Business Online Store Updated to Include Free Small Business Kit Landing Page.
- Small Business Online Store Updated the Check-Out Page to Include a "How Did You Hear About Energy Smart" question.

- Combined Calculator Update.
- Prescriptive Incentive List Update.
- Digital Banner Ads.
- Print Ads.
- President's Day Email.
- President's Day Google Search Ads.
- Earth day Email.
- Sponsored Content for Biz New Orleans.
- Earth Day Google Search Ads.
- Memorial Day Social Ads.
- Newsletter Content for Small Business Kits Available on Small Business Online Store.

Marketing Tactics

- 2/3 Page Print Ad in March Biz New Orleans.
- 300x250 Digital Banner Ad in March Biz New Orleans.
- 728x90 Leaderboard Digital Banner Ad in February and March City Business Journal.
- President's Day Eblast to Small Business Customers.
- President's Day Google Search Ads.
- Earth Day Eblast to Small Business Customers.
- Earth Day Facebook Ads.
- Earth Day Paid Search Ads.
- Memorial Day Facebook Ads.
- Small Business Solutions Bill Insert in March 3 – April 1 Billing Cycle.
- Facebook Ads Promoting Free Energy Efficiency Kits.
- Facebook Ads Promoting Small Business Online Store.
- Prescriptive Incentive Rate Change Eblast.
- Energy Smart for Business Tile added to the Mayor's website.

- Media Interviews with WBOK and WDSU.
- Sponsored Content in Biz New Orleans Newsletter.

Table 21.9: C&I Eblasts & Newsletters

NAME	DATE SENT	OPEN RATE	CLICK THROUGH RATE
LifeCity	Jan 7, 2021	N/A	N/A
Prescriptive Incentive Rate Change	Feb 15, 2021	48.6%	18%
President's Day Google Nest	Feb 15, 2021	28.2%	1.5%
Q1 Higher Ed Cohort Meeting	March 15, 2021	35.2%	17.2%
Cash Incentives For Restaurants	April 12, 2021	43.8%	2,2%
Small Business Earth Day Promo	April 19, 2021	23.4%	3,1%
Air Compressor Incentives Webinar	April 29, 2021	35,7%	3.6%
Energy Smart/Delgado Conference Call Webinar	May 5, 2021	37.7%	2,8%
Summer Bonus To C&I Customers	May 6, 2021	21.4%	1,8%
Summer Bonus To Facility Directors	May 6, 2021	18.3%	3%
Energy Advisor Job Posting	May 24, 2021	42.7%	8.5%
Hospitality Initial Contact	June 7, 2021	16.7%	0%
Summer Bonus 2nd Notice To C&I	June 7, 2021	18.2%	1,3%
Summer Bonus 2nd Notice To Higher Ed Contacts	June 7, 2021	23,6%	1.8%
Summer Bonus 2nd Notice To Facility Directors	June 7, 2021	18.3%	1,8%
Incentives For Small Businesses Webinar	June 7, 2021	28.4%	.7%
Commercial Real Estate Introductory Eblast	June 14, 2021	17.6%	0%
Higher Ed Intro Eblast	June 14, 2021	7.7%	0%
July 4 Google Nest Learning	June 30, 2021	27.7%	1,4%

Table 21.10: C&I Digital Advertising

CHANNEL	MESSAGE	DATE	IMPRESSIONS	CLICKS
Facebook	Free Small Business Kits	Jan 1 – Feb 28, 2021	7,142	N/A
Facebook	Small Business Online Store	Jan 1 – Feb 28, 2021	9,800	N/A
Facebook	Earth Day Promo	April 19 – April 23, 2021	125,237	185
Facebook	Memorial Day Promo	May 27 – June 6, 2021	116,606	546
Google Search	Free Small Business Kits	Jan 1 – March 31, 2021	133,921	1,035
Google Search	Small Business Online Store	Jan 1 – March 31, 2021	43,177	747
Google Search	President's Day Sale	Feb 15 – 17, 2021	15	7
Google Search	Earth Day Promo	April 19 – April 23, 2021	3,921	29
City Business Journal	Customer Incentives	Feb 1 – March 31, 2021	N/A	29
Biz New Orleans	Customer Incentives	March 1 – 31, 2021	N/A	27
City Business Journal	Summer Bonus Incentive	May 1 – July 31, 2021	-	-
Biz New Orleans	Summer Bonus Incentive	May 21 – June 21, 2021	56,438	14

Outreach Events, Presentations and Tactics

Small business outreach during the first half of the year continued to focus on in-person distribution of the Small Business Energy Efficiency Kits throughout major commercial corridors in Orleans Parish. This tactic has proven to be an excellent way to generate leads for deeper energy-savings projects and increase awareness of the other small business solutions available. The Energy Smart team distributed 491 kits generating 453,859 in kWh savings. Leads generated from direct outreach were given to the Small Business Direct Install trade allies for follow-up. The Energy Smart team held a webinar on April 27 for restaurant owners and managers to learn about energy efficiency projects and incentives available to them. An eblast was sent on April 12 to the restaurant contacts received via the direct outreach of small business kits. The webinar included guest speakers from two small business customers that participated in the program.

Large commercial outreach in the first half of the year focused on searching for and hiring a Disadvantaged Business Enterprise firm to help with direct outreach to the major market segments and large users. The new firm, MD Energy Advisors, will target customers such as universities, K-12 schools, government facilities, large commercial properties, warehouses, hotels, healthcare and potential new trade allies. Energy Smart implemented an eblast to C-level executives in commercial real estate and hospitality venues introducing them to Energy Smart and driving them to contact the program. The eblast targeting commercial real estate executives was sent on June 14 and an eblast targeting hospitality executives was sent on June 7. A spreadsheet detailing contacts in commercial real estate, shopping centers, architecture firms and engineering firms was developed for outreach tactics in the second half of the year.

Demand Response outreach for the EasyCool for Business offering is ongoing and is conducted through the program website, the Small Business Online Store, trade ally network and through webinars/presentations. Starting in July, the Energy Smart team will implement a paid media campaign using email, bill inserts, google display, social media and print ads to message discounts on small smart thermostats and the EasyCool for Business offering to small commercial customers. For our large Demand Response offering, joint outreach among Energy Smart implementers is being conducted to maximize customer exposure for all Energy Smart Programs. Coordination with energy consulting firms is ongoing to further identify qualified large C&I Demand Response customers.

Table 21.11: Outreach Events & Presentations

DATE	EVENT
January - June 2021	Small Business Kit In-Person Distribution
January 28, 2021	Poydras Properties
January 28, 2021	Silocaf
January 29, 2021	LSU Health
March 16, 2021	VA
March 16, 2021	LSU Health
March 16, 2021	Harrah's
March 17, 2021	LCMC
March 17, 2021	NASA
March 17, 2021	Children's Hospital
March 24, 2021	Louisiana Public Charter School
March 24, 2021	NOMAR-CID
March 25, 2021	Loyola
March 25, 2021	Jones Lang LaSalle
March 25, 2021	Southern University
March 25, 2021	NASA
March 25, 2021	Poydras Properties
March 25, 2021	Hertz Group
March 25, 2021	Xavier
March 30, 2021	Sacred Heart
April 1, 2021	Harrah's Casino
April 5, 2021	Harrah's Casino
April 8, 2021	ENO CSM's
April 14, 2021	Ritz Carlton
April 19, 2021	Habana NOLA
April 27, 2021	Café Dauphine
April 29, 2021	Poke Loa
May 4, 2021	Felipe's
May 25, 2021	Doerr Furniture
June 23, 2021	Westin Hotel
June 24, 2021	Legacy Services
June 30, 2021	WT Verges Construction
June 30, 2021	NOMAR Lunch and Learn

Program Presentations:

- Small Business – 8
- Education – 6
- Hospital – 2
- Casino – 3

- Commercial Real Estate – 5
- Government – 3
- Large Industrial – 1
- Association – 1
- Hotel – 2
- Other - 1

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 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 21.12

DATE	LOCATION	TOPIC
April 28, 2020	Webinar	Energy Smart PY11 Overview

Participating Institutions and Organizations:

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

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

Trade Allies

Overview

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

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

Network Development & Highlights

Residential Trade Ally Network

In Q1, the Energy Smart team launched the tier system for all residential trade allies. Trade allies are grouped into two categories and ranked according to their performance in quality reviews, kWh savings contribution and response time to customers. During the first half of the year, Energy Smart staff sought feedback on tier benefits and metrics used in ranking the trade allies to increase trade ally involvement in continuous program improvement and growth.

The team reached out to potential trade allies through community partners, including JohnStone Supply of New Orleans. These meetings resulted in the addition of two new trade allies to the network and re-enrolling one previously active trade ally.

Table 22.1: Residential Trade Ally Tiers

TIER	# OF TRADE ALLIES
Platinum	0
Gold	5
Silver	5
General	5

Commercial & Industrial Trade Ally Network

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

The team also introduced an option for trade allies to request direct deposit payment. Trade allies who took advantage of this payment option provided positive feedback about this faster and more efficient method of receiving payment.

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

Table 22.2: C&I Trade Ally Tiers

TIER	# OF TRADE ALLIES
Platinum	2
Gold	4
Silver	27
General	79

Trade Ally Advisory Group (TAAG)

Residential Trade Ally Advisory Group

The Residential Trade Ally Network held the Q1 TAAG meeting on February 25 with a total of 33 individuals from 13 trade ally companies in attendance. During the Q2 TAAG meeting on May 20, a total of 28 individuals from 11 trade ally companies in attendance. The Energy Smart team discussed the following topics:

- New rebate and incentive amounts.
- New members of the program team.
- The addition of Direct deposit payments through the program.
- Trade ally tiering reports for the Residential Trade Ally Network.
- Continuing COVID-19 safety protocols for all trade allies when working in or around customer homes.
- Virtual site inspections are available to ensure customer safety and smooth operation.
- Requirements for testing systems before and after every service performed.

Commercial & Industrial Trade Ally Advisory Group

Energy Smart hosted the Q1 Commercial & Industrial TAAG meeting on February 2 and the Q2 TAAG webinar on April 20. A total of 72 trade ally representatives were in attendance. The Energy Smart team discussed the following topics:

- Introduction of a new direct-deposit payment system.
- Summary of program outreach efforts to small and large commercial customers.
- Updated PY11 trade ally tier rankings and the benefits associated with the tiers.
- Review of the program kWh goals, budget, incentive caps and values for prescriptive measures.

- The announcement of a Summer Bonus running from April 26 to July 31.
- The announcement that the program is recruiting Small Business Direct Install providers and is providing leads based on outreach to small commercial customers.
- The kickoff of the Delgado Community College Trade Ally Industry Team which will provide consultation on preparing students to work in energy-efficiency fields. The Technical Division Work Experience Coordinator presented results of a survey of Delgado students regarding their career goals and how those could align with trade allies.
- A discussion of emerging trends in green building and wellness by the Vice-Chair of the LA Chapter of the U.S. Green Building Council.

Measuring the Network

Contractor Engagement

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

Table 22.3: Trade Ally Engagement

CATEGORY	# OF COMPANIES
C&I Network	112
Residential Network	15
TOTAL ENGAGEMENT	127

Contractor Participation

Participation is defined as registered trade allies who have submitted projects in the current program year.

Table 22.4: Trade Ally Participation

CATEGORY	# OF COMPANIES
C&I Network	22
Residential Network	12
TOTAL ENGAGEMENT	34

Training Program

Residential Highlights

The Energy Smart team provided training webinars to residential trade allies on topics including weatherization on historic homes, software troubleshooting, air conditioner tune-up best practices, material usage and trade ally communication requirements during the first half of the year. In addition to webinar trainings, the Energy Smart team performs regular field-based and virtual trainings with residential trade ally staff while performing quality assurance inspections on services being performed in residences throughout Orleans Parish. In the first half of the year these trainings included

The residential trade ally training 'Upselling Non-Program Services' was held on May 18, with 19 members from 10 trade ally companies attending the training. This training included in-depth breakdowns of services to offer for before and after program services are performed. This included the methods to sell offerings to the customer and multiple options for companies to consider in growing their businesses. The training also covered ways to approach homes that are hard to service and systems that are in poor condition and at risk of breaking.

Commercial & Industrial Highlights

Energy Smart provided onboarding training to 17 new Commercial & Industrial trade allies in the first half of the year. The onboarding of individual Commercial & Industrial trade allies consisted of the following overview of the application process:

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

Energy Smart also provided initial program overviews for 23 other Commercial & Industrial contractors during the first half of the year, with a focus on HVAC technicians, and will continue to try and recruit the contractors into the network.

On February 9 the Energy Smart team facilitated a training on commercial lightbulb recycling, evidence of the program's commitment to promoting sustainability. Energy Smart welcomed both

trade allies and commercial customers to attend this training. Representatives from a local recycling company as well as regulators from the Louisiana Department of Environmental Quality discussed recycling options for lightbulbs as well as state regulations to ensure that lightbulbs do not unlawfully end up in landfills. Attendees learned how the State defines universal, solid and hazardous waste. Attendees learned who is responsible for the disposal of these wastes as well as how to lawfully store and dispose of the waste.

On May 11 the Energy Smart engineering staff led a C&I training on compressed air systems. The goal of this training was to provide technical advice for trade allies supporting industrial customers through custom incentives. The engineering staff covered the following ways industrial customers could save energy:

- Minimizing leaks.
- Finding efficiencies of compressed air storage receiver tanks.
- Compressed air nozzles.
- VSD air compressors and compressed air setpoints.

Chart 23.1: Hours of Training by Type

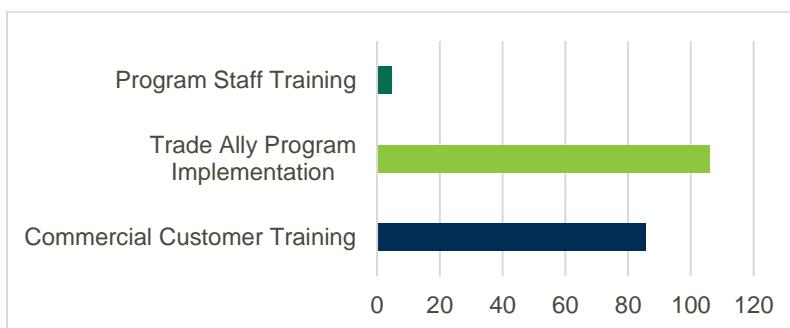
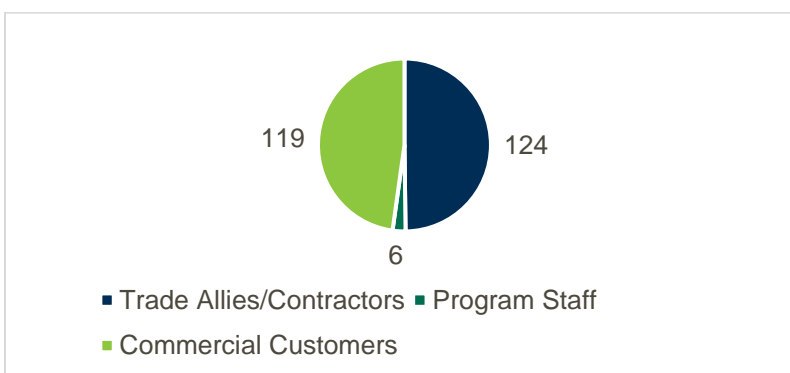


Chart 23.2: Training by Audience Type



Additionally, Energy Smart searched for and hired a Disadvantaged Business Enterprise firm, Harris Energy Solutions, that will provide technical training for trade allies. Harris Energy Solutions has expertise in all aspects of energy management and the firm consists of mechanical engineers, professional engineers, certified energy managers and facility specialists. The team met throughout Q2 to plan a series of residential and commercial trainings, which will be offered in the second half of the year.

Initiatives

Workforce Development

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

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

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

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

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

In the first half of PY11, Energy Smart worked with the ULLA Vice President of Workforce Development and an administrator in the workforce development division with Delgado Community College (DCC) to kickstart a discussion regarding ways Energy Smart and DCC could partner. DCC administrators reviewed survey responses from trade allies specializing in building automation and researched potential curriculum for building automation instruction. Then Energy

Smart facilitated a webinar between DCC administrators and sixteen Energy Smart trade allies. This discussion initiated the Trade Ally Industry Team which became a way for Energy Smart trade allies to provide consultation directly to DCC staff. Following this webinar trade allies provided Delgado with job descriptions and assistance in planning course curriculum.

DCC assisted in developing relationships between the students and the program. DCC's administration surveyed students in various electrical disciplines regarding their interest in pursuing careers in energy efficiency, and Energy Smart staff presented to students in two DCC electrical classes regarding careers in energy efficiency.

In March, the Energy Smart team also spoke about careers in energy efficiency at two tech career fairs. TECHCharge Nola 2021 and the YouthForce Nola Junior Achievement Career Expo were attended by both students and mid-career job seekers. Program staff not only described the type of careers that exist in energy efficiency but also announced job openings available with trade allies.

Supplier Diversity & Inclusion

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

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

In total, Energy Smart spent over \$800,000 of non-incentive program funds on diverse suppliers during the first half of the year.



FINANCIAL PERFORMANCE

Financial Highlights

Table 25.1

OFFERING	INCENTIVES	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions*	\$119,550	\$1,086,355	11.00%
Large Commercial & Industrial Solutions*	\$1,121,958	\$3,723,728	30.13%
Publicly Funded Institutions*	\$325,525	\$415,212	78.40%
Commercial & Industrial Construction Solutions**	\$15,058	\$292,527	5.15%
Large Commercial & Industrial Demand Response	-	\$131,522	0.00%
EasyCool For Business	\$850	\$15,280	5.56%
Home Performance with ENERGY STAR	\$251,982	\$1,222,049	20.62%
Retail Lighting & Appliances	\$71,569	\$1,128,595	6.34%
Multifamily Solutions	\$132,446	\$306,010	43.28%
Income-Qualified Weatherization	\$833,924	\$697,167	119.62%
A/C Solutions	\$100,297	\$439,100	22.84%
Appliance Recycling & Replacement Pilot	-	\$135,000	0.00%
School Kits & Community Outreach	\$18,586	\$105,400	17.63%
Behavioral	-	-	N/A
Rewards	-	\$150,000	0.00%
EasyCool - Direct Load Control	\$5	\$47,750	0.01%
EasyCool - Bring Your Own Thermostat	\$20,975	\$134,965	15.54%
TOTAL	\$3,018,707	\$10,030,660	30.09%

*Goals are reflective of the revised Energy Smart Implementation Plan PY 10-12 approved 2/13/2020. Summary tables show savings and incentives acquired from 1/1/2021 through 6/30/2021.

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

As of July 2021, ENO Energy Smart account had a positive balance of approximately \$4.27MM. The Energy Efficiency Cost Recovery (EECR) rider went into effect in April 2020. To date for 2021, approximately \$11.26MM has been collected through the rider.

Table 25.2

ENERGY SMART EXPENSES/INVOICES								FUNDING SOURCES		
YEAR	Month	Program Year 9	Program Year 9 Extension	Program Year 10	Program Year 11	Deferred Algiers	Total	EECR	Total Payments	Total Ending Balance
2019	December									-\$114,668
2020	January	\$1,767,810	\$100,280	\$0		\$98,604	\$1,966,694		\$114,668	\$1,852,025
2020	February	\$0	\$0	\$0		\$0	\$0		\$0	\$1,852,025
2020	March		\$1,526,641			\$84,042	\$1,610,683		\$0	\$3,462,708
2020	April		\$154,572			\$86,638	\$241,209	\$1,352,637	\$1,352,637	\$2,351,281
2020	May			\$786,044		\$0	\$786,044	\$1,387,890	\$1,387,890	\$1,749,435
2020	June		\$314,221			\$26,698	\$340,919	\$1,726,898	\$1,726,898	\$363,456
2020	July		\$920,593	\$1,868,467		\$37,184	\$2,826,243	\$1,933,543	\$1,933,543	\$1,256,156
2020	August			\$2,031,972		\$0	\$2,031,972	\$1,968,435	\$1,968,435	\$1,319,693
2020	September		\$274,367	\$1,750,804		\$83,032	\$2,108,203	\$1,995,652	\$1,995,652	\$1,432,244
2020	October		\$314,241	\$363,544			\$677,785	\$1,733,665	\$1,733,665	\$376,364
2020	November			\$1,024,977			\$1,024,977	\$1,449,799	\$1,449,799	-\$48,458
2020	December			\$729,841	\$9,950		\$739,791	\$1,421,024	\$1,421,024	-\$729,692
2021	January			\$2,149,540	\$622,185		\$2,771,725	\$1,606,650	\$1,606,650	\$435,383
2021	February	-\$12,300		\$107,855			\$95,555	\$1,487,205	\$1,487,205	-\$956,267
2021	March			\$330	\$890,822		\$891,152	\$1,580,120	\$1,580,120	-\$1,645,236
2021	April			\$561,183	\$886,829		\$1,448,012	\$1,361,185	\$1,361,185	-\$1,558,409
2021	May			\$88,640	\$870,789		\$959,429	\$1,515,385	\$1,515,385	-\$2,114,365
2021	June			\$56,915	\$997,210		\$1,054,125	\$1,785,305	\$1,785,305	-\$2,845,545
2021	July				\$507,291		\$507,291	\$1,927,943	\$1,927,943	-\$4,266,197

Appendices

Appendix A: School Kits & Education Summary

SCHOOL	DATE	# OF KITS	ENROLLMENT OFFERING
Renew Schaumburg	February 18, 2021	70	Public Charter
McDonogh #35 Senior High School	March 5, 2021	301	Public Charter
The Net-Central City	March 20, 2021	20	Public Charter
Dwight Eisenhower Academy For Global Studies	April 19, 2021	225	Public Charter
Brownie Troupe At Lusher Charter School	April 20, 2021	23	Public Charter
Fannie C. Williams Charter School	April 26, 2021	60	Public Charter
The Living School	May 25, 2021	55	Public Charter
Thrive At Abundance Of Desire Community Center	May 31, 2021	50	Summer Camp
Electric Girls	May 31, 2021	170	Summer Camp
TOTAL		974	

Appendix B: Community Outreach Summary

DATE	GROUP	ATTENDANCE AT EVENT
January 9, 2021	Jane Place Renter's Rights Assembly	15
January 11, 2021	MCNO Meeting (Mid City)	37
January 13, 2021	LA Green Corps	16
January 14, 2021	CRNA Meeting (Carrollton Riverbend)	28
January 14, 2021	LA Green Corps	16
January 25, 2021	Jane Place Renter's Rights	15
January 27, 2021	Central Circle Presentation	17
February 3, 2021	Jane Place Renter's Rights Assembly	12
February 8, 2021	Mid City Neighborhood Association	35
February 9, 2021	Faubourg St. John Neighborhood	28
February 9, 2021	Power Trip	8
February 18, 2021	Jane Place Renter's Rights Assembly	14
February 20, 2021	Councilmember Nguyen District E Coffee and Conversations	22
February 24, 2021	Central Circle Meeting	16
March 4, 2021	Energy Future - Energy and You	25
March 9, 2021	Power Trip	6
March 10, 2021	Jane Place Renter's Rights	19
March 10, 2021	Jericho Road	23
March 15, 2021	Fairgrounds Neighborhood Association	28
March 18, 2021	Algiers Point Association	26
March 31, 2021	Central Circle	18
April 7, 2021	Jane Place Renter's Rights Assembly meetings	18
April 13, 2021	East New Orleans Advisory Commission	58
April 13, 2021	Energy And You	24
April 13, 2021	Power Trip	6
April 14, 2021	Latter and Blum	17
April 20, 2021	Edgewood Park Neighborhood Assoc	18
April 20, 2021	Entergy - Carrollton Neighborhood Leaders	58
April 21, 2021	City Park Earth Day	50
April 28, 2021	Central Circle	14
May 1, 2021	Hardin Playground Community Resource Fair	300
May 5, 2021	Jane Place Renter's Rights	18
May 11, 2021	Power Trip	6
May 19, 2021	LA Green Corps	4
May 19, 2021	Lake Carmel Subdivision	19
May 20, 2021	LA Green Corps	4
May 26, 2021	Central Circle	12
June 8, 2021	Power Trip	3
June 10, 2021	Jane Place Renter's Rights meeting	22

June 15, 2021	Lake Carmel Subdivision meeting (New Orleans East)	34
June 16, 2021	Energy Future - Energy and You community meeting	27
June 22, 2021	PRC - Cost Effective Energy Improvements	20
June 30, 2021	Central Circle	15
TOTAL		1,171

Appendix C: Training and Education

DATE	TITLE	AUDIENCE	ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
January 6, 2021	Customer Training: House of Beauty on St. Claude	Commercial Customer	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 11, 2021	Customer Training: Next Generation Church	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 12, 2021	Contractor: HD Supply	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 13, 2021	Trade Ally Individual Training: Bernhard MCC	C&I Trade Allies/Contractors	2	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 13, 2021	Contractor: Taylor and Tyler	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 20, 2021	Customer Training: Sally's Beauty Supply	C&I Trade Allies/Contractors	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 21, 2021	Customer Training: Kreative Barber	C&I Trade Allies/Contractors	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 22, 2021	Customer: Castnet Seafood	C&I Trade Allies/Contractors	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives

January 22, 2021	Customer Training: Mark Goldstein, owner of Strip Mall on Read Blvd.	C&I Trade Allies/Contractors	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 25, 2021	Contractor: B&B Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 26, 2021	LSU Health N. O. (Services)	Large Commercial Customers	2	60	Discussion of potential 2021 projects	Met with facility director to review 2021 projects and beyond
January 28, 2021	Contractor: Grillot's	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 28, 2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed door frame sealing opportunities
January 28, 2021	Contractor -- Babin Electric	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 29, 2021	Customer training -- House of Beauty on St. Claude	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
January 29, 2021	Contractor -- Richard's Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
January 29, 2021	Trade ally individual training -- Concentrica	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 2, 2021	Customer training -- Ben Franklin High School	Large Commercial Customers	2	15	Program overview for an existing commercial customer	Reviewed incentives for auditorium lighting as well refrigeration, HVAC, and sports-field lighting

February 2, 2021	Customer Training: Mag's Bar	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
February 2, 2021	Residential Field Training: Diversified Energy	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Reviewed how to do ACTU ENO in weather below 70 degrees Fahrenheit.
February 2, 2021	Commercial Training: Riteway Seafood	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
February 2, 2021	Customer Training: Bayou Bistro	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
February 2, 2021	Quarter 1 Trade Ally Advisory Group meeting	C&I Trade Allies/Contractors	37	45	Provide program updates and announcements about PY11 goals and procedures to existing trade allies	Reviewed direct-deposit process, badges, program goals, and workforce development objectives
February 3, 2021	Residential Field Training - Magnetite Window Panels	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Reviewed duct sealing best practices
February 5, 2021	Contractor: A-Bear Refrigeration	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 5, 2021	Contractor: Graci Hart Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 5, 2021	Contractor: Romar Maintenance	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 5, 2021	Residential Field Training: Public Construction Inc.	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Reviewed best practices for air sealing and safety procedures

February 5, 2021	Residential Field Training: Public Construction Inc.	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Topic: Locating hard-to-find large leak sources.
February 5, 2021	Residential Field Training: Public Construction Inc.	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Reviewed PPE requirements (mask over mouth and nose), gloves, etc.
February 5, 2021	Residential Field Training: J&R AC & Heating	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Reviewed air sealing options in historic homes
February 5, 2021	Residential Field Training: Big Star Conservation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Instruction on air sealing cracks and gaps of panel walls
February 5, 2021	Contractor: Ekco Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 5, 2021	Contractor: A1 Electric	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 5, 2021	Contractor: Adams A/C	C&I Trade Allies/Contractors	1	15	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 8, 2021	Archdiocese of N. O. Microsoft Teams Meeting	Large Commercial Customers	4	30	Discussion of potential 2021 projects	Met with facility director to review 2021 projects and beyond
February 9, 2021	Commercial Lightbulb Recycling Webinar: Customers	Program Staff	3	60	Provide an overview of commercial lightbulb recycling programs and regulations	Guests from a local recycling company as well as state regulators provided an overview or lightbulb recycling to ensure bulbs do not end up in landfills
February 9, 2021	Commercial Lightbulb Recycling Webinar: Customers	Commercial Customer	7	60	Provide an overview of commercial lightbulb recycling programs and regulations	Guests from a local recycling company as well as state regulators provided an overview or lightbulb recycling to ensure bulbs do not end up in landfills

February 9, 2021	Commercial Lightbulb Recycling Webinar: Trade Allies	C&I Trade Allies/Contractors	7	60	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 11, 2021	Residential Field Training: Big Star Conservation	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Reviewed insulation best practices and marker placement
February 11, 2021	Residential Field Training: Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Reviewed air sealing best practices and material usage
February 12, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed air sealing best practices
February 15, 2021	Customer Training: Jonathan Ferrara	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
February 15, 2021	Trade Ally Individual Training: Studio West	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 17, 2021	NASA Teams Meeting	Large Commercial Customers	8	60	Discussion of potential 2021 projects	Met with facility director to review 2021 projects and beyond
February 17, 2021	Residential Field Training - H&E Comfort Services	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Reviewed AC tune-up best practices and program communication
February 17, 2021	Customer Training -- Shear Luxury	Commercial Customer	2	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
February 18, 2021	Residential Field Training - Duct Pro	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Reviewed attic insulation best practices and material usage
February 18, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed air sealing best practices

February 18, 2021	Residential Field Training - H&E Comfort Services	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Reviewed AC tune-up best practices and program communication
February 18, 2021	Residential Field Training: Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Instruction on blower door usage, including zeroing (with door on), 5 second, reference placement
February 18, 2021	Contractor: Woodward Design	C&I Trade Allies/Contractors	1	60	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
February 19, 2021	Residential Field Training: Duct Pro	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed duct sealing best practices
February 19, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed AC tune-up best practices
February 20, 2021	Residential Field Training: Diversified Energy	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Reviewed attic insulation best practices
February 22, 2021	Residential Field Training: Diversified Energy	Residential Field Training	3	15	A technical training with trade ally staff while performing services	Reviewed air sealing best practices
February 22, 2021	Residential Field Training: Big Star Conservation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Instruction on duct sealing best practices, air sealing, and documentation
February 22, 2021	Customer: Ben Franklin High School	Large Commercial Customers	2	30	Program overview for an existing commercial customer	Reviewed incentives for auditorium lighting as well refrigeration, HVAC, and sports-field lighting
February 23, 2021	Residential Trade Ally Training: AC Tune-ups Year-Round	Residential Field Training	15	120	A formal technical training for trade ally staff	Topics: The acceptable quality standards for eligible A/C tune-up rebates and how to perform many of the tasks associated with an A/C tune-up.
February 23, 2021	Customer: NASA	Large Commercial Customers	7	60	Discussion of potential 2021 projects	Teams conference call with NASA stakeholders regarding PY11 potential projects

February 23, 2021	NASA Project Submittal Walkthrough	Large Commercial Customers	4	60	Discussion of potential 2021 projects	Walkthrough of potential projects
February 24, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Topics: How to participate in Virtual QA inspections. Used Facetime as the video software
February 24, 2021	Southern University of New Orleans (SUNO) Microsoft Teams Meeting	Large Commercial Customers	4	30	Discussion of potential 2021 projects	Teams meeting to discuss potential PY11 projects and an overview of the program
February 25, 2021	Q1 Residential Trade Ally Advisory Group	Residential Field Training	33	120	Program Implementation	Provide updates and have discussions with trade allies about the current state of the Energy Smart program.
March 1, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed duct sealing best practices
March 2, 2021	Contractor: Commercial Green Solutions	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 3, 2021	Trade ally individual training: Bryan with Achary Electric	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 5, 2021	LCMC Retro-Commissioning Program Discussion	Large Commercial Customers	8	45	Discussion of potential 2021 projects	Teams meeting to discuss potential PY11 projects and an overview of the program
March 6, 2021	Residential Field Training: Diversified Energy	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Software Training
March 8, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Reviewed air sealing best practices
March 8, 2021	Customer Training: Sacred Heart	Commercial Customer	1	30	Discussion of potential 2021 projects	Initial overview of the program and Large Demand Response program, in advance of group meeting later in March

March 8, 2021	Customer Training: P&G Homestyle Restaurant	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 8, 2021	Customer Training: Big Pie Pizza	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 8, 2021	Customer Training: Auction House (Amy)	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 8, 2021	Trade Ally Individual Training: E1 Electric	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 9, 2021	Customer Training: Moe's Original Barbeque	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 11, 2021	Residential Field Training: Diversified Energy	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed duct sealing best practices
March 11, 2021	Residential Field Training - Fontenot Insulation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Reviewed attic insulation and safety procedures
March 11, 2021	Trade ally Training: Ideal Lighting	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 12, 2021	Customer Training: Nolavore	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 12, 2021	VA Hospital Energy Smart Microsoft Teams Meeting on Retro-Commissioning Program	Large Commercial Customers	6	30	Review potential PY11 projects	Discuss lighting incentives, HVAC incentives, automation, and RCx on the hospital campus

March 12, 2021	Customer Training: House of Broel	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 12, 2021	Customer Training: Waggoner and Ball	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 12, 2021	Customer Training: Blackstar Diversified Energy	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 15, 2021	Trade ally Individual Training: Energywise Solutions	C&I Trade Allies/Contractors	2	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 15, 2021	Residential Field Training - J&R AC & Heating	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Review of duct sealing best practices
March 15, 2021	Trade Ally Training: BAM	C&I Trade Allies/Contractors	1	15	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 15, 2021	Trade Ally Training: Advance Electrical	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 16, 2021	Residential Field Training: J&R AC & Heating	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Review of duct sealing and AC tune-up best practices
March 18, 2021	Contractor: MacLean's AC	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 18, 2021	Trade Ally Training: Climate Tamers	C&I Trade Allies/Contractors	1	60	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program

March 19, 2021	Customer Training: Soule Cafe	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
March 22, 2021	Contractor: General Heating and Air	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 25, 2021	Trade Ally Individual Training: AC Ambulance Sidney	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 25, 2021	Contractor: Premiere AC	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 26, 2021	Contractor: Calloway and Sons	C&I Trade Allies/Contractors	1	45	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 29, 2021	Residential Field Training: J&R AC & Heating	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Review of duct sealing and AC tune-up best practices
March 30, 2021	Customer Training: Sacred Heart	Commercial Customer	4	45	Program overview with different scenarios for project submissions on campus	Discuss lighting incentives, HVAC incentives, and other first potential projects on campus
March 31, 2021	Contractor: Mighty's AC	C&I Trade Allies/Contractors	1	30	Provide a program overview to a potential trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
March 31, 2021	Customer Training: Josh Herlands of 7611 Maple Street	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives

April 1, 2021	Harrah's Casino Site Meeting with Dir. Facilities	Commercial Customer	1	60	Program overview for potential commercial customer	Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response.
April 5, 2021	Potential Trade Ally Training: Rexel	C&I Trade Allies/Contractors	1	30	Program overview for a potential trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
April 5, 2021	Harrah's New Orleans Hotel and Casino Energy Smart Microsoft Teams Meeting	Commercial Customer	1	30	Program overview for potential commercial customer	Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response.
April 5, 2021	Trade Ally Training: South Coast LED Solutions	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
April 5, 2021	Residential Field Training: Home Energy Savers	Residential Field Training	4	60	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 5, 2021	Residential Field Training: Home Energy Savers	Residential Field Training	4	30	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 6, 2021	Residential Field Training: Diversified Energy	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 7, 2021	Residential Field Training: Magnetite Window Panels	Residential Field Training	2	60	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 7, 2021	Jane Place Renters' Rights Assembly	Partner/Stakeholder	1	60	Review of residential offerings	Program overview of residential offerings
April 8, 2021	ENO CSM's Teams Meeting	Entergy	1	30	Review assigned commercial projects	Discussion with Entergy Customer Service Management regarding potential customers
April 12, 2021	Residential Field Training: Public Construction Inc.	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Material Usage

April 12, 2021	Residential Field Training: Public Construction Inc.	Residential Field Training	6	60	A technical training with trade ally staff while performing services	Duct Sealing Best Practices Material Usage
April 13, 2021	Residential Field Training: Free Lighting Corporation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 13, 2021	Residential Field Training: Magnetite Window Panels	Residential Trade Allies	2	15	A technical training with trade ally staff while performing services	Review of duct sealing best practices
April 13, 2021	Power Trip	Residential Customers	1	60	Overview of residential incentives	Question and answer session to homeowners interested in program incentives
April 13, 2021	East New Orleans Advisory Commission	Residential Customers	1	60	Overview of residential incentives	Question and answer session to homeowners interested in program incentives
April 13, 2021	Energy Future: Energy and You	Residential Customers	1	60	Overview of residential incentives	Question and answer session to homeowners interested in program incentives
April 14, 2021	Customer Training: Jonathan Ferrara	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
April 14, 2021	Trade Ally Individual Training: NAC Smart Technologies	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
April 14, 2021	Ritz-Carlton Site Meeting	Commercial Customer	1	60	Program overview for potential commercial customer	Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response.
April 14, 2021	Latter and Blum	Commercial Customer	1	60	Program overview for potential commercial customer	Provided an overview of large commercial incentives such as prescriptive and custom incentives, as well as demand response.
April 14, 2021	Residential Field Training: Fontenot Insulation	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Review of attic insulation best practices

April 14, 2021	Residential Field Training: J&R AC & Heating	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Review of air sealing best practices
April 15, 2021	Residential Field Training: Free Lighting Corporation	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 15, 2021	Residential Field Training: J&R AC & Heating	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 15, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Review of best practices in insulation
April 16, 2021	Residential Field Training: Free Lighting Corporation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Review of duct sealing and air sealing best practices
April 16, 2021	Residential Field Training: Free Lighting Corporation	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Review of attic insulation best practices
April 16, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Review of best practices in duct sealing
April 19, 2021	Customer Training: Habana Nola	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
April 19, 2021	Trade Ally Training: OnPeak Energy	C&I Trade Allies/Contractors	1	45	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
April 20, 2021	Edgewood Park Neighborhood Association	Residential Customers	1	60	Overview of residential incentives	Question and answer session to homeowners interested in program incentives
April 20, 2021	Carrollton Neighborhood Leaders	Residential Customers	1	60	Overview of residential incentives	Question and answer session to homeowners interested in program incentives

April 26, 2021	Residential Field Training: Home Energy Savers	Residential Field Training	4	30	A technical training with trade ally staff while performing services	Review of best practices in duct sealing and safety procedures
April 27, 2021	Restaurant Incentive Webinar	Commercial Customer Training	1	45	Program overview directed to owners of restaurants	Provided an overview of incentives focusing on refrigeration, HVAC, lighting, and commercial kitchen equipment
April 27, 2021	Customer training: Cafe Dauphine	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
April 27, 2021	Residential Field Training: Free Lighting Corporation	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Review of best practices in duct sealing and safety procedures
April 27, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	3	30	A technical training with trade ally staff while performing services	Review of best practices in duct sealing and safety procedures
April 27, 2021	Residential Field Training: Rebirth Energy Solution	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Review of best practices in safety procedures
April 28, 2021	Central Circle Meeting	Residential and Commercial Customers	1	60	Overview of residential and commercial incentives	Question and answer session to homeowners and business owners interested in program incentives
April 28, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Review of best practices in duct sealing and safety procedures
April 29, 2021	Customer Training: Poke Loa	Commercial Customer Training	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
April 30, 2021	Trade Ally Individual Training: Johnson Controls	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program

April 30, 2021	Trade Ally Individual Training: Achary Electric	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
May 1, 2021	Hardin Playground Community Resource Fair	Community Outreach	300	60	General Program Outreach	Tabling at a community resource fair
May 3, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	A review of best practices in air sealing
May 4, 2021	Customer Training: Felipe's Mexican Taqueria	Commercial Customer	1	30	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
May 4, 2021	Residential Field Training: Magnetite Window Panels	Residential Field Training	2	30	A technical training with trade ally staff while performing services	Air Sealing Best Practices
May 5, 2021	Jane Place Renter's Rights Assembly	Residential Customers	1	60	Overview of Residential Offerings	Question and answer session to homeowners and business owners interested in program incentives
May 5, 2021	Residential Field Training: Duct Pro	Residential Field Training	1	60	A technical training with trade ally staff while performing services	Review of best practices in AC tune-ups, communication requirements and rebate submissions
May 6, 2021	Residential Field Training: Duct Pro	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Review of best practices in AC tune-ups and communication requirements
May 10, 2021	Trade Ally Training: Nola Engineering	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
May 10, 2021	Customer Training: City Park	Commercial Customer	1	30	Provide customer training pertaining to LED lighting	Discuss lighting incentives for athletic fields, as well as the Summer Bonus
May 11, 2021	Compressed Air Training	C&I Trade Allies/Contractors	1	45	Provide technical training to existing trade allies working with industrial facilities	Staff provided training on correcting inefficiencies in compressed air systems at industrial facilities

May 11, 2021	Power Trip	Residential Customers	1	60	Overview of Residential Offerings	Question and answer session to homeowners and business owners interested in program incentives
May 13, 2021	Residential Field Training: Fontenot Insulation	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Attic Insulation Best Practices
May 14, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	30	A technical training with trade ally staff while performing services	Duct Sealing Best Practices
May 18, 2021	Residential Trade Ally Training: Upselling Non-Program Services	Residential Trade Allies	19	120	Sales training for trade ally staff	Methods to grow businesses through upselling non-program services
May 19, 2021	LA Green Corps Training	Energy Efficiency Students	4	480	Training LA Green Corps cohort	Introductory energy efficiency instruction to a cohort of students pursuing construction certification
May 19, 2021	Lake Carmel Subdivision	Residential Customers	1	60	Overview of residential offerings	Question and answer session to homeowners interested in learning about residential incentives
May 20, 2021	LA Green Corps Training	Energy Efficiency Students	4	480	Training LA Green Corps cohort	Introductory energy efficiency instruction to a cohort of students pursuing construction certification
May 20, 2021	Potential Trade Ally Training: Laponica	C&I Trade Allies/Contractors	1	30	Program overview for a potential trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
May 20, 2021	Q2 Residential Trade Ally Advisory Group	Residential Trade Ally Advisory Group	28	120	Program Implementation	Provide updates and have discussions with trade allies about the current state of the Energy Smart program.
May 21, 2021	Potential Trade Ally Training: All Temp Refrigeration	C&I Trade Allies/Contractors	1	30	Program overview for a potential trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
May 24, 2021	Trade Ally Training: OnPeak Energy	C&I Trade Allies/Contractors	1	60	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program

May 25, 2021	Customer Training: Doerr Furniture	Commercial Customer	1	45	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
May 25, 2021	Potential Trade Ally Training: Ice King	C&I Trade Allies/Contractors	1	60	Program overview for a potential trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
May 25, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff	Review of best practices in duct sealing and safety procedures
May 26, 2021	Central Circle Meeting	Residential and Commercial Customers	12	60	Overview of Residential and Commercial Offerings	Question and answer session to homeowners and business owners interested in program incentives
May 26, 2021	Potential Trade Ally Training: Elutions	C&I Trade Allies/Contractors	1	30	Program overview for a potential trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
May 27, 2021	Staff training: Convention Center Sustainability Tour	Program Staff	1	30	Staff training on energy reduction through a building automation system	Staff toured the New Orleans Ernest N. Morial Convention Center, led by the Sustainability Director
May 27, 2021	Residential Field Training - Louisiana Home Performance	Residential Field Training	1	15	A technical training with trade ally staff while performing services	Air Sealing Best Practices
June 1, 2021	Residential Field Training - Duct Pro	Residential Field Training	2	15	A technical training with trade ally staff while performing services	Trade Ally Communication Requirements
June 2, 2021	Trade Ally Onboarding	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
June 4, 2021	Environmental Protection Agency: Outreach Strategies	Program Staff	1	60	Staff received training on outreach strategies	Staff received outreach strategies from the Environmental Protection Agency

June 7, 2021	Trade Ally Training: Syam Software	C&I Trade Allies/Customers	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
June 8, 2021	Trade Ally Training: Synergy Building Solutions	C&I Trade Allies/Customers	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
June 8, 2021	Power Trip	Residential Customers	3	60	Overview of residential offerings	Question and answer session to homeowners interested in learning about residential incentives
June 10, 2021	Trade Ally Training: Call CMC	C&I Trade Allies/Contractors	1	30	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
June 10, 2021	Jane Place Renter's Rights Assembly	Residential Customers	22	60	Overview of residential offerings	Question and answer session to homeowners interested in learning about residential incentives
June 11, 2021	Trade Ally Onboarding: Orange Energizing Solutions	C&I Trade Allies/Contractors	1	180	Provide onboarding for an existing trade ally	Reviewed prescriptive incentives, the process for submitting applications and effective communication about the program
June 15, 2021	Lake Carmel Subdivision	Residential Customers	34	60	Overview of residential offerings	Question and answer session to homeowners interested in learning about residential incentives
June 16, 2021	Energy Future: Energy and You	Residential and Commercial Customers	27	60	Program overview of residential and commercial programs	Question and answer session to homeowners and business owners
June 17, 2021	Partner Training: Legacy Services	Program Staff	1	45	Onboarding of a program partner	Review of program communication for residential and commercial offerings
June 17, 2021	Customer Training: St. George's Episcopal Church	Commercial Customer	1	60	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
June 17, 2021	Residential Field Training: Duct Pro	Residential Field Training	2	15	A technical training with trade ally staff	Review of best practices in AC tune-up

June 17, 2021	Residential Field Training: Home Energy Savers	Residential Field Training	4	15	A technical training with trade ally staff	Review of best practices in duct sealing
June 17, 2021	Residential Field Training: J&R AC & Heating	Residential Trade Allies	2	120	A technical training with trade ally staff	Review of best practices in duct sealing, air sealing, AC tune-up attic insulation, thermostat installation, safety and communication requirements
June 21, 2021	Staff Training: Heat Pump Water Heaters	Program Staff	1	60	Staff technical training	Staff received training on Heat Pump Water Heaters
June 22, 2021	Potential Trade Ally Training: MCA Engineering	C&I Trade Allies/Contractors	1	30	Program overview for a potential trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
June 22, 2021	Potential Trade Ally Training: ATI Anderson Technicians	C&I Trade Allies/Contractors	1	15	Program overview for a potential trade ally	Provided an overview of how trade allies submit projects and assist commercial customers to receive incentive
June 22, 2021	Preservation Resource Center: Cost Effective Energy Improvements	Commercial Customers	20	60	Provide program overview to a developer	Provided a program overview of prescriptive and custom incentives to a facility director of a hotel
June 23, 2021	Customer Training: Westin Hotel	Commercial Customer	1	30	Provide program overview to a customer in hospitality	Provided a program overview of prescriptive and custom incentives to a facility director of a hotel
June 24, 2021	Customer Training: Legacy Professional Services	Commercial Customer	1	60	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
June 25, 2021	Staff Training: Preparation for RCx Training	Program Staff	1	60	Staff technical training	Staff received training on how RCx education has been conducted for other program implementors
June 25, 2021	Customer Training: Yarda Ramesh	Commercial Customer	1	15	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives

June 28, 2021	Residential Field Training: J&R AC & Heating	Residential Field Training	2	30	Technical training with trade ally staff	Training on duct sealing best practices, AC tune-up and best practices
June 29, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	2	30	Technical training with trade ally staff	Attic insulation best practices while trade ally performs services
June 29, 2021	Residential Field Training: Louisiana Home Performance	Residential Field Training	3	30	Technical training with trade ally staff	Attic insulation best practices while trade ally performs services
June 30, 2021	Customer Training: WT Verges Construction	Commercial Customer Training	1	60	Program overview for potential commercial customer	Reviewed small business incentives such as smart thermostat, kits, lighting, and non-lighting incentives
June 30, 2021	Central Circle Meeting	Residential Customers	15	60	Program overview of residential offerings	Community outreach to residential customers covering ways homeowners can reduce electricity use

Appendix D: Marketing

Residential Marketing Collateral

Home Fitness Campaign Radio Banner Ads



The banner features a photograph of a yellow house with a red door and green shutters. The house number '1001' is visible above the door. A dark blue diagonal overlay on the right side contains the text 'Get Your Home in Tip-Top Shape' in white. Below the photograph, the text 'For more information, visit energysmartnola.com/savenow or call 504-229-6868.' is displayed. At the bottom, the 'EnergySmart' logo (with 'A New Orleans Program' tagline) and the 'Entergy' logo are shown.

Get Your Home in Tip-Top Shape

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

EnergySmart
A New Orleans Program

Entergy



This banner is identical to the one above, featuring the same house image, blue overlay with the headline 'Get Your Home in Tip-Top Shape', contact information, and logos.

Get Your Home in Tip-Top Shape

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

EnergySmart
A New Orleans Program

Entergy

Radio Audio




Streaming Radio Ad
with music v2.mp3

Google Ads




Facebook Ad

 **Entergy New Orleans**
Sponsored

Like Page

Get your home in tip-top shape with Energy Smart. We offer a variety of ways to help you save energy, including no-cost energy-efficient products.



Get Your Home in Tip-Top Shape.

Start Your Energy Efficiency Journey
Discover energy-saving upgrades for your home.

ENERGYSMARTNOLA.COM

Learn More

20 562 Comments 311 Shares

Like Comment Share

Gambit



Get Your Home in Tip-Top Shape



A fit home is an energy-efficient one. Energy Smart offers no-cost whole-home energy assessments and rebates on energy-saving products.


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

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Email 1






Get Your Home in Tip-Top Shape

Home energy fitness on any budget

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




You also receive a custom report on your home's energy usage and recommendations for additional steps you can take for optimal energy savings. Plus, receive rebates when you purchase qualifying, energy-efficient upgrades such as refrigerators, A/C units and more.

[Learn More](#)


Save Energy

To schedule an assessment or learn more about other energy-saving opportunities, visit energysmartnola.com or call 504-229-6868.


For more information about these and other Energy Smart offerings:



Visit
energysmartnola.com





Call 504-229-6868




Email
info@energysmartnola.com

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Email 2






Get Your Home in Tip-Top Shape

A fit home is an energy-efficient one.

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



Get no-cost, energy-saving products, including:

- LED Light Bulbs
- Smart Thermostats
- Smart Power Strips
- Low-Flow Showerheads
- Low-Flow Bathroom Aerators
- Low-Flow Kitchen Aerators
- Hot Water Pipe Insulations

Plus, receive rebates when you purchase qualifying, energy-efficient upgrades such as refrigerators, A/C units and more.

[Schedule a whole-home assessment](#)

Save Energy

To schedule an assessment or learn more about other energy-saving opportunities, visit energysmartnola.com or call **504-229-6868**.

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Power Trip Email



POWER TRIP:

A Road Map to Energy Efficiency



Are you a renter or homeowner trying to save energy?

Join us for a monthly journey through energy efficiency using the Energy Smart Program.

We invite you and your neighbors to see how the New Orleans Energy Smart Energy Efficiency Program can unlock big savings for all New Orleanians. From whole-home energy assessments to discounts on appliance upgrades, the Energy Smart program has something for everyone.

Join us once a month for 30-minute deep dive into the program and learn how you and your neighbors can participate today.

Upcoming Power Trip:

March 9

3-3:30 p.m.

[Click here to register](#)

Help us spread the word. [Download](#) the flyer to share upcoming Power Trip dates with your neighbors.

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Power Trip Training Flyer



Power Trip: Your Journey to Energy Efficiency

Are you a renter or homeowner trying to save energy? Join our no-cost webinar as we take a journey through energy efficiency via the New Orleans Energy Smart Program. From whole-home energy assessments to rebates on energy-efficient appliance upgrades, the Energy Smart Program has something for everyone.

Attend a session to learn how to:

- Schedule a no-cost home energy assessment.
- Get discounted energy-saving products from the Energy Smart Online Marketplace.
- Take advantage of rebates on ENERGY STAR® appliances.
- Get incentives and energy-saving products for your business.

Register at
energysmartnola.com/powertrip

Upcoming Dates:

March 9 | 3-3:30 p.m.

April 13 | 3-3:30 p.m.

May 11 | 3-3:30 p.m.

June 8 | 3-3:30 p.m.

July 13 | 3-3:30 p.m.

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





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Trade Ally Badges







Trade Ally Emails

Trade Ally Quarterly Newsletter



Energy Smart Spotlight


February 2021



Your Trade Ally Tier Report is Coming Soon

We're excited to announce a new tiering system for our Energy Smart trade allies. Be on the lookout for your tier report, coming via email this month. Use your tier to let customers know you maintain high standards and are a dependable program resource.


[Read more ►](#)



Order Your 2021 Badges

As we all know, gaining a customer's confidence and trust is key. One way to earn this trust is to make sure that everyone on the Energy Smart team is wearing an updated program badge. We've updated the Energy Smart badges for 2021, and we want to make sure each member of your team has an updated badge to wear in the field.

[Read more ►](#)




Energy Smart A/C Tune-ups Training

Tuesday, Feb. 23
9 - 11 a.m.
Location: Webinar

Please join us for this in-depth training on proper materials and methods for A/C tune-ups in the Energy Smart program. This training will explain the acceptable quality standards for eligible A/C tune-up rebates and how to perform many of the tasks associated with an A/C tune-up. The session will close with time to answer any remaining questions.

[Join Meeting ►](#)




Q1 Virtual Trade Ally Advisory Group Meeting

Thursday, Feb. 25
9 - 11 a.m.
Location: Webinar

At this quarterly meeting, Entergy Solutions and Energy Smart will join together to share updates to the offerings and discuss your experiences. The session will close with time to answer any remaining questions and document feedback.



[Join Meeting ►](#)

Or call in (audio only)
+1 408.270.4551
Phone Conference ID: 778 173 9219



New Rebate Forms

Keep a lookout for the updated 2021 rebate forms. You will receive a separate email once the rebate forms are ready for download. Be prepared to swap out your 2020 forms for the 2021 forms once you receive the email.



For more information about this and other energy efficiency offerings, visit energysmartnola.com, email info@energysmartnola.com or call 504.229.6886.

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Trade Ally Badge Reminder



Dear Trade Ally,

As we all know, gaining a customer's confidence and trust is key. One way to earn this trust is to make sure that everyone on the Energy Smart team is wearing an identifiable program badge.

Updated 2021 Energy Smart badges are now available. Make sure each member of your team has an updated badge to wear in the field.

Please take a moment to fill in this [submission form](#) for each member of your team that needs a badge, and be sure to include a high-quality photo. Each team member should be photographed against a solid, preferably white, background and remember: the clearer the photo, the better. Also, submit your company logo to be included on the badges. Preferred formats of logo files include jpg, jpeg, or png.

Submit your company and team information

Please send in photos and 2021 badge requests by April 15, 2021. If you have any questions, please reach out to Atom Davis at atom.davis@energysmartnola.com. Thank you for your cooperation.



For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6968.

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A/C Tune-Up Customer Reach Back Postcard



Tune up and cool off.

Get ready for warmer temperatures with instant rebates on air conditioning unit tune-ups.

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063-219-00-00



Improve your cooling system and save money.

Thank you for participating in the Energy Smart Program. We invite you to continue your energy-saving journey—just in time for rising temperatures.

An A/C Solutions A/C Tune-Up can:

- Improve efficiency up to 30%.
- Help your air conditioning unit last longer.
- Lower your monthly energy usage.
- Deliver a cooler indoor environment.
- Provide better humidity control.

Plus, you'll receive an instant Energy Smart rebate of up to \$150.

Schedule your A/C Solutions A/C Tune-Up today. Call **504-229-6868** or learn more at energysmartnola.info/tuneup.



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



Email



Get ready for warmer temperatures with instant rebates on air conditioning unit tune-ups.

Thank you for participating in the Energy Smart Program. We invite you to continue your energy-saving journey—just in time for rising temperatures.

An A/C Solutions A/C Tune-Up can:

- Improve efficiency by up to 30%.
 - Help your air conditioning unit last longer.
 - Lower your monthly energy usage.
 - Deliver a cooler indoor environment.
 - Provide better humidity control.
- Plus, you'll receive an instant Energy Smart rebate of up to \$150.

Schedule your A/C Solutions A/C Tune-Up today.

Select a trusted Trade Ally partner to complete your tune-up or call [504-229-6868](tel:504-229-6868).

[Click here to find a Trade Ally](#)

For more information about these and other Energy Smart offerings:



Visit
energysmartnola.com



Call [504-229-6868](tel:504-229-6868).



Email
info@energysmartnola.com

Spring Into Energy Savings Campaign Email Campaign





**Spring into
Energy Savings.**

Get a no-cost home energy assessment and energy-saving products.

Hello Valued Energy Smart Customer,

You're invited to celebrate spring with a new way to save. Spring into energy savings with a whole-home energy assessment and energy-efficient products valued up to \$300 - all at no cost to you. Our trained energy advisors will also show you additional ways to save energy around your home.





What your neighbors are saying:
"We are happy we participated. The process was easy, the staff was knowledgeable, and they were diligent about helping us save energy."
Homeowners: Dave and Joyce T.

Schedule your no-cost home assessment today.
Click the button below to schedule your assessment or call 504-229-6868.
[Click here to schedule your assessment.](#)

For more information about these and other Energy Smart offerings:


Visit
energysmartnoal.com


Call
504-229-6868


Email
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Social Media Campaign



Entergy New Orleans
Sponsored



Sign up today to receive a no-cost home energy assessment and energy-efficient products valued up to \$300.



**Spring into
Energy Savings.**

Start your energy-saving journey today.
Celebrate spring with a new way to save.

ENERGYSMARTNOAL.COM

[Sign Up](#)

20

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Digital Campaign



Spring into Energy Savings.

Get energy efficiency products (valued up to \$300) at no cost.

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Get energy efficiency products (valued up to \$300) at no cost.

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Spring into Energy Savings.

Get energy efficiency products (valued up to \$300) at no cost.

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Spring into Energy Savings | Improve Your Home Comfort

<https://energysmartnola.info/home-performance-with-energy-star>

Upgrade your home comfort and save energy with Energy Smart. Sign up for a Home Performance with ENERGY STAR® assessment and receive no-cost energy efficiency products.



Save Energy This Spring | Make Your Home More Comfortable


www.example.com/ppc-services

Receive no-cost energy efficiency products (up to a \$300 value) from Energy Smart. Start improving your home comfort by scheduling a Home Performance with ENERGY STAR® assessment today.

Online Marketplace – Earth Day Promotion

Lead Generation Email





Down-to-Earth Energy Saving

Have you heard about Energy Smart's best deals on earth?

Energy Smart is celebrating **Earth Day** with big deals on smart thermostats. You can take advantage of savings on the following brands during these time periods:

- Get the Google Nest Thermostat for no-cost from April 8-22, 2021.
- Save up to \$130 on ecobee smart thermostats, April 8-23, 2021.
- Get the Sensi™ Smart Thermostat for no-cost from April 21-28, 2021.

If your home is anything like the average American home, a massive **55% of your annual energy usage*** is spent on heating and cooling. Being smart about how you control your temperature settings can save you a hefty amount of energy.

[Shop Now](#)


Google Nest Thermostat

April 8-22, 2021

\$0.00

~~\$129.00~~

after \$100 instant rebate

[Shop Now](#)


ecobee3 lite Smart Thermostat

April 8-23, 2021

\$50.00

~~\$169.00~~

after \$100 instant rebate

[Shop Now](#)


ecobee SmartThermostat with voice control

April 8-23, 2021

\$149.00

~~\$249.00~~

after \$100 instant rebate

[Shop Now](#)


Emerson Sensi™ Smart Thermostat

April 21-28, 2021

\$0.00

~~\$129.00~~

after \$100 instant rebate


[Shop Now](#)

Limit two (2) thermostats per customer per account lifetime.


Save Energy

To learn more about Energy Smart and the other energy-saving opportunities, visit energysmartnola.com or call 504-229-6868.


For more information about these and other Energy Smart offerings:



Visit
energysmartnola.com



Call 504-229-6868



Email
info@energysmartnola.com

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*Source: Residential Energy Consumption Survey, 2015. Tables CE2.1 and HC15.9

Energy Smart, 524 Elmwood Park Blvd. Suite 140, New Orleans, Louisiana 70125-6905

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Remarketing Email





Make Planet Earth Happy with
Energy Savings

Earth-friendly news: Smart thermostats are on sale.



\$0.00 ~~\$129.00~~
after \$100 instant rebate


[Shop Now](#)

Google Nest Thermostat
April 8-22, 2021

This thermostat makes automatic adjustments to save energy when you leave your home. You can control it from anywhere with the Google Home app whether you're inside or outside your residence.


ecobee Smart Thermostats
April 8-22, 2021

With their beautiful design, easy-to-use touchscreen display, and up to 23% savings on heating and cooling usage, ecobee smart thermostats help you live better and save energy.




\$49.00 ~~\$169.00~~
after \$100 instant rebate

[Shop Now](#)



\$119.00 ~~\$249.00~~
after \$100 instant rebate

[Shop Now](#)



\$0.00 ~~\$129.00~~
after \$100 instant rebate

[Shop Now](#)

Emerson Sensi™ Smart Thermostat
April 22-28, 2021

From across the room or across the country, use the intuitive app to remotely control and schedule your home comfort. Anytime. Anywhere.


Don't miss out on these **Earth Day** savings on Google, ecobee and Emerson smart thermostats. Smart thermostats automatically adjust the heating or air conditioning according to your preferences and schedule, such as when you're home, away or asleep. The idea is to keep you as comfortable as possible, without wasting energy.

Limit two (2) thermostats per customer per account lifetime.


Save Energy

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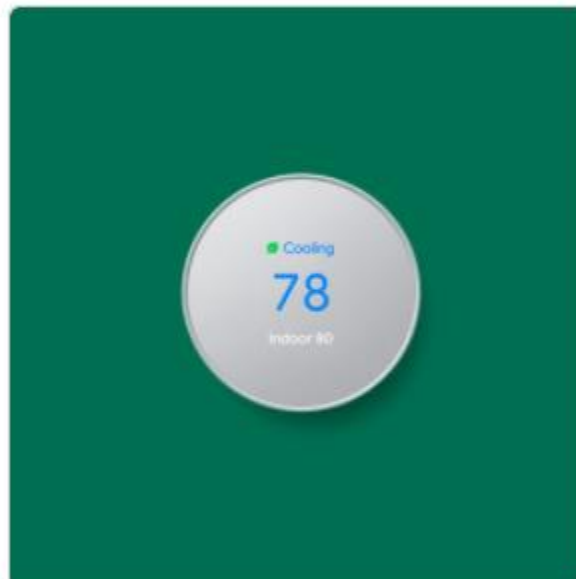


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Celebrate Earth Day with an additional \$130 off select smart thermostats.



**New Nest
Thermostat for \$0**

SHOP NOW

Offer valid until April ...

**Emerson
Smart T**

Offer valid



Linda Bryant-... 13 Comments 12 Shares



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Online Marketplace – Memorial Day Promotion


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Get \$150 Off Select Smart Thermostats.

Plus, Save 50% on LEDs During Our Memorial Day Sale.



Google Nest Learning Thermostat

\$249 ~~\$99~~ after instant rebate

Offers valid May 20-31, 2021.

[Shop Now](#)

ecobee SmartThermostat with voice control


\$249 ~~\$119~~ after instant rebate


ecobee3 lite Smart Thermostat

\$169 ~~\$49~~ after instant rebate

Offers valid May 21-June 1, 2021.

[Shop Now](#)





Simply Conserve® Standard LEDs

\$4.19 ~~\$1.60~~ after promotion and instant rebate


Offers valid May 26-June 1, 2021.

[Shop Now](#)


Save Energy and Money

To learn more about Energy Smart and the other energy-saving opportunities, visit energysmartnola.com or call 504-229-6868.


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*Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.
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**Ending Soon:
Memorial Day Sale.**

There are just a few days left to take advantage of our Memorial Day Sale.

How much energy can these products help you save?

Simply Conserve® LEDs use 80% less energy than standard incandescent bulbs, saving up to \$6 per bulb per year.*

Smart thermostats can learn your patterns over time and automatically adjust your settings to prevent energy waste.*



**Simply Conserve®
Standard LEDs****

May 26-June 1, 2021

\$.60 ~~\$4.19~~

after instant rebate

[Shop Now](#)


**ecobee3 lite Smart
Thermostat****


May 21-June 1, 2021

\$49 ~~\$169~~

up to a \$120 instant rebate

[Shop Now](#)





**Google Nest Learning
Thermostat****

May 20-31, 2021


\$99 ~~\$249~~

after \$150 instant rebate


[Shop Now](#)

**Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.


For more information about these and other Energy Smart offerings:



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*Source: Residential Energy Consumption Survey, 2015. Table CE3.1 and HC10.9

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Get ready for summer with \$150 off premium smart thermostats and 50% off Standard LEDs.

A photograph of a Nest Learning Thermostat mounted on a light-colored wall. Below the thermostat, a white ceramic vase holds a small green plant, with a leafy branch resting on a white surface in the foreground.

**Nest Thermostat
is Now \$0**

Offer Valid Until July ...

[SHOP NOW](#)

A partial view of the same advertisement image, showing the right edge of the thermostat and the plant.

**Nest Th
is Now \$**

Offer Vali

Amy Lorrai... 11 Comments 8 Shares



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Online Marketplace – Summer Thermostat Promotion Lead Generation Email

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**Smart Thermostats,
LEDs and Power
Strips. Oh My.**

**Enjoy Summer Savings on Products that Can
Help You Save All Year-Round.**

Now for a limited time, get exclusive savings on select Google Nest and ecobee smart thermostats. Energy-saving standard LEDs are now 50% off.



Google Nest Thermostat
~~\$129~~ ~~\$29~~ **\$0 after instant rebate***

**Google Nest Learning
Thermostat**
~~\$249~~ ~~\$149~~ **\$99 after instant rebate**

Offers valid June 20-July 8, 2021.


[Shop Now](#)

**ecobee SmartThermostat with
voice control**
~~\$249~~ ~~\$149~~ **\$99 after instant rebate**

ecobee3 lite smart thermostat
~~\$169~~ ~~\$69~~ **\$49 after instant rebate**

Offers valid June 20-July 5, 2021.

[Shop Now](#)



**Simply Conserve®
Standard LEDs**
~~\$4.19~~ ~~\$1.19~~ **\$.69 after
instant rebate**


Offer valid June 20-July 7, 2021.

[Shop Now](#)


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Email
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*Plus sales tax. Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.
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Our Summer Savings Sale is Ending Soon.

Cool Off with These Hot Deals.

There are just a few days left to take advantage of sizzling savings on a variety of energy-saving products, including a Google Nest Thermostat for \$0.*



Google Nest Thermostat
~~\$129~~ **\$29 \$0 after instant rebate***

Google Nest Learning Thermostat
~~\$249~~ **\$149 \$99 after instant rebate**

Offers valid June 20-July 8, 2021.



[Shop Now](#)


ecobee SmartThermostat with voice control
~~\$249~~ **\$149 \$99 after instant rebate**

ecobee3 lite smart thermostat
~~\$169~~ **\$69 \$49 after instant rebate**

Offers valid June 20-July 5, 2021.

[Shop Now](#)





Simply Conserve® Standard LEDs
~~\$4.19~~ **\$1.19 \$.60 after instant rebate**


Offer valid June 20-July 7, 2021.

[Shop Now](#)


Save Energy and Money

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*Plus sales tax. Limit two (2) thermostats and/or twenty (20) light bulbs per customer, per account lifetime.
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Get ready for summer with \$150 off premium smart thermostats and 50% off Standard LEDs.



**Nest Learning
Thermostat for...**

Offer valid until May ...

SHOP NOW



**ecobee
thermos**

Offer vali



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Stay comfortable and save energy all year-round with this sizzling summer sale on Google smart thermostats.



ENERGYSMARTNOLA.COM

**Save Now: Up to \$150 Off
Google Smart Thermostats**

VISIT WEBSITE



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Commercial and Industrial Marketing Collateral

Small Business Direct Install Incentive List Update Side 1

SMALL BUSINESS DIRECT INSTALL OFFERING INCENTIVES

AS OF FEB. 15, 2021 (MAY CHANGE AT PROGRAM'S DISCRETION)



MEASURE	REQUIREMENTS	SBDI INCENTIVE	UNIT
LIGHTING: EXIT SIGN REPLACEMENT			
LED Exit Sign	< 5 watts; meets state fire marshal codes and UL rated.	\$15	per lamp
LIGHTING: INTERIOR LIGHTING NON 24/7 REPLACEMENTS ¹			
1-6W LED Screw-in replacing incandescent/CFL	ENERGY STAR® certified.	\$3	per lamp
7-12W LED Screw-in replacing incandescent/CFL		\$5	per lamp
13-17W LED Screw-in replacing incandescent/CFL		\$7	per lamp
18-W LED Screw-in replacing incandescent/CFL		\$8	per lamp
T8/T12 Upgrade to LED Linear - 4ft	DLC listed. For retrofitting AND replacing existing fixtures: Quantity (# of units) is based on number of EXISTING LAMPS being replaced.	\$9	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp
T5 Upgrade to LED Linear - 4ft		\$8	per lamp
T5 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp
T8/T12 Upgrade to LED Linear - 8ft		\$19	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 8ft		\$25	per lamp
T8/T12 Upgrade to LED Linear - 2ft		\$4	per lamp
T5 Upgrade to LED Linear - 2ft		\$4	per lamp
T5 High Output (HO) Upgrade to LED Linear - 2ft		\$8	per lamp
T8/T12 Upgrade to LED Linear - U-Tube		\$12	per lamp
LED replacing <175W HID (lamp wattage)	DLC listed.	\$32	per fixture
LED replacing 175W to 250W HID (lamp wattage)		\$57	per fixture
LED replacing 251W to 400W HID (lamp wattage)		\$107	per fixture
LED replacing 401W to 1000W HID (lamp wattage)		\$238	per fixture
LED replacing >1000W HID (lamp wattage)		\$313	per fixture
LED Refrigerated Case Lighting (without Controls)	DLC listed. Retrofits must completely remove the existing fluorescent fixture and connectors and ballasts to qualify; wiring may be reused.	\$38	per door
LED Refrigerated Case Lighting (with Controls)		\$50	per door
LIGHTING: EXTERIOR/GARAGE LIGHTING NON 24/7 REPLACEMENTS ¹			
1-6W LED Screw-in replacing incandescent/CFL	ENERGY STAR® certified.	\$3	per lamp
7-12W LED Screw-in replacing incandescent/CFL		\$5	per lamp
13-17W LED Screw-in replacing incandescent/CFL		\$7	per lamp
18-W LED Screw-in replacing incandescent/CFL		\$8	per lamp



Small Business Direct Install Incentive List Update – Side 2

T8/T12 Upgrade to LED Linear - 4ft	DLC listed. For retrofitting AND replacing existing fixtures. Quantity (# of units) is based on number of EXISTING LAMPS being replaced.	\$9	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp
T5 Upgrade to LED Linear - 4ft		\$8	per lamp
T5 High Output (HO) Upgrade to LED Linear - 4ft		\$13	per lamp
T8/T12 Upgrade to LED Linear - 8ft		\$19	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 8ft		\$25	per lamp
T8/T12 Upgrade to LED Linear - 2ft		\$5	per lamp
T5 Upgrade to LED Linear - 2ft		\$4	per lamp
T5 High Output (HO) Upgrade to LED Linear - 2ft	\$8	per lamp	
T8/T12 Upgrade to LED Linear - U-Tube		\$12	per lamp
LED replacing <175 W HID (lamp wattage)	DLC listed.	\$32	per fixture
LED replacing 175 W to 250 W HID (lamp wattage)		\$57	per fixture
LED replacing 251 W to 400 W HID (lamp wattage)		\$107	per fixture
LED replacing 401 W to 1000 W HID (lamp wattage)		\$238	per fixture
LED replacing >1000 W HID (lamp wattage)		\$313	per fixture
LED replacing <175 W Park/Athletic Field HID (lamp wattage)		\$7	per fixture
LED replacing 175 W to 250 W Park/Athletic Field HID (lamp wattage)		\$9	per fixture
LED replacing 251 W to 400 W Park/Athletic Field HID (lamp wattage)		\$15	per fixture
LED replacing 401 W to 1000 W Park/Athletic Field HID (lamp wattage)		\$38	per fixture
LED replacing >1000 W Park/Athletic Field HID (lamp wattage)			\$57
LIGHTING: LIGHTING CONTROLS/SENSORS			
Day lighting Controller (Controlling < 500 Watts)	Quantity (# of units) is based on number of INSTALLED units. Integrated sensors built-in to proposed fixtures do not qualify.	\$32	per unit
Day lighting Controller (Controlling > 500 Watts)		\$94	per unit
Occupancy Sensor (Controlling < 500 Watts)		\$38	per unit
Occupancy Sensor (Controlling > 500 Watts)		\$40	per unit
Occupancy Sensor - Daylighting Control (Controlling < 500 Watts)		\$57	per unit
Occupancy Sensor - Daylighting Control (Controlling > 500 Watts)		\$169	per unit
Bi-Level Parking Garage Lighting Control (Controlling < 50 Watts)	At low power, lights must consume less than 70% of full load power. Quantity (# of units) is based on number of INSTALLED units. Fixture integrated sensors do qualify for this incentive.	\$22	per unit
Bi-Level Parking Garage Lighting Control (Controlling 51-100 Watts)		\$63	per unit
Bi-Level Parking Garage Lighting Control (Controlling 101-150 Watts)		\$100	per unit
Bi-Level Parking Garage Lighting Control (Controlling 151-200 Watts)		\$100	per unit

Footnotes

¹For all light bulbs/lamps, light fixtures and exit signs, quantities are based on number of EXISTING lamps/fixtures being replaced. This accounts for scenarios of de-lamping.

²The total material cost is the total cost of all the bulbs or fixtures for a particular measure/line item.

³Any replacement of equipment that operates 24/7 (and will continue to do so after the project is completed) will qualify for incentive rebates under the custom lighting program as a separate application.



Prescriptive Incentive List Update

ENERGY SMART PRESCRIPTIVE INCENTIVE RATES

Rates effective Feb. 15, 2021 (may change at program's discretion).



Measure	Requirements	Small Commercial Solutions	Large Commercial & Industrial	Unit
Interior Lighting				
1-6W LED Screw-in replacing incandescent/CFL	ENERGY STAR® certified.	\$2	\$2	per lamp
7-12W LED Screw-in replacing incandescent/CFL		\$4	\$4	per lamp
13-17W LED Screw-in replacing incandescent/CFL		\$5	\$5	per lamp
18+W LED Screw-in replacing incandescent/CFL		\$6	\$6	per lamp
LED Exit Sign	< 5 watts; Must meet state fire marshal codes and be UL rated.	\$12	\$12	per sign
T8/T12 Upgrade to LED Linear - 4ft	DLC listed. For retrofitting AND replacing existing fixtures: Quantity (# of units) is based on number of EXISTING LAMPS being replaced.	\$7	\$6	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 4ft		\$10	\$10	per lamp
T5 Upgrade to LED Linear - 4ft		\$6	\$5	per lamp
T5 High Output (HO) Upgrade to LED Linear - 4ft		\$10	\$10	per lamp
T8/T12 Upgrade to LED Linear - 8ft		\$15	\$13	per lamp
T8/T12 High Output (HO) Upgrade to LED Linear - 8ft		\$20	\$20	per lamp
T8/T12 Upgrade to LED Linear - 2ft		\$3	\$3	per lamp
T5 Upgrade to LED Linear - 2ft		\$3	\$2	per lamp
T5 High Output (HO) Upgrade to LED Linear - 2ft		\$6	\$5	per lamp
T8/T12 Upgrade to LED Linear - U-Tube		\$9	\$8	per lamp
LED replacing <175 W HID (lamp wattage)	DLC listed.	\$25	\$23	per fixture
LED replacing 175 W to 250 W HID (lamp wattage)		\$45	\$35	per fixture
LED replacing 251 W to 400 W HID (lamp wattage)		\$85	\$70	per fixture
LED replacing 401 W to 1000 W HID (lamp wattage)		\$190	\$160	per fixture
LED replacing >1000 W HID (lamp wattage)		\$250	\$240	per fixture
LED Refrigerated Case Lighting (without Controls)	DLC listed. Retrofits must completely remove the existing fluorescent fixture and connectors and ballasts to qualify; wiring may be reused.	\$30	\$30	per door
LED Refrigerated Case Lighting (with Controls)		\$40	\$40	per door
Exterior Lighting				
1-6W LED Screw-in replacing incandescent/CFL	ENERGY STAR certified.	\$2	\$2	per lamp
7-12W LED Screw-in replacing incandescent/CFL		\$4	\$4	per lamp
13-17W LED Screw-in replacing incandescent/CFL		\$5	\$5	per lamp
18+W LED Screw-in replacing incandescent/CFL		\$6	\$6	per lamp





FREE

ENERGY EFFICIENCY KITS
AND PRODUCTS FOR YOUR
SMALL BUSINESS

Visit energysmartnola.com/small-business-solutions,
email info@energysmartnola.com or call 504-229-6868.

EnergySmart 
A New Orleans Program

Small Business March Bill Insert – Side 2

FREE energy efficiency kits and products for your SMALL BUSINESS



Cut energy with energy-efficient upgrades to your business. Energy Smart provides cash incentives for making eligible upgrades.



SMALL BUSINESS ENERGY EFFICIENCY KITS

Get **FREE energy efficiency kits** filled with LED light bulbs, exit sign bulbs and faucet aerators. Order your FREE kit from energysmart.store.



ENERGY SMART STORE

Shop online for **FREE products and instant discounts** on energy-saving LED light bulbs, smart thermostats, advanced power strips and water-saving aerators. Visit energysmart.store to start saving.



SMART THERMOSTAT REBATES & EASY COOL

Smart thermostats give you better control of your temperature and comfort. Participating in EasyCool with your smart thermostat helps maintain reliable service for all customers. To learn more, visit energysmartnola.com/smart-tstats.

Small business customers can also earn **prescriptive and custom incentives** or take part in the **small business direct install offering** that provides **enhanced incentives** for certain prescriptive measures.



For information about this and other Small Business Solutions offerings, visit energysmartnola.com/small-business-solutions.





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Small Business Online Store Homepage

FREE Shipping on all orders over \$49; all others just \$8



Search...


My Account


HOMEALL PRODUCTSTHERMOSTATSLIGHTINGWATER-SAVERSPOWER STRIPSFREE KITS **NEW**


Welcome to the Energy Smart Small Business Store

Get instant discounts on products to make your business more energy efficient.

[Shop All](#)

 **FREE Shipping**
on all orders over \$49; all others just \$8



 **Instant Discounts**
Provided by Energy Smart


 **Save Money**
Reduce your utility bill


Instant discounts from Energy Smart are available to all small business customers with an active Entergy New Orleans electric account. Customers will need to provide their commercial account number during checkout to purchase the discounted products through this marketplace. [Where can I find my account number?](#)

Free Small Business Kit Landing Page

FREE Shipping on all orders over \$49; all others just \$8




Search...

My Account


HOMEALL PRODUCTSTHERMOSTATSLIGHTINGWATER-SAVERSPOWER STRIPSFREE KITS **NEW**

PRICE




\$0.00 - \$0.00

FREE ITEMS




Retail Kit

\$48.00 **\$0.00**



40W Equivalent ...

\$3.00 **\$1.00**



Niagara Low-Flo...

\$3.50 **\$0.00**


Sort By

Position

 ↑


Show

24




Office Kit
FREE

\$76.00 **\$0.00**



Retail Kit
FREE

\$48.00 **\$0.00**



Restaurant Kit
FREE

\$55.00 **\$0.00**
[ADD TO CART](#)

Small Business Online Store Check-Out Page

Street Address *

Street Address: Line 1

City *

State/Province *

Please select a region, state or province. ▼

Zip/Postal Code *

Country *

United States ▼

Phone Number *



Primary Heating Source *

Please select ▼

How did you hear about Energy Smart? *

Please select ▼

Account Number*

Shipping Methods

The zip code you entered is outside of the eligible service location for the Energy Smart Store. If you believe you received this message in error, please contact our customer service department.

Biz New Orleans March Print Ad



BUILDING A BETTER NEW ORLEANS

Get **up to \$500K*** in incentives for increasing energy efficiency in new building design and construction. Eligible projects include:

**NEW BUILDING/GROUND-UP
CONSTRUCTION**

**GUT
REHABS**

**ADDITION OR EXPANSION
OF AN EXISTING BUILDING**

**"WARM SHELL"
PROJECTS**

*\$500K customer cap across all projects and accounts per year.

For offering details and eligibility requirements,
visit energysmartnola.com or call 504-229-6868.



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Biz New Orleans 300x250 Digital Ad

ENERGY SMART FOR BUSINESS

IT PAYS TO BE ENERGY SMART
Get cash incentives to make energy-saving
upgrades to your business.

LEARN MORE ►



City Business Journal 728x90 Leaderboard Digital Ads



ENERGY SMART FOR BUSINESS
Get incentives up to **\$150,000 per site, per year** with an **annual customer cap of \$500,000.**

LEARN MORE ►





ENERGY SMART FOR BUSINESS
Get incentives up to **\$150,000 per site, per year** with an **annual customer cap of \$500,000.**

LEARN MORE ►



Presidents Day Google Search Ad

Ad · energysmart.store

Google Nest Smart Thermostat | Now just \$69
| Available from Energy Smart

Visit the Energy Smart Small Business Online Store for this Presidents Day Sale. Limit 2 per customer account. Offer ends Feb. 17.

Presidents Day Eblast

Limited-Time Offer

Nest Learning Thermostat now \$69



Regular Price: \$249 Rebate: \$150 Additional Rebate: \$30

Final Price: \$69

Limit 2 per customer account. Offer ends Feb. 17, 2021

[Shop Now](#)

An exclusive Presidents Day offer for Entergy New Orleans small business customers:

The Nest Learning Thermostat automatically adapts to how you use it, saving you money and keeping your home comfortable. It provides remote control from your phone, sends alerts for system irregularities, and shows you your energy use through its home energy report function.

Visit energysmart.store for this offer as well as other discounted or free energy-saving products.

Quantities are limited, so act now.

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

Prescriptive Bonus Incentive Eblast



Dear Energy Smart Partner,

The program is off to a good start this year thanks to your efforts in generating interest and participation in the Energy Smart program. To help continue this momentum, we increased 17 prescriptive incentive rates 15% or more. The new Program Year 11 prescriptive incentive rate sheet can be found [here](#).

The Energy Smart team looks forward to working with you and providing the resources and incentives to help your clients save money and energy.

Thank you,

The Energy Smart Program



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900 Camp Street, Suite 364
New Orleans, LA 70130

Facebook Ads for Free Energy Efficiency Kits

 **Entergy New Orleans**
Sponsored · 🌐

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



FREE Energy Efficiency Kits
for small business customers.

[HTTPS://ENERGYSMARTNOLA.F...](https://energysmartnola.f...)
Save energy. Save money.
Order your kit

GET OFFER

Facebook Ads for Small Business Online Store

 **Entergy New Orleans**
Sponsored · 🌐

New from Energy Smart. The Small Business Online Store. Save energy and money. Special deals for small businesses. Instant rebates applied at purchase.



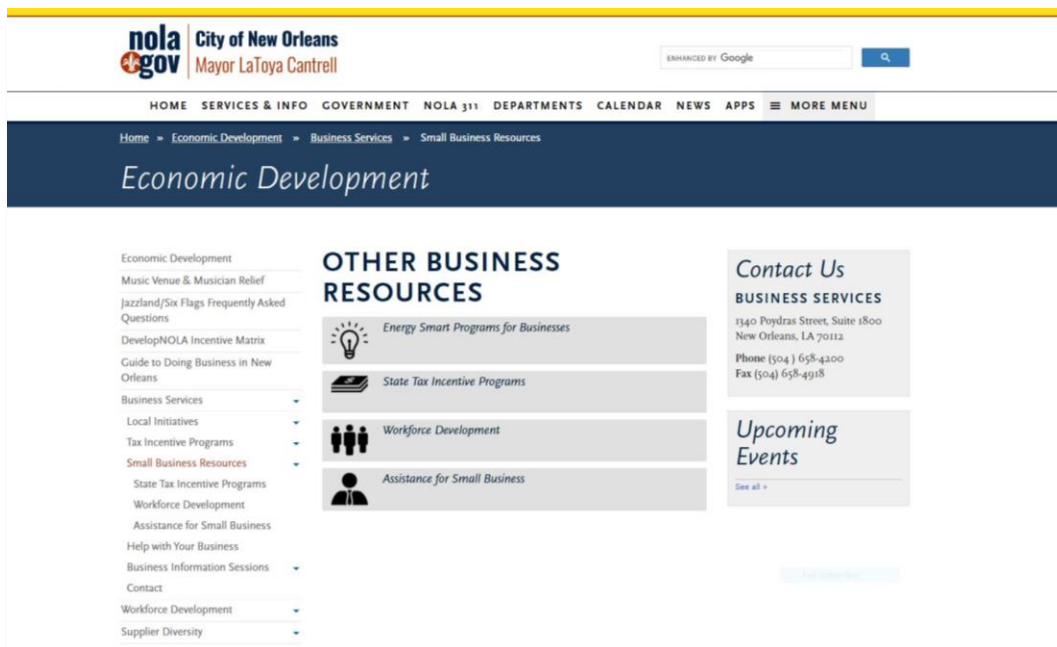
**SMALL BUSINESS
ONLINE STORE**

[ENERGYSMART.STORE](https://energysmart.store)
Energy Smart Online Store.
Free LEDs and smart...

SHOP NOW

👍 Like 💬 Comment ➦ Share

Energy Smart Tile on NOLA.gov Website



Earned Media in LifeCity Newsletter



Q1 Higher Education Cohort Meeting Announcement



Higher Education Cohort Webinar



Dear Higher Education Cohort Member,

The Energy Smart Q1 Higher Education Cohort meeting has been rescheduled. Please mark your and plan on attending this webinar on March 30 from 3 - 4:30 p.m.

Topics covered will include:

- Program Year 11 Overview
- Higher Education Goals
- Presentations from
 - Honeywell on Demand Response
 - Blue Box Air on technology to treat and disinfect HVAC systems
- Q&A

Webinar Details

March 30

3 - 4:30 p.m.

Microsoft Teams meeting

Click [here](#) to join the meeting

or

Dial [346-249-3218](#)

Phone Conference ID: 762 639 784#

Delgado-Energy Smart Conference Call Email – May 5



Delgado Community College Seeks Your Input

Trade Allies:

Delgado Community College Electrical Department wants to meet with Energy Smart trade allies who can advise the school as it grows its green-tech fields. This is a tremendous opportunity to help Delgado students thrive in energy efficiency careers.

With multiple campuses and specializations in electrical and HVAC, Delgado is well-positioned to partner with Energy Smart. Our goal is to build a skilled workforce in energy efficiency, and your input can play a significant role in meeting that goal.

Mark your calendars and plan on joining this call with representatives from Energy Smart and Delgado's Electrical Department. We will discuss steps to creating a Trade Ally Industry Team that will provide the college with industry insight from leaders, like you, in energy efficiency.

Meeting Details
May 19
9-9:30 a.m.

Click [here](#) to join the Zoom call

or dial 301-715-8592

Code: 9401 1868 881#

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

RSVP

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Summer Bonus Incentive Eblast – May 6



LIMITED-TIME SUMMER BONUS INCENTIVE OFFER

Energy Smart is excited to offer a limited-time Summer Bonus incentive for lighting and non-lighting projects.



To qualify, project applications must be submitted between April 26-July 31, 2021, and completed by December 31, 2021.

Time and funds are limited. Submit your [application](#) today to take advantage of this exciting bonus opportunity for your next energy efficiency project.

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

Thank you,

Energy Smart Program Team

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New Orleans, LA 70163

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Summer Bonus Google Search Ad – May 17 – July 31

Ad • www.energysmartnola.info/businesses

Summer Bonus Incentive | Get 15-20% more in incentives | Limited-time offer

Summer Bonus incentive from Energy Smart on energy efficiency upgrades for your business. Now through July 31 get 15-20% more in cash incentives on energy efficiency upgrades.

[About our company](#)

Sumer Bonus Incentive Digital Ad for City Business Journal – May 14 – June 30



LIMITED-TIME OFFER

Summer Bonus Incentive from Energy Smart on new energy efficiency upgrades. Get 15%-25% more in cash incentives now through July 31, 2021.

[GET IT NOW >](#)



15%-25% more in CASH incentives

on new energy efficiency upgrades. Available through July 31, 2021, or while funds last.

[LEARN MORE >](#)



Summer Bonus Incentive Digital Ad for Biz New Orleans – May 24 – June 21



15%-25% MORE IN CASH INCENTIVES

on new energy efficiency upgrades. Available through July 31, 2021, or while funds last.

[LEARN MORE >](#)



Energy Advisor Job Posting Eblast – May 24



Dear *[FNAME]*,

The Energy Smart team is seeking candidates to fill our new Energy Advisor position. If you know someone with relevant sales and technical experience, please direct them to the job posting below.

[Job Posting](#)

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Memorial Day Facebook Ads – May 27 – June 6

 Entergy New Orleans
June 4 at 2:44 PM · 🌐

Small business customers still have time to take advantage of our \$0* smart thermostat Memorial Day Sale. Shop today
<http://enter.gy/6187yJqaX>. Sale ends June 6.

MEMORIAL DAY SALE



\$0* SMART THERMOSTATS
for small businesses valid until June 6, 2021.
*After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.

  [Shop Now ▶](#)

👍 Like 💬 Comment ➦ Share

Memorial Day Facebook Carousel Ads – May 27 – June 6

MEMORIAL DAY SALE



\$0* SMART THERMOSTATS
for small businesses valid until June 6, 2021.
*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.

  [Shop Now ▶](#)

Google Nest Learning Smart Thermostats



MEMORIAL DAY DEAL JUST \$49*

after instant rebate. Valid 5/27-6/6/2021 for eligible small businesses.

*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



Shop Now ►

ecobee w/ Voice Smart Thermostats



MEMORIAL DAY DEAL JUST \$69*

after instant rebate. Valid until 5/21 - 6/6/2021 for eligible small businesses.

*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



Shop Now ►

MEMORIAL DAY SALE

for small businesses.



GOOGLE NEST FOR \$0*

*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



Shop Now ►

MEMORIAL DAY SALE

for small businesses.



EMERSON SENSI WIFI FOR \$0*

*Plus sales tax. After instant rebate. Limit of two (2) thermostat rebates per eligible customer account.



Shop Now ►

Eblast to Hospitality Contacts – June 7



Hi << Test First Name >>,

Energy use is the single largest operating expense, representing approximately one-third of typical operating budgets and accounting for almost 20% of the nation's annual greenhouse gas emissions. Energy Smart helps Entergy New Orleans customers save energy and money by reducing the up-front cost of energy efficiency upgrades through cash incentives.

Energy Smart is designed to help business and asset owners offset upgrade and replacement costs for the following:

- Lighting.
- Lighting controls.
- Air conditioners.
- Heat pumps.
- Chillers.
- Smart thermostats.
- Refrigeration.
- Commercial kitchen equipment.
- And more.

We understand that reducing operating expenses and improving net operating income are important in this current environment. Who would be the appropriate person to speak with in greater detail?

Thank you so much for your help.

Kind Regards,

Amadea Clement
Energy Smart Energy Advisor
Phone: 800-376-6874
Email: info@energysmartnola.com

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00000000000000000000000000000000

Summer Bonus Incentive Reminder Eblast – June 7



50% of the Summer Bonus Incentive Bonus is already claimed. Don't miss your chance to get increased incentives for lighting and non-lighting projects.



To qualify, project applications must be submitted between April 26-July 31, 2021, and completed by December 31, 2021.

Time and funds are limited. Again 50% of the incentive budget is claimed. Submit your [application](#) today to take advantage of this exciting bonus opportunity for your next energy efficiency project.

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

Thank you,

Energy Smart Program Team

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1100 Poydras St., Suite 2060,
New Orleans, LA 70163

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Eblast to Commercial Real Estate Contacts – June 14



Hi *[FNAME]*,

Energy use is the single largest operating expense, representing approximately one-third of typical operating budgets and accounting for almost 20% of the nation's annual greenhouse gas emissions. Energy Smart helps Entergy New Orleans customers save energy and money by reducing the up-front cost of energy efficiency upgrades through cash incentives.

Energy Smart is designed to help business and asset owners offset upgrade and replacement costs for the following:

- Lighting.
- Lighting controls.
- Air conditioners.
- Heat pumps.
- Chillers.
- Smart thermostats.
- Refrigeration.
- Commercial kitchen equipment.
- And more.

If you'd need help in identifying a qualifying project for your facility, Energy Smart is offering **free** Energy Benchmarking services as an optional introductory step to the program. I'm happy to line up a call with you to discuss identifying a project through our benchmarking services, or to see how much you can save on energy saving projects you may already have planned.

Thank you so much for your help.

Jeremy Terlecki
Energy Advisor
Phone: 504-593-9028
Email: jeremy.terlecki@aptim.com

Eblast to Higher Education Contacts – June 14



Hi << Test First Name >>.

Energy use is the single largest operating expense, representing approximately one-third of typical operating budgets and accounting for almost 20% of the nation's annual greenhouse gas emissions. Energy Smart helps Entergy New Orleans customers save energy and money by reducing the up-front cost of energy efficiency upgrades through cash incentives.

Energy Smart is designed to help business and asset owners offset upgrade and replacement costs for the following:

- Lighting.
- Lighting controls.
- Air conditioners.
- Heat pumps.
- Chillers.
- Smart thermostats.
- Refrigeration.
- Commercial kitchen equipment.
- And more.

We understand that reducing operating expenses and improving net operating income are important in this current environment. Who would be the appropriate person to speak with in greater detail?

Thank you so much for your help.

Jeremy Terlecki
Energy Advisor
Phone: 504-593-9026
Email: jeremy.terlecki@aptim.com

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July 4 Google Nest Smart Thermostat Eblast – June 30



Limited-Time Offer

Nest Learning Thermostat now \$49



Regular Price: **\$249** Rebate: **\$150** Additional Rebate: **\$50**

Final Price: \$49

Limit 2 per customer account. Offer ends July 5, 2021

[Shop Now](#)

An exclusive 4th of July offer for Entergy New Orleans small business customers:

The Nest Learning Thermostat automatically adapts to how you use it, saving you money and keeping your home comfortable. It provides remote control from your phone, sends alerts for system irregularities, and shows you your energy use through its home energy report function.

Visit [energysmart.store](#) for this offer as well as other discounted or free energy-saving products.

Quantities are limited, so act now.

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

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Appendix E: Photos

Energy Smart continued to teach remotely.



Louisiana Green Corps January 13, 2021



Carrollton Riverbend Neighborhood Association January 14, 2021



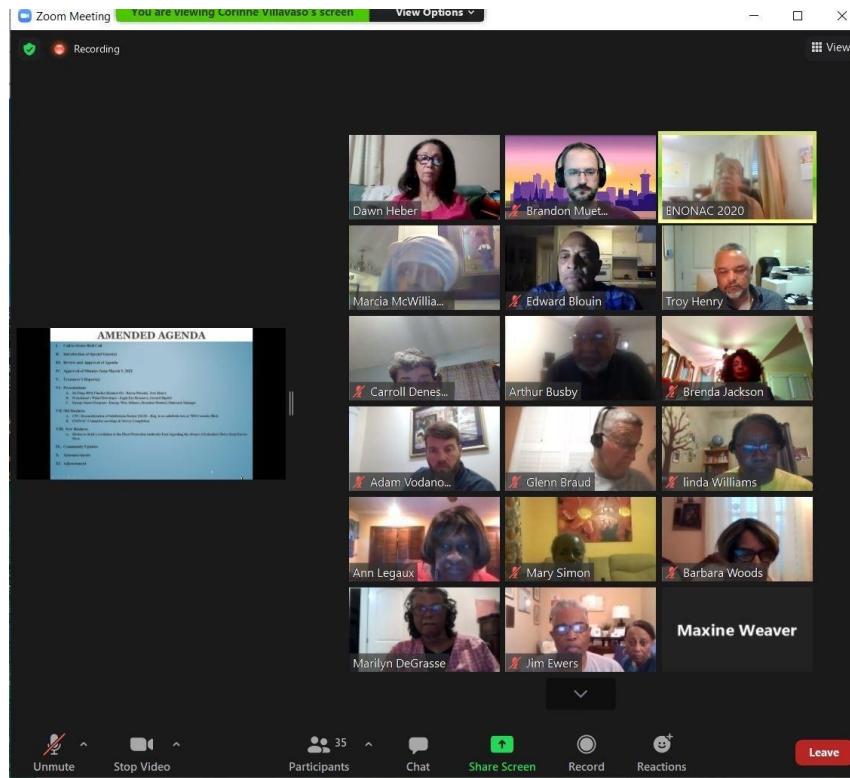
Mid City Neighborhood Association February 8, 2021



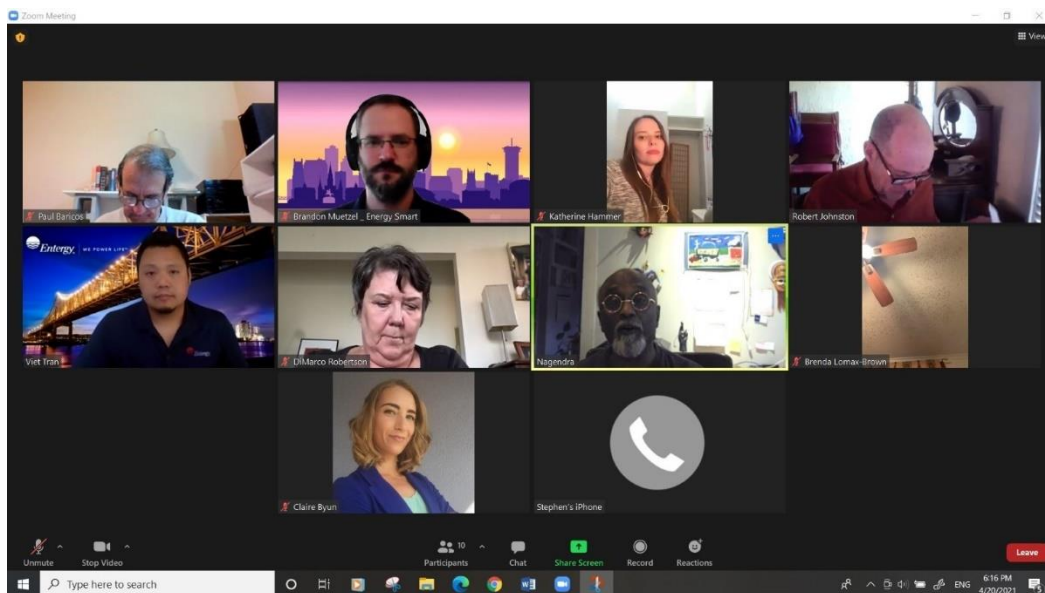
Algiers Neighborhood Association March 18, 2021



Eastern New Orleans Neighborhood Advisory Commission (ENONAC) – April 13, 2021



Carrollton Area Network (CAN) – April 20, 2021



Energy Smart began teaching in person in April.

Lusher Charter School – April 24, 2021



Energy Smart began doing outreach in person in May.

Hardin Playground Community Fair – May 1, 2021



Louisiana Green Corps Job Training Workshop – May 20, 2021



Thrive 9 Summer Camp – June 16, 2021



Lake Carmel Subdivision Neighborhood Association (New Orleans East) – June 16, 2021

You are viewing YVONNE MARTIN's screen

View Options

View

LAKE CARMELO SUBDIVISION IMPROVEMENT DISTRICT
and HOMEOWNERS ASSOCIATION
Email address: lakecarmel@outlook.com
GENERAL VIRTUAL MEETING

Wednesday, June 16, 2021
7:00 PM

AGENDA

CALL TO ORDER	Dr. Brenda Jackson
OPENING PRAYER	Mr. Steve Brooks
ROLL CALL	Mr. Louis Braxton
APPROVAL OF AGENDA	Dr. Brenda Jackson
MAY APRIL MEETING MINUTES	Mr. Steve Brooks
SEVEN THIRTY FIVE	Mr. Deborah Lee
CORRESPONDENCES	
SPECIAL AGENTS	
TRASH AND DEBRIS REPORT	
COMMITTEE REPORTS	
CRIME PREVENTION (Barbara Brooks)	
QUALITY OF LIFE Enforcement (Mike Jefferson)	
Enforcement (Barbara Brooks)	
Ways and Means (Shirley McBratton-Roy)	
Barbara Brooks	
Black Capital (Barbara Brooks)	
Education, Social and Community Relations (Barbara Brooks)	
Social Initiatives (Barbara Brooks)	
Communications (Barbara Brooks)	
Resolutions (Barbara Brooks)	
ADJOURNMENT	

ENDING NEWS
ENTERTAINMENT
NEW BUSINESS
OTHER
ADJOURNMENT

Mr. Barbara Brooks

RONALD WALKER

Brandon Muelzel - L...

Barbara

Trashanda Grayes

Dr. Brenda Jackson

Terrie Guerin

Deborah T. Cato

YVONNE MARTIN

Irene Brooks

D.M. McClendon

15042362127