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September 6, 2024

Via Electronic Delivery

Clerk of Council
City Hall, Room 1E09
1300 Perdido Street
New Orleans, Louisiana 70112

Re: Filing of Entergy New Orleans, LLC’s Energy Smart Program Year 14 Midyear Report (Resolutions R-11-52, R-22-523; UD-08-02, UD-20-02, UD-23-01)

Dear Clerk:

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. Resolution R-22-523, adopted on December 15, 2022, approved the continuance of Energy Smart for Program Years 13 and 14. Council Resolution R-22-523 further approved APTIM, Environmental and Infrastructure (“APTIM”) and Honeywell Smart Energy (“Honeywell”) as the Third-Party Administrators.

On behalf of APTIM and Honeywell, Entergy New Orleans, LLC submits this Energy Smart Program Year 14 Midyear Report for the period of January 1, 2024 to June 30, 2024 and requests that you file this submission in accordance with Council regulations.

If you have any questions, please do not hesitate to call me. Thank you for your courtesy and assistance with this matter.

Sincerely,

A handwritten signature in black ink that reads 'Kevin T. Boleware'.

Kevin T. Boleware

Enclosure

cc: Official Service List UD-08-02, UD-20-02 and UD-23-01 (*via electronic mail*)



Midyear Report

Energy Smart Program
Program Year 14
Submitted: 09/06/2024

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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 performance data and activities for the Program for the period of January 1, 2024 - June 30, 2024. This report includes pre-evaluated gross savings.

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

- ILSI Engineering
- Legacy Professional Services
- Melara Enterprises
- Green Coast Enterprises
- Thrive New Orleans
- Franklin Energy Services
- EnergyHub
- Harris Energy Solutions
- MD Energy Advisors
- National Theatre for Children (NTC)
- Honeywell
- Sagewell

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.

Staff List

Name	Title	Company	Location
Dan Reese	Director of Energy Programs	APTIM	Portland, OR
Megan Sykes	Marketing Manager	APTIM	Baton Rouge, LA
Michelle Krueger	Program Director	APTIM	New Orleans, LA
John Krzystowczyk	Commercial Program Manager	APTIM	New Orleans, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Reagan Gill	Marketing Communications Specialist	APTIM	Dallas, TX
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Spencer Kurtz	Sr. Energy Engineer	APTIM	Charlotte, NC
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Nick Bengtson	Sales Executive	EnergyHub	Brooklyn, NY
Nathan Meadows	Client Success Manager	EnergyHub	Brooklyn, NY
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Alan Mitchell	Field Manager	Franklin Energy Services	New Orleans, LA
Amanda Welch	Operations Analyst	Franklin Energy Services	Milwaukee, WI
Kat Piacentino	Client Marketing Manager	Franklin Energy Services	Rochester, NY
Daniel Franklin	Operations Manager	Franklin Energy Services	New Orleans, LA
James Herman	Operations Analyst	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Jackie Dadakis	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
Joe Ryan	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
John Eskew	Energy Management Specialist	Green Coast Enterprises	New Orleans, LA
Brandon Brown	Energy Management Specialist	Green Coast Enterprises	New Orleans, LA
Jessica Harris	President	Harris Energy Solutions	Austin, TX
Deng Lin	Director	Harris Energy Solutions	Austin, TX
Iam Tucker	President & CEO	ILSI Engineering	New Orleans, LA
Keeley Evans	Project Specialist	ILSI Engineering	New Orleans, LA
Gill Page	Energy Engineer	ILSI Engineering	New Orleans, LA
Charles Greer	Industrial Energy Advisor	ILSI Engineering	New Orleans, LA
Alcide Tervalon III	Principal	Legacy Professional	New Orleans, LA
Anthony Phillips	Project Analyst	Legacy Professional	New Orleans, LA
Iryell Richard	Small Commercial Project Coordinator	Legacy Professional	New Orleans, LA
Denzel Harry	Energy Advisor	Legacy Professional	New Orleans, LA
Louis Bart	Field Manager	Legacy Professional	New Orleans, LA
Jacob Pohlman	Residential QA/QC	Legacy Professional	New Orleans, LA
Derrick Hammond	Energy Advisor	Legacy Professional	New Orleans, LA
Larry Tervalon	Energy Advisor	Legacy Professional	New Orleans, LA
Vindocto Torns	Energy Advisor	Legacy Professional	New Orleans, LA
Brandon Barbre	Energy Advisor	Legacy Professional	New Orleans, LA
Wilbert Curtis	Recycling Specialist	Legacy Professional	New Orleans, LA
Rosane Archery-McGowan	C&I Energy Advisor	MD Energy Advisors	New Orleans, LA
Layne Carroll	C&I Energy Advisor	MD Energy Advisors	New Orleans, LA
Reilly Cavanaugh	C&I Energy Advisor	MD Energy Advisors	New Orleans, LA

Turi Clark	Client Success Manager	NTC Corporate	Minneapolis, MN
Marvin Martin	Leader, Business Development	NTC Corporate	Minneapolis, MN
Nikki Swoboda	Director, Marketing	NTC Corporate	Minneapolis, MN
Gary Smith	President	Sagewell, Inc.	Charlotte, NC
Josh Cantor	Energy Analyst	Sagewell, Inc.	Boston, MA
Jim Sheehan	Senior Data Analyst	Sagewell, Inc.	Boston, MA
Craig Henry	Demand Response Program Manager	Honeywell Smart Energy	San Antonio, TX
Benjamin Cavell	ADR Outreach Manager	Honeywell Smart Energy	New Orleans, LA
Erin Palmintier-Pou	Chief Digital & Strategy Officer	Melara Enterprises	Baton Rouge, LA
Taylor Gust	Director	Melara Enterprises	Baton Rouge, LA
Tim Coles	Creative Director	Melara Enterprises	Baton Rouge, LA
Chuck Morse	Executive Director	Thrive New Orleans	New Orleans, LA
Alexandria Patin	Workforce/Engagement Manager	Thrive New Orleans	New Orleans, LA
Alexis Kyman	Chief Strategy Officer	Thrive New Orleans	New Orleans, LA

Offerings Overview

Residential

Energy Efficiency

- Home Performance with ENERGY STAR®.
- Retail Appliances.
- Income-Qualified Weatherization.
- A/C Solutions.
- Multifamily Solutions.
- Appliance Recycling & Replacement.
- Behavioral Energy Efficiency.
- Energy Academy Education and School Kits.

Demand Response

- EasyCool Bring Your Own Thermostat.
- Peak Time Rebate Pilot.
- Residential Energy Battery Storage Pilot
- Bring Your Own Charger EV Pilot

Commercial & Industrial

Energy Efficiency

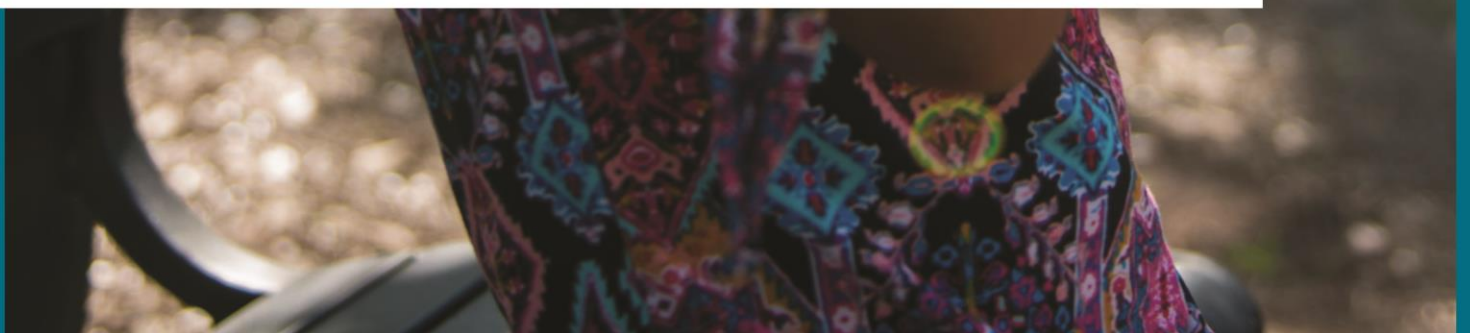
- Small Commercial & Industrial Solutions.
- Large Commercial & Industrial Solutions.
- Publicly Funded Institutions.
- Commercial & Industrial Construction Solutions.

Demand Response

- Large Commercial & Industrial Demand Response



PROGRAM PERFORMANCE & ACTIVITY



Program Performance and Activity

Table 2.1

	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
Commercial & Industrial - Energy Efficiency	25,440,233	71,971,862	35%	3,044.68	9,787	31%	\$3,092,241	\$9,048,098	34%
Commercial & Industrial - Demand Response***	-	-	-	-	8,870	-	\$63,200	\$532,200	12%
Residential - Energy Efficiency	8,764,527	35,802,792	24%	3,364.44	2,779.00	121%	\$2,307,389	\$5,760,811	40%
Residential - Demand Response***	-	53,347	-	-	14,250	-	\$50,250	\$568,275	9%
Total	34,204,760	107,828,001	32%	6,409.12	35,686	18%	\$5,513,080	\$15,909,384	35%

*Goals are reflective of the Energy Smart approved goals for Plan PY 13-14 in Council Resolution R-22-523. Summary tables show savings achieved and incentive spend from 1/1/2024 through 6/30/2024.

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

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

Table 2.2

	PROGRAM COSTS*	PROGRAM BUDGET	% OF PROGRAM BUDGET
Commercial & Industrial - Energy Efficiency	\$5,176,912	\$15,211,179	34%
Commercial & Industrial - Demand Response	\$111,721	\$782,004	14%
Residential – Energy Efficiency	\$3,632,790	\$9,219,970	39%
Residential – Demand Response	\$450,816	\$1,702,648	26%
TOTAL	\$9,372,239	\$26,915,801	35%

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

Table 2.3

EM&V SPENT	EM&V BUDGET	% OF EM&V BUDGET
\$75,271	\$1,077,459	7%

Residential Summary

The Energy Smart Residential Portfolio has achieved 8,764,527 in kWh savings and reached 53% of the energy savings goal when excluding Behavioral offering goal¹. A/C Solutions and Multifamily Solutions are the main drivers of the first half of PY14. The Multifamily Solutions offering was prioritized early in the year as building managers have stated challenges when attempting to perform work in Q4 due to holidays. Property managers have more flexibility to work with the program team and the trade allies in gaining access to their properties earlier in the year. A/C Solutions began the year with robust participation in single family homes and A/C tune ups were recommended at several Multifamily Solutions properties which helped provide a strong start to the year in A/C Solutions savings.

The Income Qualified Weatherization offering is on track to meet its goal based off the start of the year, and Home Performance with ENERGY STAR is closely aligned. With mild temperatures and lower energy bills in the Q1 and early Q2 enrollment was light. The program team anticipates increased demand in the whole-home programs as temperatures and bills increase during the summer months. The program team's focus on Multifamily Solutions supported better utilization of staffing resources and has opened up the second half of the year for strong results in Home Performance with ENERGY STAR and Income Qualified Weatherization offerings.

The Behavioral offering has reached more customers than ever before with revamped cohorts that were designed for PY14 and beyond. This cohort refresh has allowed increased treatment of the Entergy New Orleans customer base by almost triple, which has led to higher claimable savings due to larger recipient volume and greater statistically valid dataset for evaluation. This offering is in position to have a successful year; 617,930 Home Energy Reports have been sent through Q2.

The Retail Lighting and Appliance offering saw a slow start in the first half of the year. Due to the impact of Energy Independence and Security Act (EISA), in-store lighting discounts, which have historically been the main driver of savings, have been eliminated. Lighting kits have also been eliminated due to this change in legislation. The program team has shifted to a free air purifier promotion to increase traffic to the Online Marketplace and help drive sales of additional energy efficient products offered on the marketplace. Additionally, the pool pump rebate amount was increased from \$300 to \$400 from June through August to encourage an increase in pool pump rebate submission. For the second half of 2024 the program team will implement enhancements to rebate submissions and initiate a low-income instant discount lighting offering at select stores to drive additional savings opportunities in this offering.

¹ The Behavioral Program savings will be evaluated at the end of the program year.

Commercial & Industrial Summary

The Energy Smart Commercial & Industrial (C&I) portfolio built a pipeline of 25,440,233 kWh in the first half of PY14, resulting in a forecast of 35% to the energy savings goal and 34% to the incentive budget. Participation rates among existing Energy Smart trade allies has continued to fall with trade allies reporting in the third-party EM&V report that they are facing significant issues hiring and with workforce retention. The primary focus on the Energy Smart team through the mid-year point of PY14 was to increase both customer-initiated and trade ally-initiated projects to achieve the C&I portfolio energy savings goal that has grown 33% from PY13 and 118% since PY10.

Energy Smart C&I trade allies indicated the primary barriers to program participation include: lack of program awareness from customers, lack of customer project funding and difficulties hiring or retaining employees to perform outreach to develop a pipeline of Energy Smart projects. When asked what the Energy Smart team could do to resolve these issues trade allies indicated they wanted Energy Smart to discontinue time-bound bonuses and to increase project/customer leads to help them find additional projects in Orleans Parish. Energy Smart responded to these challenges by providing a permanent increase in prescriptive rates for small and large commercial projects in place of limited time bonus offers. Large Commercial & Industrial prescriptive rates were increased by an average of 36% and Small Commercial & Industrial prescriptive rates saw increase by an average of 41% with nearly every measure receiving an incentive increase. Increasing C&I incentive rates will help reduce the amount of out-of-pocket cost to customers, decrease the simple payback of the project and allow trade allies to participate in the Energy Smart program more consistently throughout the program year instead of waiting until a yearend bonus is announced. Energy Smart ensured Commercial rates were competitive, and in some cases higher, than the rates in surrounding electric territories as a way to further encourage other program trade allies to begin participating in the Energy Smart program. The Energy Smart team developed a new Trade Ally Workbook Guide in the first half of PY14 to provide trade allies with a step-by-step guide on how to complete the Energy Smart workbooks, required supporting documents and how to submit the application package to the Energy Smart team.

In order to maximize the number of customer-initiated projects, Energy Smart focused on expanding the Commercial outreach team and utilizing new marketing strategies to generate a significantly higher number of customer inquiries on the program website than PY13. In the first quarter of PY14 Energy Smart hired a new Energy Advisor to focus specifically on large office and retail customers who were both identified as having a large energy savings potential. In the second quarter, Energy Smart hired another Energy Advisor whose focus will be to raise awareness amongst the industrial customer sector which has been identified as having the most energy savings potential in Orleans Parish. The new Energy Smart Energy Advisors are trained on helping customers to identify energy efficiency projects during meetings and walkthroughs and connecting customers with the appropriate Energy Smart trade allies to complete recommended scope of work. Eblasts and customer referral bonuses are also being utilized to drive customers to the website where customers can indicate whether they need help identifying an energy efficiency project or whether they want to talk to an Energy Advisor. Customers can also sign-up to receive a free Small Business Energy Assessment (SBEA). The no-cost Small Business Energy Assessment has proven valuable to busy small business customers. During an SBEA, Energy Smart staff will perform a walkthrough to identify projects that could be completed by a trade ally contractor. Trade allies who indicate they would like to receive project leads from the Energy Smart team are required to follow up on these leads in a timely fashion before requesting new project leads. By the end of the first half of PY14, Energy Smart received a total of 158 customer-submitted webforms and averaged over 26 webforms per month which represented a significant increase from PY13 which was averaged 14 webforms per month with a total of 89 webforms submitted by the end of June 2023.



RESIDENTIAL OFFERINGS



Residential Offerings Summary

Table 3.1

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW GOAL*	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Home Performance with ENERGY STAR®	1,299,171	3,404,313	38%	422.56	966	44%	\$362,708	\$1,201,285	30%
Retail Lighting & Appliances	148,226	1,558,999	10%	5.81	16	36%	\$50,479	\$636,916	8%
Multifamily Solutions	2,428,202	2,526,471	96%	646.65	145	446%	\$512,469	\$677,909	76%
Income Qualified Weatherization	1,451,550	3,220,972	45%	1,032.63	66	1565%	\$791,678	\$1,679,571	47%
A/C Solutions	2,691,900	3,322,555	81%	1,165.76	1,453	80%	\$449,275	\$1,239,987	36%
Appliance Recycling & Replacement	81,369	1,785,774	5%	8.95	26	34%	\$56,900	\$226,543	25%
Energy Academy Education and School Kits	664,109	797,089	83%	82.08	107	77%	\$83,880	\$98,600	85%
Behavioral Energy Efficiency**	-	19,186,619	0%	-	0	N/A	\$0	\$0	N/A
EasyCool - Bring Your Own Thermostat**	-	N/A	N/A	-	11,600	0%	\$42,900	\$340,000	13%
Peak Time Rebate Pilot**	-	N/A	N/A	-	1,000	0%	\$0	\$67,475	0%
Bring Your Own Charger EV Pilot**	-	N/A	N/A	-	1,125	0%	\$7,350	\$58,800	13%
Residential Energy Battery Storage Pilot**	-	53,347	N/A	-	535	0%	\$0	\$102,000	0%
Total	8,764,527	35,856,139	24%	3,364.44	17,029	20%	\$2,357,639	\$6,329,086	37%

*Goals are reflective of the Energy Smart Implementation Plan PY 13-14. Summary tables show savings achieved and incentive spend from 1/1/2024 through 6/30/2024.

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

Home Performance with ENERGY STAR®

Description

This offering achieves long term, significantly cost-effective electric savings through the use of local auditors and contractors who help residential customers analyze their energy use and identify opportunities to improve efficiency, install low-cost energy-saving measures, and identify and implement more comprehensive home efficiency projects. The offering includes a home energy assessment which may also recommend follow-up measures to be completed by trade ally contractors. The home energy assessment includes a walk-through inspection and direct installation of low-cost measures such as LED lighting, high-efficiency showerheads and water aerators, smart power strips, pipe wrap and smart thermostats. The home energy assessment may recommend follow-up measures which require diagnostic testing to achieve deeper savings in the home. Follow-up measures, completed by an Energy Smart approved trade ally, include attic insulation, air conditioning tune-up, air sealing, and duct sealing. The Home Performance with ENERGY STAR® offering includes all buildings with four or fewer units. Structures of this size and construction type often behave and function more like single-family homes, with owners often occupying one of the units, thus minimizing the split-incentive barrier.

Highlights

The Home Performance with ENERGY STAR® offering achieved 1,299,171 in kWh savings, reaching 38% of the goal. The Energy Smart team completed 559 assessments in the first half of the year and generated 26% 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 74% of the savings for retrofit customers. This measure mix allowed the offering to produce an average savings of 2,324 kWh per customer. Trade Ally referrals were a strong lead source for the offering along with community outreach and organic marketing. The program team saw an increase in enrollments as temperatures increased along with cooling demands.

Performance

Table 4.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
1,299,171	3,404,313	38%	422.56	966	44%	\$362,708	\$1,201,285	30%

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 Entergy New Orleans residential population. The offering will provide customers with the opportunity to purchase a variety of discounted products that are ENERGY STAR qualified or better. The Energy Smart Online Marketplace features energy efficiency products at discounted prices. This allows Entergy New Orleans customers to purchase energy efficiency products online and have them shipped directly to their home.

Highlights

During the first six months of PY14, the Retail Lighting and Appliances offering achieved 148,226 in gross kWh savings, reaching 10% of the goal. The main driver of savings came from the Online Marketplace, particularly from the sales of smart thermostats. In October 2023, the Online Marketplace was coupled with the EasyCool program to offer two levels of instant discounts to customers interested in purchasing smart thermostats during the entire first half of PY14. The program team also doubled the incentives on all showerheads and increased incentives on select air purifiers to help drive additional sales.

The mail-in appliance rebate offering continues to be vital to providing customers better access to energy-efficient products with the increasing cost of goods. Placement of marketing materials in Best Buy, The Home Depot, Lowe's, Walmart, and local appliance stores alerts customers of potential appliance rebates as they are making their selection in-store.

Performance

Table 5.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
148,226	1,558,999	10%	5.81	16	36%	\$50,479	\$636,916	8%

Table 5.2

Retail & Appliance Sales Quantities

Participation type	
In-Store	QTY
Lighting	
Online Marketplace	QTY
Advanced power strips	30
Smart thermostats	278
Smart thermostat accessories	17
Insulation	0
Lighting	16
Air Purifier	9
Water savers	15

Mail-In rebates	QTY
Pool pump	3
Heat pump water heater	4
Refrigerator	80
Window A/C	35
Water cooler	0
Smart thermostat	65
Portable dehumidifier	9

Table 5.3

Participating Retailers

RETAIL COMPANY	ADDRESS
Best Buy (Harahan)	1138 S Clearview Pkwy
Best Buy (Veterans Blvd)	6205 Veterans Memorial Blvd
Comeaux Furniture (New Orleans)	3949 Euphrosine St
Comeaux Furniture (Metairie)	415 Veterans Memorial Blvd
Costco Wholesale	3900 Dublin St
Home Depot (Bullard)	12300 I-10 Service Rd
Home Depot (Central)	1100 S Claiborne Ave
Lowe's (Central)	2501 Elysian Fields Ave
Walmart (Tchoupitoulas)	1901 Tchoupitoulas St
Walmart (Chef Menteur)	4301 Chef Menteur Hwy
Walmart (Behrman)	4001 Behrman Pl
Walmart Bullard	6000 Bullard Ave

Multifamily Solutions

Description

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

Highlights

The Multifamily Solutions offering achieved 2,428,202 in kWh savings, reaching 96% of the goal. The program team began the year working with 10 properties completing direct installation and assessments. Trade Allies have been assigned work for eight properties. The Energy Smart team completed 1,046 assessments in the first half of the year and generated 17% 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 83% of the savings for retrofit customers. This measure mix allowed the offering to produce an average of 2,321 kWh per customer.

The Multifamily sector was a major focus for the program team in PY14 for Q1 and Q2. Temperatures were moderate along with energy bills. The Team utilized this time to focus on Multifamily properties when single family enrollments were slower. This allowed the program team to maximize resources and provide additional work opportunities for trade allies. Nine different trade allies have participated in the Multifamily offering so far in PY14.

The program team continues to evaluate opportunities in this offering and is considering another three properties to complete in PY14. The program team will also work to build a property pipeline for PY15 to allow this offering to begin with a strong start early in Q1 of PY15.

Performance

Table 6.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
2,428,202	2,526,471	96%	646.65	145	446%	\$512,469	\$677,909	76%

Income-Qualified Weatherization

Description

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

Highlights

The Income-Qualified Weatherization offering has achieved 1,451,550 in kWh savings, reaching 45% of the goal. During the first half of the year, the Energy Smart team completed 360 Income Qualified home energy assessments. The Income-Qualified Weatherization offering generated 15% of kWh savings from direct install measures at the time of the assessment. Trade allies performed follow up measures recommended in the energy assessment report, which include attic insulation, air sealing and duct sealing. Follow up measures generated the remaining 85% of the kWh savings achieved. This measure mix allowed the offering to produce an average of 4,042 kWh reduction per customer.

The Income-Qualified Weatherization offering coordinated with multiple local organizations that support income-qualified customers. Nest Health, an in-home healthcare provider, has agreed to share Energy Smart collateral with their patients during home visits. Housing Authority of New Orleans (HANO) engaged with the program team to prioritize and schedule work at HANO properties, confirming two properties for PY14 participation and additional opportunities for PY15. This partnership will have large impacts on the Multifamily Solutions offering and the single-family Income Qualified Weatherization. Louisiana Housing Corporation is working with an Energy Smart trade ally to complete all single-family properties under their oversight. There has been a large focus on community outreach in income qualified and senior communities, along with trade ally referrals and targeted marketing to generate enrollments.

Performance

Table 7.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
1,451,550	3,220,972	45%	1,032.63	66	1,565%	\$791,678	\$1,679,571	47%

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 2,691,900 in kWh savings, reaching 81% of the goal. The offering served 815 customers. Air conditioner tune-ups provided 59% of the kWh savings, and duct sealing generated 41%. The offering will continue to utilize targeted marketing for air conditioner tune-ups throughout the second half of the program year. Multifamily recommended A/C tune ups has played a large role in the high savings for PY14 as many of the multifamily units have been completed in the first half of the year.

The program team is actively seeking new local contractors; sharing with them the upsell benefits of program and how it can be used to generate new customers. The team is also focused on limiting barriers so it is easy for new trade allies to participate while also meeting the offering expectations and collecting the relevant data for program evaluation.

Performance

Table 8.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
2,691,900	3,322,555	81%	1,165.76	1,453	80%	\$449,275	\$1,239,987	36%

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 offering goes beyond federal recycling requirements using environmentally friendly best practices for recycling all components of each appliance.

Highlights

The Appliance Recycling and Replacement Pilot has achieved 81,369 kWh savings in PY14. The offering served 67 income-qualified customers with the refrigerator replacement measure, installing a new ENERGY STAR refrigerator that will reduce appliance electricity consumption and cost. An additional 33 refrigerator replacements will be performed in Q3 and Q4. The offering recycled an additional 66 inefficient freezers and refrigerators to remove them from the electric grid permanently, with a goal of 150 units by close of PY14. Any remaining incentive funds in Appliance Recycling will be utilized in Multifamily Solutions and Income Qualified Weatherization to overdrive savings in these offerings which have experienced increase demand in PY14.

Performance

Table 9.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings	kWh Goal	% to Goal	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
81,369	1,785,774	5%	8.95	26	34%	\$56,900	\$226,543	25%

Behavioral Energy Efficiency

Description

The Behavioral offering provides customers Home Energy Report/Scorecards (HERs). Residential customers receive a monthly HER that compares them to similar and efficient households, shows their usage over time, provides tips for saving energy and directs them to other program offerings. Residential customers that have provided email addresses are opted into the offering and can opt-out at their discretion. Customers who have not provided an email address may receive a printed HER on a quarterly basis.

Highlights

The Behavioral offering has achieved higher treatment counts and strong energy savings estimates due to the revamped cohorts that were designed for PY14 and beyond. This “cohort refresh” has increased treatment within the Entergy New Orleans customer base by almost triple, which has led to higher claimable savings due to larger recipient volume and greater statistically valid dataset for evaluation. This offering is in position to have a successful year; 617,930 HERs have been sent through Q2.

Home Energy Reports

Table 10.1

Month of Data		December		January		February		March		April		May	
Send date	Send count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count	Send Date	Send Count
Print - NC (New 2023)						3/20/24	26,918					6/21/24	25,351
Email - NC (New 2023)		1/18/24	95,293	2/12/24	98,789	3/20/24	95,185	4/19/24	94,376	5/21/24	94,432	6/21/24	87,586
Total HERs			95,293		98,789		122,103		94,376		94,432		112,937

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

Energy Academy Education and School Kits

Description

The Energy Academy program, a collaborative effort between Entergy New Orleans and National Theatre for Children, has achieved its targeted milestones in promoting energy efficiency within the NOLA Wise School Kits initiative during the first half of the year. The program's live-in-school energy efficiency program was designed to achieve a kWh savings target of 797,088 kWh. Key highlights of this accomplishment are successfully implemented across the Entergy community, reaching 21 schools in total.

Highlights

The NOLA Wise School Kit program is off to a good start, accomplishing 664,109 kWh of its kWh savings goal of 797,088 kWh. Among these 21 schools, 1,430 2nd graders, 1,406 5th graders and 1,053 8th graders received take-home energy-saving kits and a total 9,649 students in grades K-8 benefited from engaging and informative live-in school educational performances that focused on energy efficiency and energy savings. This outcome was made possible through the distribution of 4,104 energy savings kits to the 21 participating schools. These kits enabled students to practice energy-saving techniques in their classrooms and also in their homes, fostering a culture of sustainable energy efficiency. The successful execution of the Energy Academy program demonstrates the commitment to promoting energy-wise behaviors and environmental stewardship within the community.

Performance

Table 11.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal*	kW Savings	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget
664,109	797,088	83%	82.08	107	77%	\$83,880	\$98,600	85%

EasyCool

Description

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

Highlights

The EasyCool BYOT offering enrolled 918 new smart thermostats so far in PY14 through the traditional enrollment path. An additional 128 devices completed pre-enrollment on the Energy Smart Online Marketplace. Energy Smart offered a \$20 enrollment bonus during the month of April customers could receive \$70 per device enrolled. The month of April typically shows higher thermostat sales due to Earth Day discounts and promotions. The Program Team did not dispatch any events in Q1 or Q2.

Performance

Table 12.1

EASYCOOL FOR RESIDENTS	DEMAND REDUCTION (kW)			ENROLLMENT BUDGET			PARTICIPATION BUDGET **		
	kW Savings*	kW Target	% to Target	Incentives Spent	Incentive Budget	% to Budget	Incentives Spent	Incentive Budget	% to Budget
BYOT	-	11,600		\$42,900	\$100,000	43%	-	\$240,000	0%

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

** Demand Response participation incentives are issued at the conclusion of the summer season in October.

Peak Time Rebate Pilot

Description

The Peak Time Rebate Pilot offering engages residential customers in behavioral demand response. The opt-in pilot program recruits customers to enroll to receive notifications for peak demand events and offers recommendations on how they can reduce their energy load during event hours. The program calculates load shed for each participant individually using AMI data and setting a baseline using the 10 weekdays prior to event day. The PY14 pilot utilizes two incentive increments to test motivation for behavior changes during event hours - \$20 for standard savers and \$50 for high savers. The PTR Pilot allows a demand response option for residential customers that is not dependent on a given technology (WiFi, smart thermostat, electric vehicle), but rather provides an incentive to change behaviors for a short period of time to reduce electric use. Participants earn an incentive by simply delaying normal electric use such as clothes washing, dish washing, vacuuming, and bathing or by decreasing load by increasing temperature setting on central air conditioning and turning off lights.

Highlights

The Peak Time Rebate Pilot updated rebate increments and expanded event notification options in the first half of PY14. Feedback from PY13 participating customers indicated the lowest incentive tier of \$10 was not enough to motivate behavior change during peak demand events. The Energy Smart team created two incentive tiers for PY14 participant recruitment, beginning at \$20 for customers that show energy reduction during peak demand events. High savers, the top 15% of participating customers, will receive \$50 incentive in PY14. In addition, returning and new participants were given the option for text message notification for peak demand events in PY14. The team has recruited 5,037 customers for this offering so far in PY14; 2,350 customers opted in to text message notifications.

Performance

Table 13.1

DEMAND REDUCTION (kW)			BUDGET		
kW Savings*	kW Target	% to Target	Incentives Spent**	Incentive Budget	% to Budget
-	1,000	-	-	\$67,475	0%

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

*** Demand Response participation incentives are issued at the conclusion of the summer season in October.*

Bring Your Own Charger (BYOC) EV Pilot

Description

The BYOC program incentivizes EV owners to charge their vehicles during preset off-peak hours, with no special hardware or separate meter required. To enroll, participants program their vehicles to charge during off-peak hours and complete a short online application. Program administrator, Sagewell, verifies eligibility and processes enrollments, and charging behavior is monitored to confirm off-peak charging is taking place using AMI data. Enrolled customers will receive a credit of \$7 per month, paid quarterly, equivalent to 2,100 miles of 'free driving' per year.

Highlights

The BYOC program launched on July 18, 2023, and over 225 EVs have enrolled to date. The program is marketed under the Energy Smart program, and is featured on the site (<https://www.energysmartnola.info/residents/>). Customers are recruited by leveraging the Entergy eTech EVSE rebate applicants, and via EVFinderSM, the AMI data-based EV identification algorithm developed by Sagewell. These efforts together help ensure that marketing dollars are going to the best-fit candidates that have level 2 charging EVs and contribute to EV peak load. From program launch through June 2024, EV drivers have earned \$9,000 in incentives.

Performance

Performance of program participants is monitored via AMI data analysis. Because BYOC shifts EV load via everyday charging schedules instead of active management, no DR events are called. This everyday load shifting feature helps reduce localized distribution system overloading throughout the year and not just on the systemwide highest peak load days of the year. AMI monitoring began in October 2023 and through June 2024 over 26,000 hours of EV charging have been during off peak hours.

Residential Battery Energy Storage Pilot

Description

The continuation of the Battery Pilot Program was approved by the Council on April 4, 2024. Since that time, ENO has worked to secure contracts with implementing contractors and integrations with battery manufacturers. ENO anticipates that recruiting of participants will begin in the latter part of the third quarter. The plan is to recruit up to 125 residential customers and 15 small commercial customers to participate. Events will be called once participants have signed up.



COMMERCIAL & INDUSTRIAL OFFERINGS

Commercial & Industrial Offerings Summary

Table 16.1

OFFERING	kWh SAVINGS**	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET*	% TO GOAL	INCENTIVES**	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	2,573,531	6,349,948	41%	203.51	1,112	18%	\$333,186	\$953,929	35%
Large Commercial & Industrial Solutions	17,967,781	45,589,079	39%	2,435.48	7,291	33%	\$2,186,192	\$5,609,658	39%
Publicly Funded Institutions	4,814,867	15,730,841	31%	384.43	397	97%	\$565,045	\$2,320,892	24%
New Construction Code Compliance	84,055	4,301,994	2%	21.27	987	2%	\$7,818	\$163,619	5%
Large Commercial & Industrial Demand Response***	-	-	-	-	8,870	-	\$63,200	\$532,200	12%
TOTAL	25,440,233	71,971,862	35%	3,044.68	18,657	31%	\$3,155,441	\$9,580,298	33%

*Goals are reflective of the Energy Smart approved goals for Plan PY 13-14 in Council Resolution R-22-523. Summary tables show savings achieved and incentive spend from 1/1/2024 through 6/30/2024.

**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

The Small Commercial & Industrial offering reached 2,573,531 kWh, resulting in 41% of the kWh goal. Participation in the Small Commercial & Industrial offering continued to increase compared to the mid-year point of previous program years with 57 projects being submitted through June 2024 compared to 44 projects midway through PY13 and 30 projects at the mid-year point of PY12. In order to continue to increase participation and awareness of the Small Commercial & Industrial offering, Energy Smart focused the first half of the year on recruiting new Small Commercial Trade Allies and maximizing the number of Small Business Energy Assessments and subsequent direct installation of energy efficient equipment.

Small Commercial & Industrial trade allies continue to report staffing and workforce issues that are negatively impacting their ability to participate in the Energy Smart program. Trade allies have indicated this directly to Energy Smart staff as well as to a third-party evaluator in the PY13 EM&V report. Trade Allies further indicate that the primary resource they need from the Energy Smart program has changed and now trade allies need project leads from Energy Smart in order to participate at levels seen in previous program years. To generate these project leads Energy Smart began offering Small Business Energy Assessments to Small Commercial customers in Orleans Parish. Customers interested in receiving a Small Business Energy Assessment indicate their interest via webform on the Energy Smart website and are contacted to schedule their assessment. During the assessment, an Energy Smart technician identifies potential energy saving projects that can be assigned to trade allies who have expressed interest in receiving project leads from the program. These Small Commercial customers also receive some immediate energy savings via free energy efficient products installed by the Energy Smart technician. The energy efficient equipment may include screw-in LEDs, linear LEDs, smart thermostats, advanced power strips and more. In addition to the 57 Small Commercial & Industrial projects submitted to the program by trade allies, Energy Smart also utilized the Small Business Energy Assessment offering to perform 82 Small Business Energy Assessments and 63 direct installation projects in the first half of PY14.

Performance

- A total of 15 trade ally-submitted projects were completed during the first half of PY14 and 42 additional projects are currently being implemented.
- 82 Small Business Energy Assessments and 63 direct installations were completed.
- Direct installations associated with Small Business Energy Assessments added 350,879 kWh to the Small Commercial & Industrial pipeline.

Table 17.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
2,573,531	6,349,948	41%	203.51	1,112	18%	\$333,186	\$953,929	35%

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

Chart 17.2

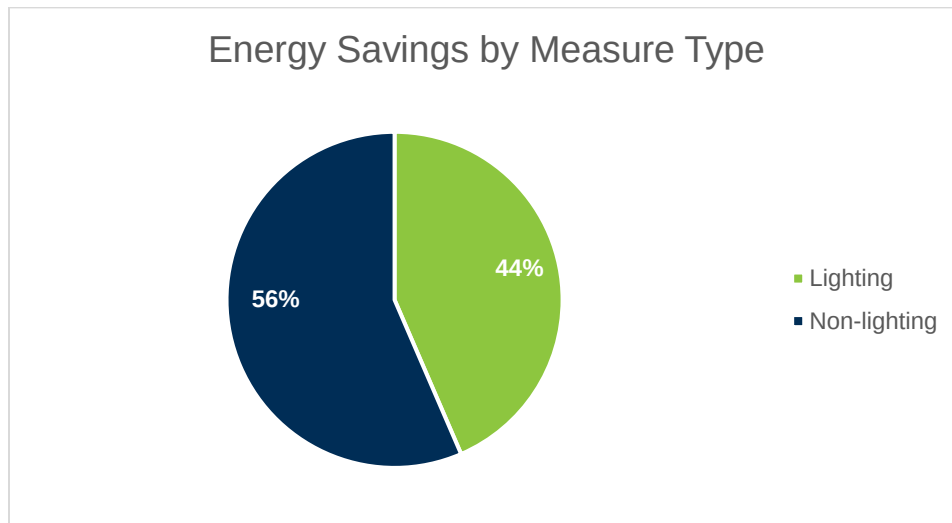
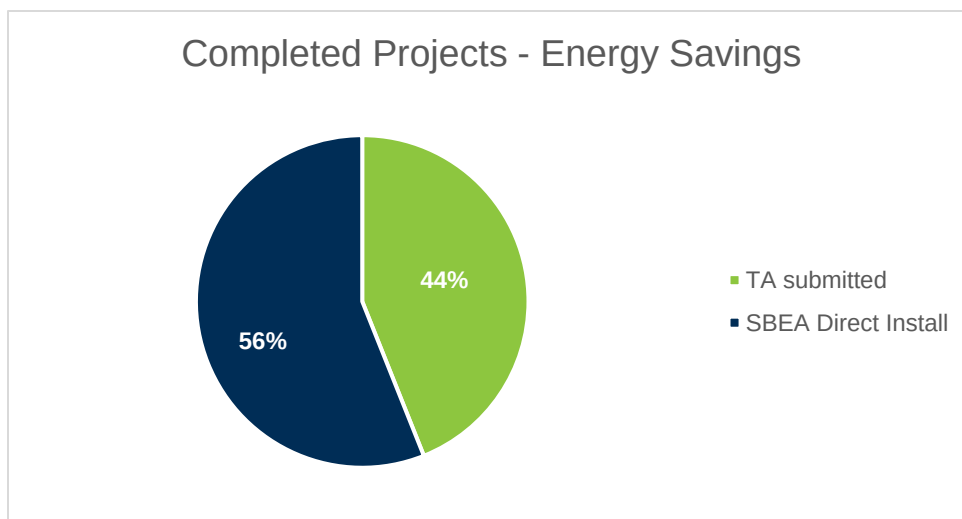


Chart 17.3



Large Commercial & Industrial Solutions

Description

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

Highlights

The Large Commercial & Industrial offering reached 17,967,781 kWh by the mid-year point of PY14 resulting in a forecast of 39% to goal. This represents a nearly 3 million kWh increase over the Large Commercial & Industrial pipeline at the same point in the previous program year. More than 10 million kWh of the PY14 Large Commercial & Industrial midyear pipeline was pre-approved during the previous program year underscoring the importance of program approval to build project pipelines.

In an Energy Smart survey regarding barriers to participation, Large Commercial & Industrial trade allies indicated that limited funding to complete energy efficiency projects as one of the biggest barriers. The lack of funding is only compounded by inflation, supply chain disruption, workforce challenges and rising insurance costs. Energy Smart focused on trade ally recruitment and retention to drive Large Commercial & Industrial program participation as well as increasing nearly all prescriptive incentive rates to help cover a larger portion of project costs. Large Commercial & Industrial trade allies have previously delayed project applications until end of year bonus availability, but in PY14 trade allies were encouraged to apply early as the permanent incentive rate increases have taken the place of an end of year bonus.

Performance

- A total of 24 Large Commercial & Industrial projects were completed by the mid-year point of PY14 with 57 additional projects currently being implemented.
- Measure Mix: 8% lighting and 92% non-lighting.
- Start Date: 60% of PY14 Large Commercial & Industrial pipeline energy savings pre-approved in PY13.

Table 18.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
17,967,781	45,589,079	39%	2,435.48	7,291	33%	\$2,186,192	\$5,609,658	39%

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

Chart 18.2

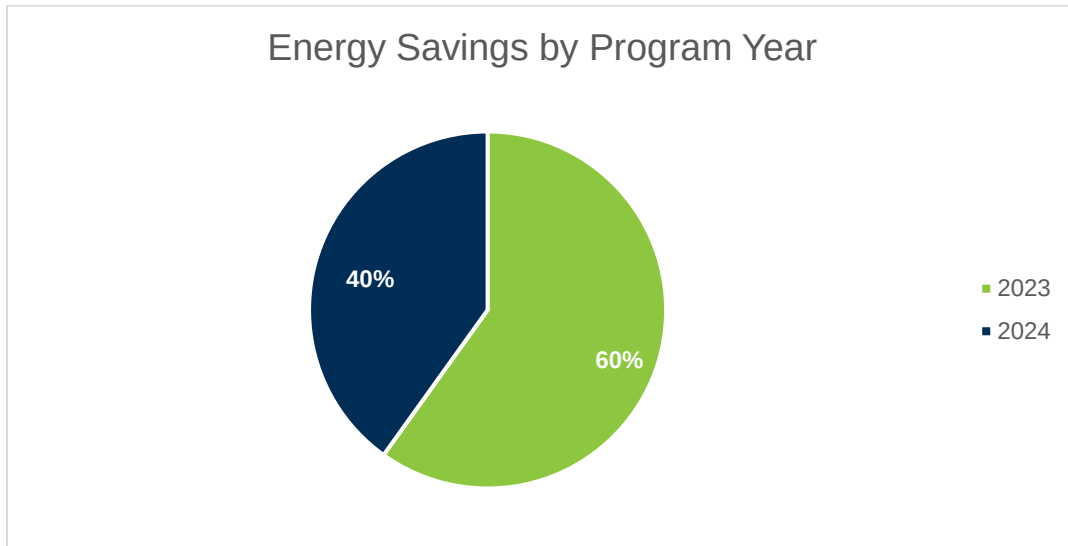
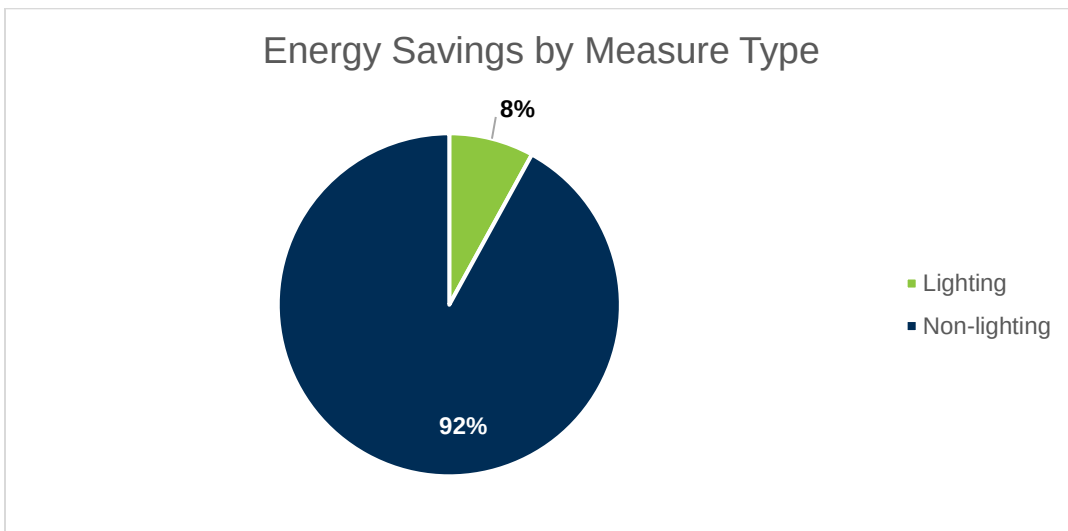


Chart 18.3



Publicly Funded Institutions

Description

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

Highlights

The Publicly Funded Institutions offering reached 4,814,867 kWh, resulting in a forecast of 31% to goal. The energy savings goal for the Publicly Funded Institutions offering continues to grow from a goal of 3.6 million kWh in PY12 to nearly 16 million kWh in PY14. There continues to be a significant amount of energy savings potential within this customer class, however, major PFI stakeholders including the Sewerage & Water Board of New Orleans, the Regional Transit Authority and the City of New Orleans have limited or no participation in the Energy Smart program due to other pressing priorities. The Energy Smart team has continued to attempt to work with the City of New Orleans Property Management Department to re-engage participation in the Energy Smart program for work performed in City buildings.

Performance

- 15 projects are in the Publicly Funded Institutions pipeline at the mid-year point of PY14.
- Measure Mix: 26% lighting and 74% non-lighting.

Table 19.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
4,814,867	15,730,841	31%	384.43	397	97%	\$565,045	\$2,320,892	24%

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

New Construction Code Compliance

Description

The Commercial & Industrial Construction Solutions offering is now the New Construction Code Compliance offering. In July 2023, the State of Louisiana adopted an advanced building energy code. In order to help commercial building owners meet this new code, Energy Smart is offering financial incentives for the installation of high efficiency equipment through the Energy Smart New Construction Code Compliance offering. This offering encourages customers to design and construct higher efficiency facilities and 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

The New Construction Code Compliance offering update was approved by City Council Utility Advisors in mid-March and reached a pipeline of 84,055 kWh. Energy Smart outreach staff continue to engage with new prospective trade allies to encourage participation in the updated New Construction offering. Architectural, engineering and construction firms have indicated that the time spent producing design documents and coordinating with Energy Smart costs them billable hours without an immediate benefit to the firm. In Q2 PY14, Energy Smart announced the updated program design of the Commercial & Industrial Construction Solutions offering. Moving forward the offering will be New Construction Code Compliance with higher incentive rates for new construction projects and a contractor bonus for architectural, engineering or construction firm to supply the required project documentation to the Energy Smart team. The long-term goal of the revised rates and newly crafted bonus is to make the offering more compelling to customers and contractors as well as covering the costs associated with providing supporting project documents.

Performance

- Energy Smart New Construction Code Compliance workbook, offering overview collateral document and prescriptive incentive list created.
- Energy Smart website updated with new program offering and application materials.

Table 20.1

ENERGY SAVINGS (kWh)			DEMAND REDUCTION (kW)			BUDGET		
kWh Savings*	kWh Goal	% to Goal	kW Savings*	kW Target	% to Target	Incentives Spent*	Incentive Budget	% to Budget
84,055	4,301,994	2%	21.27	987	2%	\$7,818	\$163,619	5%

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

Large Commercial & Industrial Demand Response

Description

The Large Commercial & Industrial Demand Response (DR) offering launched with an objective to secure a total of 10.47 megawatts (MW) of commercial demand shed over term of the program cycle through PY15. Large commercial customers (exceeding 100kW peak demand) are being recruited and enrolled for an automated turn-key DR solution.

An advanced software platform, Concerto®, is utilized 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.

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

Highlights

The program has 23 enrolled customer sites totaling 8,726 kW as of June 30th, 2024. There are 3 projects in the installation and testing phase totaling 397 kW. The Program Team conducted 6 site surveys in Q1 and Q2 of PY14 including the University of New Orleans and Hertz Property portfolio totaling 3.487 MW.

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

No demand response events have been called during the first half of PY14.



MARKETING, OUTREACH & ENGAGEMENT

Marketing, Outreach & Engagement

Residential Marketing and Outreach

Highlights

Program Year 14 kicked off in January with a 'New Year' email to customers highlighting the Home Performance with ENERGY STAR® offering and Residential Appliances. The team has focused on messaging that helps educate customers and increase awareness of the health and safety benefits, energy and savings benefits, of energy-efficient environments.

Table 22.1: Home Performance with ENERGY STAR® Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS / SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
'New Year' Email- Drop 1	January 3, 2024	65,178	3,769	5.78%	308	
'New Year' Email – Drop 2	January 4, 2024	23,366	2,344	10.27%	68	
May/ June Bill Insert	May 23- June 21, 2024	110,000	n/a	n/a	n/a	

Customer satisfaction emails launched in February and were sent to customers who participated each month to gain more frequent customer feedback. The survey emails were sent to customers who recently participated in the following Energy Smart program offerings: Home Performance with ENERGY STAR® (HPwES), Income-Qualified Weatherization (IQW), A/C Tune-Up and the Online Marketplace. The results of the surveys will be discussed in the Residential Customer Satisfaction section below.

Beginning in February, the Energy Smart team submits an article for the Circuit Newsletter monthly email distribution. The article was also published on Entergy Newsroom to increase awareness and promote overall participation in the variety of offerings available to residential customers.

Table 22.2: Circuit Newsletter Energy Smart topics

MONTH	TOPIC	OFFERINGS
February	Celebrate savings	Rebates, Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments, Appliance Recycling, Online Marketplace, Multifamily Solutions
March	Spring checkup for your home	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
April	Five ways to make everyday Earth Day	A/C Tune-up, Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments, Online Marketplace, Rebates, EV BYOC
May	Clean Air Month	A/C Solutions and Rebates
June	Stack savings this summer	Residential rebates, Online Marketplace and Appliance Recycling

In May, the Energy Smart team produced a bill insert focusing on air quality. The two-sided insert showcased the Home Performance with ENERGY STAR® and Online Marketplace offerings, two ways

customers can participate in the Energy Smart program and improve indoor air quality at home. The bill insert was sent to 110,000 customers between May 23 and June 18, 2024.

In a new and exciting partnership with the Preservation Resource Center of New Orleans, the Energy Smart team is continuing to expand outreach opportunities. This collaboration aims to increase program awareness and educate community members on simple home solutions to enhance the energy efficiency of older homes. In addition to event sponsorship and in-person tabling, the team published a print ad in the Preservation in Print magazine- June/July Issue. The ad highlighted the A/C Solutions tune-up offer and the benefit of reducing humidity in your home.

Table 22.3: Preservation Resource Magazine Metrics

CHANNEL	IN-MARKET DATE	AUDIENCE REACH
Preservation Resource Magazine Print Ad – June/July	June 2024	30,000

Table 22.4: Residential Customer Satisfaction Survey Emails

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
A/C Tune-Up Survey - January 2024	February 20, 2024	60	23	38.46%	6	10.17%
HPwES Survey - January 2024	February 20, 2024	57	34	60.00%	4	7.14%
IQW Survey - January 2024	February 20, 2024	42	32	76.00%	3	7.14%
OLM Survey - January 2024	February 20, 2024	28	22	80.00%	0	0.00%
A/C Tune-Up Survey - February 2024	February 29, 2024	98	32	33.80%	4	4.17%
HPwES Survey - February 2024	February 29, 2024	64	52	81.25%	13	20.31%
IQW Survey - February 2024	February 29, 2024	72	32	45.83%	10	14.49%
OLM Survey - February 2024	February 29, 2024	23	15	63.64%	0	0.00%
A/C Tune-Up Survey - March 2024	May 1, 2024	52	11	21.95%	3	6.00%
HPwES Survey - March 2024	May 1, 2024	47	19	40.63%	5	10.87%
IQW Survey - March 2024	May 1, 2024	80	20	25.42%	7	8.97%
OLM Survey - March 2024	May 1, 2024	21	11	53.85%	1	4.76%
A/C Tune-Up Survey – April 2024	May 1, 2024	36	6	16.67%	2	5.71%
HPwES Survey – April 2024	May 1, 2024	64	33	51.11%	12	18.75%
IQW Survey – April 2024	May 1, 2024	66	22	34.00%	7	10.94%
OLM Survey – April 2024	May 1, 2024	21	11	53.85%	1	4.76%
A/C Tune-Up Survey – May 2024	June 14, 2024	33	6	26.32%	2	8.70%
HPwES Survey – May 2024	June 14, 2024	88	27	46.34%	7	11.86%
IQW Survey – May 2024	June 14, 2024	44	6	20.83%	0	0.00%
OLM Survey - May 2024	June 14, 2024	21	4	23.08%	1	5.56%

Table 22.5: Circuit Newsletter Metrics

MONTH	SCHEDULED RECIPIENTS	UNIQUE OPENS	OPEN RATE	CLICK-TO-OPEN RATE	UNIQUE CLICKS	CLICK-THROUGH RATE
February	101,690	43,691	43.15%	1.48%	645	.64%
March	102,519	41,342	40.53%	1.36%	562	.55%
April	100,786	38,084	37.89%	1.35%	514	.51%
May	100,630	41,898	41.76	1.60%	671	.67%
June	101,449	41,883	41.43%	1.50%	627	.62%

Table 22.6: Entergy Newsroom Metrics

MONTH	PUBLISHED DATE	MESSAGE/ARTICLE TITLE	VIEWS
May	May 9	New Orleans students get Energy Smart	283
June	June 3	Energy Smart helps New Orleans customers stack savings this summer	301
June	June 18	Trim your bills with essential summer efficiency tips & tools	847
June	June 25	Energy Smart pays to save	1,237

Appliance Replacement and Recycling

The Energy Smart Appliance Recycling marketing began at the beginning of the year with emails targeting high energy users in January and February. Emails in March targeted previous Energy Smart program participants. Approaching Q3, a Google Keyword Search ad went live through the Energy Smart Appliance Recycling Google business account. Additional marketing tactics in Q1 and Q2 include articles in the Entergy New Orleans' Residential, monthly e-newsletter and organic social posts on Entergy New Orleans Facebook and X (formerly Twitter) accounts.

The Google ad was in-market March 18 – June 30 receiving a total of 55,800 impressions and 847 clicks. Nine of the zip codes with the highest impressions from this ad, are zip codes that fall under the priority outreach census tracts. (70115, 70114, 70117, 70119, 70116, 70129, 70126, 70127, 70125)

Appliance recycling remained in the top 10 viewed pages on the Energy Smart website from January – June 2024 and was featured in a blog post in late June on the Entergy Newsroom with the additional mentions of EasyCool and Peak Time Rebate. It is expected that this offering will exceed 100 recycled appliances by mid-July for the first time.

Upcoming efforts for the remainder of the program year may include organic social posts, Google ads, Entergy New Orleans circuit articles and an Energy Efficiency Month campaign.

Table 22.7: Appliance Recycling Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email: High Energy Users	January 10, 2024	18,135	9,229	51.30%	47	0.30%
Email: High Energy Users	January 22, 2024	17,939	9,415	53.00%	61	0.30%
Email: High Energy Users	February 12, 2024	18,032	8,935	50.00%	51	0.30%
Email: High Energy Users	February 27, 2024	4,108	2,096	54.60%	9	0.20%
Email: March Madness, Energy Smart Participants	March 19, 2024	4,060	2,404	64.20%	127	3.40%
Email: March Madness Remarket DNC/DNO	March 27, 2024	4,042	2,187	58.60%	24	0.60%
Email: DNO in the past 6 months	June 7, 2024	11,680	3,079	26.70%	199	1.70%
Google Keyword Search Ad	March 18 – June 30, 2024	55,800	N/A	N/A	847	1.52%

EasyCool

In April 2024, EasyCool launched marketing efforts with an Earth Day email campaign that was in-market April 2 – April 30, targeting customers that have purchased a smart thermostat but have not enrolled in EasyCool Demand Response. The four emails averaged an open rate of 47.10% and a click-through rate of 4.80%.

Entering the demand response season, a pre-season email communication was sent in May. EasyCool was featured in a blog post in late June on the Entergy Newsroom with the additional mentions of Appliance Recycling and Peak Time Rebate. Additional marketing tactics in Q1 and Q2 include articles in the Entergy New Orleans' Residential, monthly e-newsletter and organic social posts on Entergy New Orleans Facebook and X (formerly Twitter) accounts.

Upcoming efforts for the remainder of the program year may include a Sensi one-pager leave behind for HPwES and IQW assessments, quarterly email/SMS campaigns targeting customers who have purchased a smart thermostat but have not yet enrolled and a Black Friday bonus campaign.

Table 22.8: EasyCool Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email: Earth Day Lead Gen	April 2, 2024	840	449	57.90%	56	7.20%
Email: Earth Day DNO Remarket	April 9, 2024	339	64	18.90%	7	2.10%
Email: Earth Day DNC Remarket	April 9, 2024	90	61	67.80%	3	3.30%
Email: Earth Day Bonus New Creative/Messaging	April 24, 2024	850	395	50.30%	43	5.50%
Email: Earth Day Final Reminder	April 29, 2024	689	260	40.60%	38	5.90%
Pre-season letter	May 31, 2024	4,891	3,765	77.90%	71	1.50%

Peak Time Rebate

In January, the Energy Smart team began planning for the Peak Time Rebate Pilot to proactively prepare for the upcoming demand response season that will begin in June. Based on the customer survey data from PY13, the Team worked to improve the online customer experience and offering messaging. The Team provided clear communications and resources with information regarding the offering in email communications and embedded on the Energy Smart website. In an effort to provide continuous enhancements for this pilot, communication was crafted for previously enrolled customers with the new updates, clarification about how to earn incentives in this offering and the new FAQ on the program website.

Preparation in March, April and May included the creation of the following email templates; pre-season notice, eligibility notice, 24-hour event reminder communication, 1-hour event reminder communication, post-season did not qualify for incentives notice and your incentive check is on the way communication. Three text message templates were created: welcome message, 24-hour event notice and a 1-hour event reminder. Previously there were three event communications per event, due to customer feedback the event notifications have been reduced to two per event.

In April, the Team was awarded a Gold Hermes Award for the Peak Time Rebate Pilot recruitment emails from PY13. Hermes Creative Awards are sponsored by the Association of Marketing and Communication Professionals. The organization assesses submissions from over 200 content categories, including creative electronic media, social media, interactive media, and audio campaigns. This year, over 6,500 entries were submitted by applicants throughout the US, Canada and other countries.

PY14 recruitment efforts began the first week of May and ended July 3, 2024. During this time, a press release was distributed to local media outlets, eight emails were distributed to different audience segments along with a Google keyword search ad the last week of recruitment. Tactics such as email, press releases and organic social/articles, that strategically targeting certain audiences, outperformed the number of enrollments compared to the Google ad despite the number of impressions and clicks the ad received. The Entergy New Orleans' Residential, monthly e-newsletter featured the pilot enrollment information in May and June with the addition of organic social posts on Entergy New Orleans Facebook and X (formerly Twitter) accounts. Peak Time Rebate Pilot maintained the highest viewed page on the Energy Smart website in May and June totaling to 15,100 page views in a span of two months.

Table 22.9: Peak Time Rebate Email Recruitment Metrics

Channel	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email drop 1: Census tracks and low income	May 7, 2024	19,867	9,411	46.7%	720	3.6%
Email drop 1: Remarket	May 22, 2024	12,723	3,124	23.5%	217	1.7%
Email drop 2: Energy Smart participants	May 21, 2024	22,842	14,802	63.8%	2,691	11.8%
Email drop 2: Remarket	May 28, 2024	8,462	1,618	18.5%	231	2.7%
Welcome back email	June 3, 2024	1,983	1,235	64.4%	288	15%
Email drop 3: NOLA residents	June 3, 2024	37,800	20,130	52.8%	2071	5.5%
Email drop 4: NOLA residents	June 14, 2024	52,504	33,566	62.4%	3,717	7.1%
Email drop 4: Remarket	June 19, 2024	19,843	4041	20.40%	323	1.60%
Email drop 5: Non-openers from the recruitment season	June 27, 2024	30462	2,236	7.40%	203	0.7%
Google Keyword Search Ad	June 27 – July 3	321,982	2,547	N/A	2,547	0.79%

Energy Smart Online Marketplace

Through the first six months of PY14, the team has focused on promoting smart thermostats and the instant rebates available through the Energy Smart Online Marketplace. Primary tactics included email marketing, blog, and newsletter content, Google Shopping ads, search ads, homepage online store banners, bill insert distribution, and in-person outreach. These tactics created awareness for marketplace offerings and product promotions and educated customers on energy-efficient products' benefits. On June 12, the team participated in the Hospitality Health Fair. At the event, a handout with information on how to claim a 'Free Air Purifier' was distributed to the community members who attended, resulting in a 21.82% conversion rate to date.

Table 22.10: Online Marketplace Promotions

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
WINTER HELPFULNESS PROMOTION	February 14- 29, 2024	Sensi smart thermostat, Sensi Touch 2 Smart Thermostats, Google Nest Thermostat, Google Nest Learning Thermostat
LEAP YEAR SAVINGS PROMOTION	February 15- 29, 2024	Indoor Water Savers and Specialty LEDs
BOGO PROMOTION	March 11- April 9, 2024	Free Simply Conserve Advanced Power Strip with purchase of ecobee or Sensi* thermostat
EARTH DAY PROMOTION	April 8- May 1, 2024	Simply Conserve Advanced Power Strip, Google Nest Thermostat, Google Nest Learning Thermostat, Sensi smart thermostat, Sensi Touch 2, ecobee3 lite, ecobee Enhanced, ecobee Premium, Honeywell Home Color 7 Day Thermostat, Honeywell Home T9 with Sensor Smart Thermostat
GOOGLE NEST LEARNING FOREVER PROMOTION	April 29- August 19, 2024	Google Nest Learning Thermostat
SPRING PROMOTION	May 2- June 12, 2024	Honeywell Home T9 w/ Sensor
MEMORIAL DAY PROMOTION	May 22- June 21, 2024	Sensi smart thermostat, Sensi Lite, Sensi Touch 2, Simply Conserve Tabletop Air Purifier
FATHER'S DAY/FOURTH OF JULY PROMOTION	June 13- July 8, 2024	Sensi smart thermostat, Sensi Lite, Sensi Touch 2
FOURTH OF JULY PROMOTION	July 1- 15, 2024	ecobee3 lite, ecobee Enhanced, ecobee Premium
FREE AIR PURIFIER GIVEAWAY	June 12- July 31, 2024	Simply Conserve Tabletop Air Purifier

Table 22.11: Online Marketplace Digital Ads

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	CLICKS	CLICK-THROUGH RATE	PURCHASE/ SALES
Google Shopping Ads – Group 1	February 1, 2024	42,918	581	1.35%	38.85
Google Shopping Ads- Group 2	February 1, 2024	43,017	520	1.21%	19.6
Google Search Ads	June 13, 2024	139	7	5.04%	3

Table 22.12: Online Marketplace Emails

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Leap Year Savings– Lead Generation Email	February 16, 2024	57,045	14,500	25.7%	155	.27%
Leap Year Savings - Remarketing Email	February 22, 2024	9,095	2,211	24.86%	47	.53%
Leap Year Savings– Lead Generation Email	February 27, 2024	54,144	3,933	7.39%	187	.35%
BOGO Campaign – Lead Generation Email	March 26, 2024	56,799	15,389	27.39%	135	.24%
BOGO Campaign – Remarketing Email	April 3, 2024	27,260	3,509	12.93%	53	.2%
BOGO Campaign – Remarketing Email	April 3, 2024	18,177	1,643	9.09%	35	.19%
Earth Day Promo Campaign – Lead Generation Email	April 11, 2024	27,201	1,882	6.95%	82	.3%
Earth Day Promo Campaign – Lead Generation Email	April 11, 2024	18,147	1,466	8.12%	73	.4%
Memorial Day Promo Campaign – Lead Generation Email	May 29, 2024	54,742	3,671	7.96%	266	.49%
Memorial Day Promo Campaign – Lead Generation Email	May 29, 2024	44,233	2,825	7.71%	220	.50%

The option to pre-enroll in the EasyCool offering when purchasing an eligible smart thermostat from the online marketplace was added in PY13. In June PY14, the team launched a Customer Research Survey to continuously improve the customer experience and better understand opportunities within the EasyCool pre-enrollment process. The survey was sent to 198 customers and the results provided insights into customer awareness and understanding of the EasyCool option and additional information on the installation experience.

Table 22.13: EasyCool Customer Research Survey Emails

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Lead Generation Email	June 12, 2024	198	75	44.07%	19	11.18%
Remarketing Email	June 19, 2024	177	66	43.4%	19	12.5%

Marketing Collateral

- General Energy Smart Handout.
- Residential Customer Authorization Form.
- Rebate Forms.
 - A/C Tune-Up Rebate Form.
 - Central A/C Rebate Form.
 - Duct Efficiency Improvement Rebate Form.
 - HPwES Attic Insulation and Air Infiltration Re-education Rebate Form.
 - IQW Attic Insulation and Air Infiltration Re-education Rebate Form.
 - IQW Duct Efficiency Improvement Rebate Form.
 - Dehumidifier Rebate Form.
 - Heat Pump Water Heater Rebate Form.
 - Pool Pump Rebate Form.
 - Refrigerator Rebate Form.
 - Smart Thermostat Rebate Form.
 - Trade Ally Smart Thermostat Rebate Form.
 - Water Cooler Rebate Form.
 - Window A/C Rebate Form.
- Customer Satisfaction Surveys.
 - Home Performance with ENERGY STAR Satisfaction Survey.
 - Income-Qualified Weatherization Satisfaction Survey.
 - A/C Tune-Up Satisfaction Survey.
 - Energy Smart Online Marketplace Satisfaction Survey.
- HPwES and IQW Sorry We Missed You Door Hanger.
- HPwES and IQW Assessment Leave Behind.
- Multifamily Landlord Permission Form.
- Multifamily Direct Install Service Agreement.
- Multifamily Program Sell Sheet.
- Multifamily Tenant Leave Behind.
- Multifamily Tenant Notification Flyer.
- Retail Employee Education Flyer.
- Vehicle Magnet.
- Peak Time Rebate Forms.
 - Request Form.
 - Request Event Text Message Form.
 - Unenrollment Form.
- Peak Time Rebate Forms.

Marketing Tactics

- Circuit Newsletter and Entergy Newsroom content.
- Home Performance with ENERGY STAR® bill insert.
- Home Performance with ENERGY STAR® emails.
- Preservation Resource Center Magazine print ad.
- Appliance Replacement and Recycling campaign materials.

- Email
 - Blog posts
 - Organic social
 - Search ad
 - Senior Fest print ad
- Peak Time Rebate campaign materials.
 - Website update
 - Outreach event table flyer.
 - Event notice email and text messages.
 - Recruitment emails.
 - Organic social
 - Press Release
 - Blog Post
- EasyCool campaign materials.
 - Pre-season letter
 - Email
 - Organic social
 - Blog post
- Online Marketplace promotion materials.
 -
- EasyCool Pre-enrollment reminder emails.
- EasyCool Pre-enrollment customer research survey.
- Outreach event customer inquiry form and follow-up email.

Community Outreach

Highlights

The Q1 and Q2 community outreach strategy included attending live meetings run by community groups, in-person tabling events, neighborhood canvassing and small business associations. The team offered flexible content options to community groups, ranging from five-minute briefings to 60-minute energy efficiency lessons for maximum community impact. During Q1 and Q2, community outreach was conducted at 44 events, gaining visibility with over 880 community members.

Several nonprofits and community groups hosted Energy Smart community outreach where staff presented at meetings or table events. These groups included Entergy Customer Care Centers, Preservation Resource Center, Hoffman Triangle Neighborhood, HANO/ROSS, The City of New Orleans Office of Neighborhood Engagement, and Dillard University.

Table 22.14: Community Outreach Events by Council District

COUNCIL DISTRICT	NUMBER OF EVENTS	ATTENDANCE
A	6	127
B	13	281
C	5	130
D	4	180
E	5	110
Combined	11	42
Total	44	880

Commercial Marketing and Outreach

Highlights

During Q1 and Q2, the Energy Smart team launched the redesign and optimization of the Energy Smart website, developed new marketing communications and creative assets, rebranded existing collateral and implemented a media strategy focused on utilizing digital media tactics, for enhanced audience targeting, better data measurements and improved conversion rates. Email campaigns were used to message offerings directly to Entergy New Orleans commercial customers as well as earned media from program partners.

Phase 1 of the Energy Smart website redesign was implemented in Q1 with a website discovery meeting between the agency partner and Energy Smart program team to understand programs needs and identify clear objectives for premium website functionality. The first step within Phase 1 was re-designing and simplifying the content on the business landing page as well as developing a new site map with consolidated pages and content to create an improved user experience.

The media plan in PY14 consists of digital media tactics such as site retargeting, dominant display, pre-roll, streaming TV, Search Engine Marketing (SEM), paid social and digital sponsorship packages with

Biz New Orleans and Georges Media Group, Louisiana's largest media organization that is home to The Times-Picayune | NOLA.com, The Advocate, Gambit and the Acadiana Advocate.

January through April messaging focused on promoting Small Business Energy Assessments and the \$9M Energy Smart fund. A variety of creative assets were developed to support these offerings. The team produced a :60, :30 and :15 animated video promoting the small business energy assessment offering. The :60 video was added to the website and the :30 and :15 videos were used for the April/May pre-roll media buy. In addition to the SBEA video, additional digital ad campaigns targeting small and large commercial customers were developed and rotated into the media schedule-four campaigns for SBEA and three for \$9M Energy Smart fund.

In May, customer testimonials were added to the messaging mix. The team produced a :120, :30 and :15 video featuring the owner of Wakin'Bakin' about his positive experience with the Energy Smart program. The two-minute video was placed on the Energy Smart website and included in the sponsored content article on NOLA.com. The :30 video was included in the digital high impact unit that ran on NOLA.com on May 23. Two creative concepts for Wakin'Bakin' were developed for A/B testing purposes. One concept focusing on ease, the other on reducing costs. The concept focusing on ease performed better against the large C&I target while the concept focused on costs performed better against the small C&I target. The last customer testimonial produced and deployed in May was for the Biz New Orleans sponsorship. It was an article featuring the facility director for City Park Conservancy and Energy Smart trade ally Synergy Building Solutions, where they shared their positive experience working with the Energy Smart program for the BAS project completed at the The Arbor Room, an event venue in City Park.

At the close of Q2, nine advertising campaigns were developed. The campaigns were:

- Laissez les bons temps rouler
- JoAnn's Café
- Reduce your Operating Costs?
- \$9M Energy Smart fund, get your slice
- \$9M Energy Smart fund, get your share
- Got time for your bottom line?
- City Park Conservancy testimonial
- Wakin'Bakin' testimonial – easy concept
- Wakin'Bakin' testimonial – reduced costs concept

Key takeaways from the month over month Google Analytics reporting shows that the \$9M Energy Smart fund and JoAnn's Café campaigns that ran in April generated significant increases in impressions, clicks and conversions. Impressions were up 527.65%; clicks up 78.82% and conversions up 33.91%. The launch of the Wakin'Bakin' campaign in May generated a month over month increase of 28.53% in conversions. Search Engine Marketing campaign has an average click thru rate of 14.74%, nearly 2.5% higher than the high end of the national average of 2-6%. The NOLA.com sponsored content article that ran in May, drove the most users to the business landing page.

Program marketing collateral assets underwent a refresh as well. New collateral assets such as sector sheets targeting restaurant, retail, grocery and office commercial accounts were developed. These sector sheets provided content on energy waste per sector and the energy-saving measures and

incentives available through the Energy Smart program. With the significant increase in A/C tune-up incentives, the Energy Smart team developed a fillable HVAC Tune-up application and deployed a series of A/C tune-up focused email campaigns in May and June. A Disclaimer of Warranties and Limitation of Liability form was created for commercial customers to sign prior to a direct installation of products from the Energy Smart program team. A customer handout promoting the Small Business Energy Assessment Referral Bonus was created for direct customer outreach. A New Construction Code Compliance overview and new construction prescriptive list launched in July.

The following existing collateral assets were rebranded to reflect the new branding guidelines: Commercial and Industrial Overview; Small Business Energy Assessment; Prescriptive Incentive List; Become a Trade Ally Overview; Tiered Trade Ally List; Small Business Direct Install Application; and the infographic messaging the total number of Entergy New Orleans customers served, kWh saved and total amount in incentives distributed since 2013. The rebranded case study template is currently in progress and will be ready in Q3. The Energy Smart commercial photo library was refreshed with new images from an April photo shoot at select businesses. These images consisted of photographing a small business energy assessment including interior and exterior shots of the businesses including their commercial kitchen and HVAC equipment.

The content for case studies spotlighting projects completed by Lycée Francais New Orleans, Southern University at New Orleans and the New Orleans Ernest Morial Convention Center is completed and will be dropped into the rebranded case study template and distributed in Q3.

Earned media placements were secured with program partners during Q1 and Q2. Content for program partner websites, e-newsletters and organic social posts were utilized by Entergy New Orleans, New Orleans & Company, Downtown Development District, Mayor's Office of Nighttime Economy and Vertie News. Vertie News, a new program partner, reposted the Biz New Orleans sponsored content article about the City Park project completed through Energy Smart as well as placing the \$9M fund digital creative on their website during the month of June.

Twenty-two targeted email campaigns were deployed throughout Q1 and Q2. During the period of January through April, email messaging focused on promoting the Small Business Energy Assessment and the \$9M Energy Smart fund. The target audience for the SBEA focused emails were small C&I accounts. The target for the \$9M Energy Smart fund emails were large C&I accounts. In May, with the increase in A/C tune-up incentives, combined with summer on the horizon, the messaging priority shifted to promoting A/C tune-ups. The target audience for this email campaign was both small and large C&I accounts. Overall, the C&I email open rates exceeded the "all industries category" national benchmark of 37.7%. Seven of the email campaigns click thru rates were on par or exceeded the "all industries category" national benchmark of 2%.

Table 22.15:: Email Campaign Results

TARGET	OFFERING	IN-MARKET	IMPRESSIONS/SENDS	REACH/OPENS	OPEN RATE	CLICKS	CTR
Small C&I	SBEA	Jan 15	11,248	4,556	49.3%	89	1.1%
DNO's of 1.15	SBEA	Jan 20	6,430	884		33	
C&I Facility Directors	\$9M Energy Smart Fund	Jan 29	437	130	38.5%	9	2.1%

DNO's of 1.29	\$9M Energy Smart Fund	Feb 1	304	37		0	
Leads from Applications	\$9M Energy Smart Fund	March 4	1,001	405	61.2%	35	6%
DNO's from 3.4	\$9M Energy Smart Fund	March 11	451	117		7	
Small C&I	SBEA	March 20	9,797	4,360	54.2%	48	.6%
DNO's of 3.20	SBEA	March 25	5,002	732		9	
Small C&I	SBEA	April 9	9,754	3,763	51.7%	50	.6%
DNO's of 4.9	SBEA	April 16	5,500	1,046		7	
Large C&I	\$9M Energy Smart Fund	April 9	203	51	38.5%	5	5%
DNO's of 4.9	\$9M Energy Smart Fund	April 16	129	19		4	
Small C&I	SBEA	April 23	9,730	3,622	44%	141	2%
DNO's of 4.23	SBEA	April 30	3,380	435		40	
Facility Contacts; Leads from Applications; Large C&I	\$9M Energy Smart Fund	April 23	1,498	465	50.5%	103	16.9%
DNO's of 4.23	\$9M Energy Smart Fund	April 30	692	198		118	
C&I	A/C Tune-up Incentives	May 14	4,919	1,514	33.3%	85	1.9%
DNO's of 5.14	A/C Tune-up Incentives	May 21	2,930	670	22.9%	210	7.2%
C&I	A/C Tune-up Incentives	May 28	4,895	1,625	42.7%	222	5.2%
DNO's of 5.28	A/C Tune-up Incentives	May 31	2,943	291		11	
DNO's & clicks of 5.28 and 5.31	A/C Tune-up Incentives	June 4	2,779	482	17.4%	306	11.1%
DNO's of 6.4	A/C Tune-up Incentives	June 11	1,978	98	5%	5	.3%

Table 22.16: Small Business Targeted Paid Media Results

Reporting Period: Launch to June 30, 2024

TACTIC	CAMPAIGN/CREATIVE	IN-MKT DATE	IMPRESSIONS	REACH	CLICKS/LEADS	CTR	CONVERSIONS
Biz New Orleans Digital	Laissez les bons temps	March 1-31	13,564	40,000	57	.42%	
Site-Retargeting Digital	Reduce operating cost?	March 7-April 9	26,967	20,000	85	.32%	92
Dominant Display	JoAnn's Cafe	April 1-30	85,674		126	.15%	85
Dominant Display	JoAnn's Cafe	May 1-18	49,743		27	.05%	32
Dominant Display	Wakin' Bakin	May 19-31	32,916		73	.20%	60
Dominant Display	Wakin' Bakin	June 1-30	85,664		99	.12%	64
Digital Display	Wakin' Bakin Costs	May 19-31	17,976		36	.20%	30

Digital Display	Wakin' Bakin Easy	May 19-31	17,940		37	.21%	30
Pre-Roll	JoAnn's Cafe	April 15-May 15	101,998	100,000	169	.17%	47
Biz New Orleans Digital Ads	JoAnn's Cafe	April 1-30	39,788	30,000	80	.20%	N/A
Biz New Orleans	JoAnn's Cafe	April 1-30	39,788	30,000	80	.20%	N/A
Biz New Orleans Digital Ads	JoAnn's Cafe	May 1-31	20,621	15,000	35	.17%	N/A
Biz New Orleans Sponsored Content	City Park Article	May 7-June 26		252,089 pg. views/323 total article reads			
Biz New Orleans LinkedIn	City Park Article	June 5 & June 21	738	N/A	N/A	N/A	N/A
Biz New Orleans Facebook	City Park Article	June 5 & June 21	467				
Biz New Orleans E-Newsletter	City Park Article	June 7		6,177	59		
Biz New Orleans E-Newsletter	City Park Article	June 14		6,509	45		

Table 22.17: Large C&I Targeted Paid Media Results

Reporting Period: Launch to June 30, 2024

TACTIC	CAMPAIGN/CREATIVE	IN-MKT DATE	IMPRESSIONS	REACH/VIEWS	CLICKS/LEADS	CTR	CONVERSIONS
Biz New Orleans Digital	Bottom Line?	March 1-31	25,356	40,000	55	.22%	
Site-Retargeting Digital	Get Your Slice	March 7-April 9	26,799	20,000	92	.34%	99
Site-Retargeting Digital	\$9M Fund – Photo ad	April 10-April 30	28,196	N/A	86	.48%	70
Site-Retargeting Digital	\$9M Fund – Photo Ad	May 1-31	40,796	40,000	41	.10%	52
Site-Retargeting Digital	\$9M Fund – Photo Ad	June 1-30	9,261	N/A	2	.01%	10
Site-Retargeting Digital	Beat the Heat	June	31,527	N/A	99	.67%	74
Dominant Display	\$9M Fund	April 1-30	85,674		98	.11%	81
Dominant Display	\$9M Fund	May 1-18	49,745		28	.06%	65
Dominant Display	Wakin' Bakin	May 19-31	35,968		118	.20%	111
Dominant Display	Wakin' Bakin	June 1-June 30	85,649		74	.09%	96
Digital Display	Wakin' Bakin Costs	May 19-31	17,984	N/A	56	.31%	56
Digital Display	Wakin' Bakin Easy	May 19-31	17,912	N/A	62	.35%	55
Biz New Orleans Digital	\$9M Fund	April 1-30	42,722	30,000	84	.20%	N/A
Biz New Orleans Digital	\$9M Fund	May 1-31	16,258	15,000	43	.26%	N/A
Biz New Orleans Digital	Wakin' Bakin - Easy	May 1-31	16,427	15,000	37	.23%	N/A
Biz New Orleans Digital	Wakin' Bakin - Costs	May 1-31	15,857	15,000	33	.21%	N/A
Biz New Orleans Digital	Beat the Heat	June	6,022	5,000	17	.28%	N/A
NOLA.com	Wakin' Bakin Article	May 19	928	N/A	N/A	N/A	N/A
NOLA.com	Wakin' Bakin Article on Facebook		27,417	N/A	297	1.08%	N/A
NOLA.com	Wakin' Bakin High-Impact digital with 30 video	May 23	109,236	N/A	185	.17%	N/A
NOLA.com	Wakin' Bakin branded email	June	7,781	N/A	1,168	.15%	N/A
NOLA Business Insider	Wakin' Bakin digital ad	May 19-June 19	194,358	N/A	39	.02%	N/A
Streaming TV/Lg. Screen	Wakin' Bakin video	June 1-30	28,174	27,548 completed views	5	.02%	0

Streaming TV/Sm. Screen	Wakin' Bakin' video	June 1-30	18,691	14,713 completed views	33	.18%	4
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Table 22.18: Search Engine Marketing Results

Reporting Period: Launch to June 30, 2024

MONTH	IMPRESSIONS	CLICKS	CTR	CONVERSIONS
March	983	163	16.58%	22
April	1361	166	12.20%	22
May	1,287	213	16.67%	25
June	1,554	227	14.61%	35

Table 22.19: Trade Ally Newsletters and Emails

MESSAGE	IN-MKT DATE	SENDS	OPENS	OPEN RATE	CLICKS	CLCK-THRU RATE
Increase Incentives	Jan 17	1,360	532	53.5%	50	4.5%
Increased Incentives to DNO's of Jan 17	Jan 20	754	141		6	
Dialed-up Incentives	April 2	453	161	49.9%	14	4.1%
Dialed-up Incentives to DNO's of April 2	April 9	276	57		4	
May 28 Sales Training	May 7	205	89	44.5%	8	4%
Reminder: May 28 Sales Training	May 14	205	88	56.5%	4	8.5%

Resend of May 14 to DNO's	May 21	114	26		13	
High-Performance HVAC System Training	June 4	185	103	64.4%	4	22,8%
Resend of June 4 to DNO's	June 7	78	14		0	
TA Q2 Newsletter	June 17	200	100	57.5%	22	13%
Resend of June 17 to DNO's	June 20	114	13		0	

Marketing Collateral

- Rebranded C&I Overview
 - English
- Rebranded Prescriptive Incentive List
- Rebranded Small Business Energy Assessment Overview
- Small Business Energy Assessment Referral Bonus handout
- Restaurant Sector Sheet
- Retail Sector Sheet
- Office Sector Sheet
- Grocery Sector Sheet
- Warehouse Sector Sheet
- Case Studies
 - Loews Hotel Case Study
 - Andrew H. Wilson Case Study
 - University of New Orleans Case Study
 - Southern University at New Orleans
 - New Orleans Convention Center
 - Lycée Francais New Orleans
- Rebranded Become an Energy Smart Trade Ally Overview
- Rebranded Tiered Trade Ally List
- Energy Smart Program Overview
- Redesigned window cling and accompanying Thank You note.
- Rebranded Compressed Air Overview
- HVAC Tune-up Fillable Application
- Disclaimer of Warranties and Limitation of Liability
- New Construction Code Compliance Overview
- New Construction Prescriptive List
- New Construction Workbook

- Rebranded SBDI Application
- Rebranded ENO Ticker Infographic
- Organic social posts
- Newsletter content for program partners

Marketing Tactics:

- Site-retargeting ads
- Dominant display ads
- Search engine marketing
- Pre-Roll
- Streaming TV
- George's Media sponsored content
 - NOLA.com sponsored digital article
 - Times-Picayune sponsored article
 - Quarter page ad in Times-Picayune
 - NOLA.com co-branded email
 - NOLA.com digital high impact unit w/:30 customer testimonial video
 - NOLA.com banner ads
 - NOLA Business insider e-newsletter
- Biz New Orleans website sponsorship
 - Digital ads
 - Biz New Orleans sponsored digital article
- Social posts – paid and organic
- Email campaigns – owned and dedicated eblasts through paid media buys
- Press Releases
- Paid sponsorships/memberships
 - Love Your City
 - New Orleans Chamber of Commerce
- Earned media
 - Downtown Development District
 - New Orleans & Company
 - Entergy New Orleans
 - Organic social
 - Customer featured articles posted on Newsroom
- Events

Customer Outreach

During the first six months of PY14, the Commercial outreach team had 159 customer meetings. Customers came from a segment mix of hotels, universities, city government, economic development organizations, industrial service providers, food and beverage and retail. Energy Smart hosted an Energy & Water Conservation Summit on March 13. The Summit had guest speakers from Powers, Ochsner, S&WB, Tulane, Eskew DumezRipple and Harris Energy. On March 15, the Energy Smart team attended the New Orleans Women in Business Conference. On March 27, the Energy Smart team spoke at the Greater New Orleans Hotel and Lodging Association annual meeting. The Energy Smart team attends and provides program upgdates during the monthly City of New Orleans Economic Development calls which are attended by representatives from various city organizations. As a sponsor of Love Your City's 2025 Work for the Future campaign, the Energy Smart team participated in the Work for the Future Kick-off campaign by attending the kick-off Impact Officer meeting and tableing at the Earth Day Celebration on April 21. Opportunities for the Commercial outreach team to network with commercial customers and table at Love Your City events will continue in Q3 and Q4.

Table 22.20: C&I Customer Outreach

Date	Customer
3-Jan	St. Peter Claver Church
3-Jan	City of New Orleans Economic Development
8-Jan	Heroes of New Orleans
9-Jan	Green coast
9-Jan	Thrive NOLA
10-Jan	The Capulet*
12-Jan	Define Your Dwelling
17-Jan	David Rack
18-Jan	Trade Allies of the program
22-Jan	Circle Auto Electric
23-Jan	Greater Asia Baptist Church
23-Jan	Georgetown Apartments
23-Jan	New Orleans & Company
24-Jan	Hotel Storyville
25-Jan	St. Augustine High School
26-Jan	St. Bernard Drugs
30-Jan	One Canal Place
31-Jan	EMR - Southern Recycling
31-Jan	Xavier University
1-Feb	LSU IAC Carrollton Water Plant
1-Feb	Marriot Warehouse Arts District
5-Feb	Trinity Episcopal
5-Feb	Hilton Riverside
6-Feb	Life of Christ Christian Academy
6-Feb	Crown of Life Lutheran

7-Feb	Merchant House
7-Feb	Café Bon Ami*
7-Feb	City of New Orleans Economic Development
8-Feb	Alliance for Multispecialty Research
14-Feb	Durio's House of Style - GE
15-Feb	Fair Zone 2 - GE*
16-Feb	The 8th Wonder Barbershop
16-Feb	GSA - Ameresco
19-Feb	Louisiana Pizza Kitchen - GE
20-Feb	Mayer Building Company - GE
21-Feb	Meals From the Heart
22-Feb	Trinity Episcopal
22-Feb	Textron
23-Feb	Split Second Foundation
27-Feb	Spin Zone GE*
27-Feb	Touro Synagogue
27-Feb	Reily Foods
28-Feb	Q&C Hotel
29-Feb	Desire Square Community Housing
1-Mar	Louisiana Pizza Kitchen UPT
1-Mar	Dalkia - Hilton Riverside RCx Study
4-Mar	Thrive 9th Ward
5-Mar	City of New Orleans Economic Development
6-Mar	Original Liuzza's
7-Mar	Homewood Suites
12-Mar	CCS Realty
12-Mar	People Program
13-Mar	Undergrowth Coffee
13-Mar	Energy and Water Conservation Summit
14-Mar	The Rink*
14-Mar	Multi-Studio
15-Mar	New Orleans Women in Business Conference
15-Mar	GSA - Ameresco
18-Mar	Advanced Surgical Associates
18-Mar	Perch
18-Mar	Homewood Suites New Orleans
18-Mar	New Orleans & Company
20-Mar	Fire Station #10
20-Mar	Fire Station #37
20-Mar	Fire Station #31
20-Mar	Fire Station Training Facility

20-Mar	HNOC - Williams Research Center
26-Mar	New Orleans & Company
27-Mar	GNOHLA Annual Meeting
28-Mar	Xavier University
29-Mar	GSA - Ameresco
1-Apr	Danny's Creole Kitchen LLC
1-Apr	Oak St. Business Association
1-Apr	Broad Community Connections & Bayou road Merchants Association
2-Apr	Cotton Mills Condos
2-Apr	City of New Orleans Economic Development
3-Apr	Le Parc Salon
3-Apr	Louisiana Specialty Drinks
4-Apr	528 No. Rampart St. Condominium Association
5-Apr	Cut Loose Hair Studio
5-Apr	Blue Dot Donuts
5-Apr	Star Service Meeting
8-Apr	Smoothie King
8-Apr	Skin Body Health Inc
8-Apr	Mom's Mini Mart
9-Apr	The Windsor Court Hotel
11-Apr	Salem Church
11-Apr	Hotel Provincial
11-Apr	COTE Happy Hour
11-Apr	Together New Orleans
12-Apr	Odyssey House
12-Apr	Multi-Studio
12-Apr	GSA - Ameresco
17-Apr	Ricard's INC
17-Apr	Eclectic Home
18-Apr	Apollo Marine Specialties, Inc
19-Apr	Euclid Records
22-Apr	Handleman Lofts and Millennium Square Apts
22-Apr	Touches by Tircuit - The Hair Studio
22-Apr	Love Your City Earth Day Event
22-Apr	LYC & Hilton Riverside - Earth Day Event
23-Apr	Downman Urgent Healthcare Clinic
23-Apr	St. Peter Claver School
23-Apr	Breads on Oak
24-Apr	Maple Leaf Bar
24-Apr	Morning Call
24-Apr	Benson Tower

26-Apr	Iron Tribe Fitness
26-Apr	No Name Café
26-Apr	Cambria Hotel
26-Apr	GSA - Ameresco
29-Apr	New Orleans Art Supply Inc
29-Apr	Bomb Azz Nailz
30-Apr	Marriott Hotel
30-Apr	Mount Olivet Episcopal Church
1-May	Hotel Santa Maria
1-May	Ace Hotel
2-May	BelleGarde Bakery
3-May	Vote
6-May	Derma Lounge LLC
6-May	Hilton Riverside
7-May	Swoop's
7-May	City of New Orleans Economic Development
9-May	Star Plus Barber and Beauty
9-May	Nonnos
9-May	Audubon Condos
9-May	111 Audubon St Common Areas / River District Operations Manager
9-May	Restore Louisiana Grant - Public Hearing
10-May	GSA - Ameresco
13-May	Juan's Flying Burrito
13-May	Xavier University
13-May	201 St Charles Office Tower
15-May	Jolly Kids Academy
15-May	Community Book Center
15-May	Cabrini High School
16-May	Catahoula Tattoo
16-May	Greater Salvation
20-May	The Bottle Factory Hotel
23-May	Federal Reserve Bank
23-May	New Orleans Office of Economic Development
28-May	SWBNO
28-May	NOLA Baptist Seminary
28-May	Sales Training - Delgado
29-May	Hahn Enterprises Inc
29-May	Adam's Food Store
29-May	St. Paul's Lutheran
29-May	Loyola University
29-May	The Nieux Company

30-May	St. Mary's Dominican High School
5-Jun	City of New Orleans Economic Development
5-Jun	NOLA Business Ecosystem
6-Jun	Dillard University
10-Jun	Muriel's
10-Jun	Hilton Riverside
14-Jun	GSA - Ameresco
14-Jun	The Daily Beet Restaurants
17-Jun	Wasabi
27-Jun	HVAC Training

Trade Allies

Overview

The overall mission of the Trade Ally Network is to develop and increase the local residential, commercial, and industrial contractor base by facilitating training and marketing engagement opportunities, aiding with program participation, and providing support with obtaining supplier diversity certifications. Engaging the registered Trade Ally Network is a key factor in the success of the Energy Smart program as trade allies bring in a substantial portion of program savings.

Network Development & Highlights

Table 23.1: C&I Trade Ally Tiers

TIER	# OF TRADE ALLIES
Platinum	4
Gold	6
Silver	14
General	73

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 at the Trade Ally Kickoff Meeting. The Trade Ally Kickoff Meeting included 35 commercial trade allies and 17 residential trade ally attendees.

In Q1 the Energy Smart team hosted an Energy and Water Conservation Summit in which leading architects, engineers, and technicians led panel discussions on commercial and industrial conservation measures. This successful event included 40 trade allies and 30 commercial customers as attendees.

In Q2 Energy Smart hosted a sales training for trade allies led by two instructors from the LSU Professional Sales Institute. The training covered fundamental sales strategies and allowed trade allies

to connect with the Institute with regard to potential job applicants via the students matriculating through the academic sales program. A total of 30 trade allies participated in this no-cost training.

Residential Trade Ally Network

The Residential Trade Ally Network held the Trade Ally Kick-Off and Awards on January 18th. The Energy Smart team discussed the following topics:

- Award Presentation
- Program Savings goal
- Status of Home Performance with ENERGY STAR® clipboard project
- No-shows and missed-appointments discussion
- Self-Scheduling Trade Ally Referrals
- Navigator Rebate Submission Review

Commercial & Industrial Trade Ally Advisory Group

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

- Review of PY13
- Overview of budget and goals PY14
- Increased program incentives for existing measures.
- Addition of a chiller tune-up incentive.
- Summary of program outreach efforts to small and large commercial customers.
- Updated PY14 trade ally tier rankings and the benefits associated with the tiers.
- Summary of technical training opportunities throughout the year.
- Workforce guest speakers from the city of New Orleans and from the New Orleans Career Center.
- The opportunity to record audio/video descriptions of trade ally job descriptions which would be promoted within the workforce network.

Energy Smart provided the following awards to trade allies:

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

On June 26 the team hosted the mid-year C&I Trade Ally Advisory Group meeting. Program staff covered:

- The project pipeline and program status of goals and budget.
- The leaderboard of trade ally participation to that point in the year.
- Review of chiller and HVAC tune-up incentives and application requirements.
- Review of the Small Business Direct Install program
- Guest speaker Deng Lin of Harris Energy Solutions summarized the upcoming High-performance HVAC training.

Guest speaker Shawn Vinnett of the Louisiana Workforce Commission discussed ways trade allies can find new employee candidates via the state's job connection platform.

Measuring the Network

Contractor Engagement

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

Table 23.2: Trade Ally Engagement

CATEGORY	# OF COMPANIES
C&I Network	97
Residential Network	18
Total Engagement	115

Contractor Participation

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

Table 23.3: Trade Ally Participation

CATEGORY	# OF COMPANIES
C&I Network	40
Residential Network	15
Total Engagement	55

Training Program

Audiences Trained

Energy Smart provided technical training to:

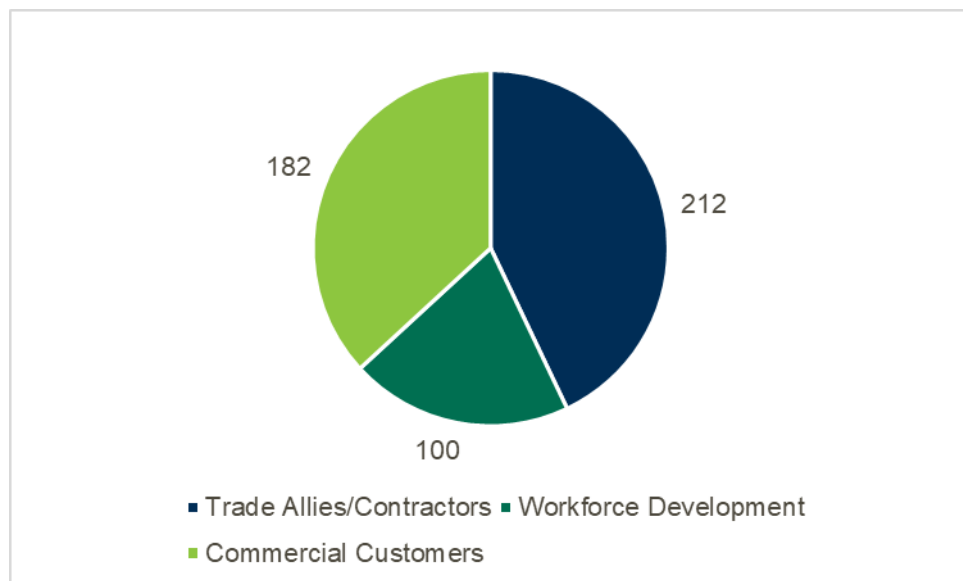
- Commercial & industrial trade allies
- Residential trade allies
- Facility directors
- Architecture firms
- Commercial business owners
- Workforce agency staff and students
- Program staff

Training Topics

Chart 23.4: Hours of Training by Type



Chart 23.5: Training by Audience Type



Initiatives

Workforce Development

The program has maintained its efforts in workforce development with the following activities in Q1 and Q2 of PY14:

- Participated at the Opportunity Hub Community Outreach event on January 5 as a representative of Energy Smart. Opportunity Hub is a networking group launched with support from GNO Inc., which strives to assist cities in creating innovation districts that create racial equity in the growing clean-energy career field.
- Met with Build Strong Academy instructors in Kenner regarding careers within the trade ally network.
- Participated as a member of the LA Green Corps Employee Advisory Council on February 21.
- Provided Delgado Community College, a workforce partner, the opportunity to speak at the Energy & Water Conservation Summit on March 13 to trade allies and facility directors about its efforts to create building automation curriculum.
- Presented to undergraduate and graduate students associated with the LSU Industrial Assessment Center on March 18 about careers in energy efficiency, with a particular focus on automation.
- Facilitated conversations between a leading HVAC trade ally and three local workforce development agencies (Urban League, Louisiana Green Corps, and New Orleans Career Center), which led to the hiring of several new employees working in HVAC maintenance.
- Assisted Dillard University with its application for the Historically Black College and Universities (HBCU) Clean Energy Education Prize, which the Department of Energy later awarded to Dillard.
- Advised the workforce development department at Delgado Community College regarding the potential to create a building automation curriculum that would be combined with existing facilities maintenance curriculum.
- Presented to Tulane University students on April 8 about careers in clean-energy and opportunities within the trade ally network.
- Provided an overview of careers within the HVAC trade ally network to instructors at the New Orleans Career Center on April 8.
- Participated as an advisor at Dillard's HBCU Clean Energy Prize planning meeting on May 2.

Supplier Diversity & Inclusion

Energy Smart partners with multiple small, minority, and/or 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 businesses that support 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 the first half of PY14 Energy Smart added two Energy Advisors to the Commercial team, both were hired with program partners with supplier diversity certifications, bringing local and knowledgeable candidates to the team.



FINANCIAL PERFORMANCE

Budget Highlights

Table 25.1

OFFERING	INCENTIVES	BUDGET*	% TO BUDGET
Small Commercial & Industrial Solutions	\$333,186	\$953,929	35%
Large Commercial & Industrial Solutions	\$2,186,192	\$5,609,658	39%
Publicly Funded Institutions	\$565,045	\$2,320,892	24%
New Construction Code Compliance	\$7,818	\$163,619	5%
Large C&I Automated Demand Response	\$63,200	\$532,200	12%
Home Performance with ENERGY STAR	\$362,708	\$1,201,285	30%
Retail Lighting & Appliances	\$50,479	\$636,916	8%
Multifamily Solutions	\$512,469	\$677,909	76%
Income Qualified Weatherization	\$791,678	\$1,679,571	47%
A/C Solutions	\$449,275	\$1,239,987	36%
Appliance Recycling & Replacement Pilot	\$56,900	\$226,543	25%
School Kits & Community Outreach	\$83,880	\$98,600	85%
Behavioral Energy Efficiency	\$0	\$0	N/A
EasyCool BYOT	\$42,900	\$340,000	13%
Peak Time Rebate Pilot	\$0	\$67,475	0%
EV Charging Pilot	\$7,350	\$58,800	13%
Residential Battery Pilot	\$0	\$102,000	0%
TOTAL	\$5,513,080	\$15,909,384	35%

*Budgets are reflective of the revised Energy Smart Implementation Plan PY 13-14. Summary tables show savings achieved and incentive spend from 1/1/2024 through 6/30/2024.

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

Table 25.2

YEAR	ENERGY SMART EXPENSES/INVOICES				FUNDING SOURCES		
	Month	Program Year 12	Program Year 13	Program Year 14	Total	EECR	Total Ending Balance
2023	January	\$1,857,381			\$1,857,381	\$1,413,564	(\$6,667,203)
2023	February	\$68,094			\$68,094	\$1,208,735	(\$7,807,845)
2023	March		\$1,920,487		\$1,920,487	\$1,244,079	(\$7,131,437)
2023	April	\$674,911	\$1,908,053		\$2,582,964	\$1,217,807	(\$5,766,280)
2023	May	\$380,298	\$1,250,753		\$1,631,051	\$1,314,890	(\$5,450,120)
2023	June	\$17,718	\$2,326,116		\$2,343,834	\$1,587,406	(\$4,693,692)
2023	July		\$1,116,883		\$1,116,883	\$1,828,572	(\$5,405,381)
2023	August	\$44,537	\$2,094,277		\$2,138,814	\$1,968,707	(\$5,235,274)
2023	September	\$13,444	\$1,287,566		\$1,301,010	\$1,960,402	(\$5,894,666)
2023	October		\$743,321		\$743,321	\$1,514,872	(\$6,666,218)
2023	November		\$3,012,958		\$3,012,958	\$1,225,348	(\$4,878,607)
2023	December		\$913,967		\$913,967	\$1,210,571	(\$5,175,212)
2024	January		\$536,958	\$1,144,211	\$1,681,169	\$1,651,416	(\$5,145,458)
2024	February		\$203,174		\$203,174	\$1,519,089	(\$6,461,374)
2024	March		\$228,619	\$1,237,419	\$228,619	\$1,351,106	(\$7,583,861)
2024	April		\$592,346	\$2,347,813	\$2,940,158	\$1,341,982	(\$5,985,685)
2024	May		\$482,429	\$369,357	\$851,786	\$1,592,513	(\$6,726,412)
2024	June		\$15,640	\$1,779,913	\$1,795,553	\$1,950,716	(\$5,644,156)
2024	July			\$1,543,584	\$1,543,584	\$2,143,333	(\$6,243,906)

Appendices

Appendix A: School Kits & Education

Appendix B: Community Outreach Summary

Appendix C: Training and Education

Appendix D: Marketing

Appendix A: School Kits & Education

SCHOOL NAME	DATE	KITS	ENROLLMENT OFFERING
Dwight D Eisenhower Charter School	2/26/2024	192	Charter
International School of Louisiana – Dixon Campus	2/26/2024	96	Charter
Alice M Harte Charter School	2/27/2024	600	Charter
Rober Russa Moton Charter School	2/27/2024	144	Charter
Lycee Francais De La Nouvelle Orleans – Lower Campus	2/28/2024	192	Charter
Lafayette Academy Lower School	2/29/2024	120	Charter
Elan Academy Charter School	3/1/2024	144	Charter
Homer A Plessy Community School - Treme	3/1/2024	192	Charter
Benjamin Franklin Elementary Math and Science School	3/7/2024	264	Charter
Morris Jeff Community School – Elementary School	3/7/2024	240	Charter
Audubon Charter School – Uptown Upper Campus	3/8/2024	96	Charter
Mary McLeod Bethune Elementary School	3/11/2024	168	Charter
Fannie C Williams Charter School	3/12/2024	120	Charter
Young Audiences Charter School – Lawrence D Crocker Campus	3/13/2024	216	Charter
Noble Minds Institute for Whole Child Learning	3/15/2024	48	Charter
KIPP Leadership	3/19/2024	312	Charter
Homer A Plessy Community School – French Quarter	3/20/2024	96	Charter
ReNEW Dolores T Aaron Academy	3/20/2024	456	Charter
Pierre A Capdau S.T.E.A.M. School	3/21/2024	264	Charter
Foundation Preparatory Academy	3/22/2024	96	Charter
Resurrection of Our Lord School	3/22/2024	48	Private
TOTAL		4,104	

Appendix B: Community Outreach

Date	Group	People at Event
7-Feb	NOLA Business Ecosystem Monthly Call	
17-Feb	Entergy Super Tax Day - United Way	
1-Mar	Home & Garden Show	
23-Mar	Green Fest - Okra Alley	
30-Mar	Audubon Nature Fest	22
4-Apr	HANO/ ROSS resource fair	25
9-Apr	Crescent Bloom Consulting	6
9-Apr	Hoffman Triangle Zoom Meeting	18
11-Apr	Lunch and Learn at Tulane River and Coastal Center	20
11-Apr	Entergy Townhall - District E	
15-Apr	Entergy Townhall - District C	
16-Apr	District B Town Hall Meeting	65
16-Apr	Entergy Townhall - District B	
17-Apr	Entergy Townhall - District C	
18-Apr	Entergy Townhall - District A	10
20-Apr	Spring Home Tour	
20-Apr	Mayor's Neighborhood Engagement in Hollygrove	
20-Apr	PRC Spring Home Tour	6
21-Apr	Spring Home Tour	
21-Apr	PRC Spring Home Tour	12
25-Apr	Firstline Family Showcase - Samuel J. Green Charter School	11
25-Apr	First Line's Family Showcase Community Resource Fair	
29-Apr	Pelicans vs Oklahoma	45
30-Apr	Entergy Townhall - District E	25
4-May	Canvassing - Treme	15
7-May	Beams and Brews @ the Common House	15
7-May	PRC Beams & Brews	30
9-May	New Florida Community Mtg - HANO	
9-May	Claiborne Merchants and Business Association Mtg	
11-May	Canvassing - New Orleans East	
13-May	Canvassing - NORD facilities	10
13-May	Mid-City NO Town Hall	400
15-May	The Collaborative 504	35
20-May	Gentilly CAP residence	30
24-May	Senior Fest	40
29-May	Canvassing - Treme	30

30-May	Canvassing - Lower 9
30-May	The Giving Hope Community Center
31-May	Canvassing - New Orleans East
10-Jun	Entergy Customer Appreciation Day - Eastbank
10-Jun	Entergy Customer Appreciation Day - Westbank
12-Jun	Hospitality Fair
25-Jun	PRC Mid Mod Tour

Appendix C: Training and Education

Date	Title	Audience	Attendees	Length	Objective	Description
1/3/2024	Customer -- City of New Orleans Economic Development	City of New Orleans Economic Development	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
1/4/2024	Workforce Development -- LSU Industrial Assessment Center	Workforce Development	2	30	Program Year 14 planning with IAC staff	Prepping for participation at upcoming events in New Orleans and at LSU IAC office.
1/5/2024	Contractor -- NAC Smart Technologies	C&I Trade Allies/Contractors	1	45	LED lighting recycling	Overview of potential training on LED bulb recycling
1/5/2024	Contractor -- Opportunity Hub and GNO Inc partners	Workforce Development	1	30	Represent Energy Smart at a networking event for clean-energy workforce development advocates.	Address questions related to careers in the trade ally network.
1/9/2024	Contractor -- Harris Energy Solutions	C&I Trade Allies/Contractors	1	45	Retro-commissioning overview	Review of potential changes to the Retro-commissioning offering
1/12/2024	Contractor -- Build Strong Academy	Trade school instructors	2	30	Overview of energy-efficiency employment opportunities	Address questions related to careers in the trade ally network.
1/18/2024	Contractor -- All trade allies	C&I Trade Allies/Contractors	35	60	Kickoff	Overview of the program year 13 and the updates to the program year 14 measures and offerings.
1/22/2024	Contractor -- Elan Studio Lighting	C&I Trade Allies/Contractors	2	15	Post kickoff check-in	Review of potential projects in PY14
1/23/2024	Customer -- New Orleans and Company	C&I Customer	1	30	HVAC overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network

1/24/2024	Customer -- Blue Economy primer	C&I Customer	10	15	Program overview	Presented customer incentives on prescriptive and custom measures.
1/25/2024	Customer -- St. Augustine High School	C&I Customer	1	60	Program overview	Presented customer incentives on prescriptive and custom measures.
1/29/2024	Contractor -- Powers of Louisiana	C&I Trade Allies/Contractors	1	60	Summit planning	Planning participation in the Energy & Water Conservation Summit
1/30/2024	Customer -- One Canal Place	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
1/30/2024	Contractor -- M3 Services	C&I Trade Allies/Contractors	1	60	Non-lighting overview	Review of tune-up incentives and application process
1/31/2024	Customer -- EMR Recycling	C&I Customer	1	60	LSU IAC assessment	Assessment conducted by LSU students, as well as review of customer incentives on prescriptive and custom measures.
1/31/2024	Customer -- Xavier University	C&I Customer	1	60	Dining Hall Renovation	Prescriptive and custom overview for dining hall renovation
1/31/2024	Customer -- People's program	C&I Customer	6	30	Program overview	Presented customer incentives on prescriptive and custom measures.
2/1/2024	Customer -- Marriott Warehouse Arts Distric	C&I Customer	1	60	Program overview	LED lighting incentive overview
2/1/2024	Customer -- LSU IAC Carrollton Water Plant	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network

2/2/2024	Contractor -- Crawford Lighting	C&I Trade Allies/Contractors	1	60	Lighting overview	Program overview regarding lighting incentives and application process for One Canal Place
2/2/2024	Contractor -- M3 Services	C&I Trade Allies/Contractors	1	60	Non-lighting overview	Review of tune-up incentives and application process
2/5/2024	Customer -- Hilton Riverside	C&I Customer	1	90	Project overview	Review of several potential energy efficiency projects
2/5/2024	Customer -- Trinity Episcopal Church	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
2/7/2024	Customer -- City of New Orleans Economic Development	C&I Customer	10	20	Program overview	Prescriptive and custom overview for customers within the city of New Orleans network
2/9/2024	Contractor -- LED Pro	C&I Trade Allies/Contractors	2	60	Non-lighting overview	Review of tune-up incentives and application process
2/14/2024	Contractor -- Crawford Lighting	C&I Trade Allies/Contractors	1	60	Lighting overview	Program overview regarding lighting incentives and application process for One Canal Place
2/15/2024	Contractor -- RGHR	C&I Trade Allies/Contractors	2	60	Non-lighting overview	Review of refrigeration incentives

2/16/2024	Customer -- GSA Building	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
2/16/2024	Workforce Development -- Delgado Community College	Workforce Development	2	60	Advise on building automation curriculum	Advised Louisiana Workforce Commission representative and Delgado workforce representative on how community colleges in other areas of the country are implementing building automation curriculum.
2/20/2024	Contractor -- Johnstone	C&I Trade Allies/Contractors	2	60	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives as well as program application process
2/20/2024	Customer -- Chamber of Commerce power hour	C&I Customer	60	5	Program overview	Presented customer incentives on prescriptive and custom measures.
2/21/2024	Workforce Development -- Louisiana Green Corps	Workforce Development	2	30	Advise on building automation curriculum	Advised Louisiana Workforce Commission representative and Delgado workforce representative on how community colleges in other areas of the country are implementing building automation curriculum.
2/22/2024	Customer -- Trinity Episcopal Church	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
2/22/2024	Customer -- Textron	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
2/22/2024	Workforce Development -- M3 Services/LA Green Corps	Trade ally and workforce partner	2	60	Facilitate employee candidacy discussion between trade ally and workforce partner	Discuss potential HVAC tech candidates within the workforce network for a trade ally.
2/23/2024	Customer -- Split Second Foundation	C&I Customer	1	60	New construction overview	Review of lighting power density and other prescriptive incentives

2/23/2024	Contractor -- Bernhard	C&I Trade Allies/Contractors	2	60	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
2/27/2024	Customer -- Reilly Foods	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
2/27/2024	Customer -- Touro Synagogue	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
2/29/2024	Customer -- Desire Square Community Housing	C&I Customer	1	60	New construction overview	Review of lighting power density and other prescriptive incentives
3/1/2024	Contractor -- Dalkia	C&I Trade Allies/Contractors	1	60	Retro-commissioning overview	Review of retro-commissioning process for Hilton Riverside
3/5/2024	Customer -- City of New Orleans Economic Development	C&I Customer	10	20	Program overview	Prescriptive and custom overview for customers within the city of New Orleans network
3/6/2024	Contractor -- Ideal Lighting	C&I Trade Allies/Contractors	1	30	Lighting overview	program overview regarding lighting incentives and application process
3/7/2024	Customer -- Homewood Suites	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
3/8/2024	Customer -- St. Roch Market	C&I Customer	1	30	HVAC and refrigeration overview	Review of cooler and tune-up incentives.
3/11/2024	Customer -- BioInnovation Center	C&I Customer	1	30	LED lighting overview	Review of prescriptive and custom incentives associated with LED retrofit.

3/11/2024	Customer -- Energy & Water Conservation Summit	C&I Customer	30	120	Panel discussion	Expert panel discussion of energy and water conservation measures.
3/13/2024	Contractor -- Summit	C&I Trade Allies/Contractors	40	120	Panel discussion	Expert panel discussion of energy and water conservation measures.
3/14/2024	Contractor -- Multistudio	C&I Trade Allies/Contractors	1	40	Program overview	Onboarding of Multistudio and review of new construction projects
3/15/2024	Customer -- GSA Building	C&I Customer	1	30	Program overview	Project review timelines for HVAC and chiller tune-ups
3/18/2024	Customer -- Homewood Suites	C&I Customer	1	30	Program overview	Project review timelines for HVAC and chiller tune-ups
3/18/2024	Customer -- New Orleans and Company	C&I Customer	1	60	Program overview	Project review and pre-site inspection for HVAC project
3/18/2024	Workforce Development -- LSU Industrial Assessment Center	Workforce Development	12	60	Present about Energy Smart	Advised Louisiana Workforce Commission representative and Delgado workforce representative on how community colleges in other areas of the country are implementing building automation curriculum.
3/19/2024	Workforce Development -- Dillard University	Workforce Development	60	30	Present on video about HBCU Clean Energy Prize	Video recording regarding careers in clean energy.
3/20/2024	Customer -- HNOC Williams Research Center	C&I Customer	1	60	New construction overview	Review new construction project opportunities

3/20/2024	Customer -- St. Roch Market	C&I Customer	1	30	HVAC and refrigeration overview	Review of cooler and tune-up incentives.
3/25/2024	Customer -- Alliance for Multi-Specialty research	C&I Customer	1	30	LED lighting overview	Discussion of SBDI and energy assessment measures.
3/27/2024	Customer -- Audubon Charter	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives associated with LED retrofit.
3/27/2024	Customer -- Greater New Orleans Hotel and Lodging Association	C&I Customer	60	15	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
3/27/2024	Customer -- St. Roch Market	C&I Customer	1	30	HVAC and refrigeration overview	Review of cooler and tune-up incentives.
3/28/2024	Customer -- Xavier University	C&I Customer	1	60	Lighting overview	Walkthrough of Annex building and light count.
3/28/2024	Customer -- Greater St. Stephen Full Gospel Church	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives associated with LED retrofit.
3/29/2024	Customer -- GSA Building	C&I Customer	1	30	Program overview	Project close-out for lighting project.
4/1/2024	Workforce Development -- Delgado Community College	Workforce Development	2	60	Advise on building automation curriculum	Advised Louisiana Workforce Commission representative and Delgado workforce representative on how community colleges in other areas of the country are implementing building automation curriculum.

4/1/2024	Contractor -- MacLean's Air Conditioning	C&I Trade Allies/Contractors	1	30	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/1/2024	Contractor -- Trane Technologies	C&I Trade Allies/Contractors	1	30	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/1/2024	Contractor -- Mighty's AC	C&I Trade Allies/Contractors	1	60	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/1/2024	Contractor -- Louisiana Energy Solutions	C&I Trade Allies/Contractors	1	30	Lighting overview	program overview with Kim Porer regarding lighting incentives and application process
4/2/2024	Customer -- City of New Orleans Economic Development	C&I Customer	10	20	Program overview	Prescriptive and custom overview for customers within the city of new orleans network
4/2/2024	Customer -- Cotton Mill Condos	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/3/2024	Contractor -- BEF Electric	C&I Trade Allies/Contractors	1	60	Lighting overview	program overview with Erroll regarding lighting incentives and application process
4/5/2024	Contractor -- BEF Electric	C&I Trade Allies/Contractors	1	60	Lighting overview	Light count and application process at Versailles Health Clinic
4/5/2024	Contractor -- Theron Holmes	C&I Trade Allies/Contractors	1	45	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/5/2024	Contractor -- Star Service	C&I Trade Allies/Contractors	3	45	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives

4/5/2024	Customer -- Chick-fil-A	C&I Customer	1	30	HVAC and refrigeration overview	Review of cooler and tune-up incentives.
4/8/2024	Workforce Development -- New Orleans Career Center	Workforce Development	1	45	Discuss commercial trade ally network and careers	Discuss upcoming HVAC curriculum and how the commercial trade ally network could connect with students and staff.
4/8/2024	Workforce Development -- Tulane University	Workforce Development	20	15	Discuss commercial trade ally network and careers	Discuss potential for Tulane students to connect with automation companies.
4/9/2024	Customer -- LSUHSC	C&I Customer	1	30	HVAC tune-up and chiller tune-up overview	Review of prescriptive incentives associated with tune-ups.
4/9/2024	Customer -- Windsor Court	C&I Customer	1	45	Review of coil cleaning incentives	Review of prescriptive incentives associated with tune-ups.
4/9/2024	Customer -- Marriott Hotel	C&I Customer	1	45	Review of coil cleaning incentives	Review of prescriptive incentives associated with tune-ups.
4/9/2024	Contractor -- LED Pro	C&I Trade Allies/Contractors	2	60	Non-lighting overview	Review of air handling unit, HVAC, and chiller tune-up incentives with customer
4/9/2024	Customer -- Homewood Suites	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/10/2024	Customer -- Greater St. Stephen Full Gospel Church	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives associated with LED retrofit.
4/10/2024	Contractor -- Frischhertz Electric	C&I Trade Allies/Contractors	1	60	LED lighting overview	Lighting count conducted at Greater St. Stephen Full Gospel Church

4/11/2024	Customer -- Intercontinental Hotel	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives associated with LED retrofit.
4/11/2024	Customer -- Hotel Provincial	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/11/2024	Customer -- Homewood Suites	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/11/2024	Contractor -- Blue Box Air	C&I Trade Allies/Contractors	1	60	Non-lighting overview	Assistance with meeting a hotel operator regarding non-lighting incentive
4/11/2024	Trade Ally -- American Institute of Architects	C&I Trade Allies/Contractors	20	10	Program overview	Review of prescriptive and custom incentives, and a discussion new construction incentives
4/12/2024	Customer -- GSA Building	C&I Customer	1	30	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/12/2024	Contractor -- Bernhard	C&I Trade Allies/Contractors	1	60	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/15/2024	Workforce Development -- Delgado Community College	Workforce Development	3	60	Advise on building automation curriculum	Incorporate automation specialist into discussion to review upcoming curriculum Delgado is planning to adopt.
4/17/2024	Contractor -- Siemens	C&I Trade Allies/Contractors	3	60	Non-lighting overview	Review of multiple potential projects as well as retro-commissioning and continuous commissioning
4/18/2024	Contractor -- Johnstone Supply	C&I Trade Allies/Contractors	1	60	Non-lighting overview	Review of trade ally kWh reduction reporting in advance of project submission.

4/19/2024	Customer -- Tommy's Seafood	C&I Customer	1	30	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/22/2024	Customer -- Earth Day event	Earth Day	20	5	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/23/2024	Contractor -- RGHR	C&I Trade Allies/Contractors	1	30	Accounting overview	Review of refrigeration invoicing procedure for incentives paid to trade ally.
4/24/2024	Customer -- Benson Tower	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/24/2024	Customer -- Blue Oak	C&I Customer	1	30	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/25/2024	Contractor -- Star Service	C&I Trade Allies/Contractors	1	45	Application overview	Non-lighting application overview for potential project.
4/26/2024	Customer -- GSA Building	C&I Customer	1	30	Program overview	Project close-out for lighting project.
4/26/2024	Customer - Cambira Hotel	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/26/2024	Customer -- Hilton Riverside	C&I Customer	1	30	Non-lighting overview	Review of HVAC tune-up and chiller tune-up incentives
4/26/2024	Contractor -- Gallo Mechanical	C&I Trade Allies/Contractors	1	60	Application overview	Non-lighting application overview for potential project.

4/29/2024	Customer -- New Orleans and Company	C&I Customer	1	60	Program overview	Review of custom and prescriptive incentives.
4/29/2024	Customer -- Houston's Restaurant	C&I Customer	1	30	Program overview	Review of custom and prescriptive incentives.
4/30/2024	Customer -- Marriott Hotel	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
4/30/2024	Customer - Mt Olivet Episcopal	C&I Customer	2	30	Lighting & HVAC walkthrough	Identify potential efficiency upgrades
4/30/2024	Customer - City Church	C&I Customer	1	30	Lighting & HVAC discussion	Identify potential efficiency upgrades
5/1/2024	Customer -- Ace Hotel	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/1/2024	Customer -- Greater St. Stephen Full Gospel Church	C&I Customer	1	30	HVAC tune-up overview	Chiller replacement discussion as well as tune-up incentives.
5/1/2024	Customer -- Hotel Santa Maria	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/1/2024	Contractor -- Frischhertz Electric	C&I Trade Allies/Contractors	1	60	LED lighting overview	DLC and Energy Star tutorial for lighting project with Greater St. Stephen Gospel Church.
5/2/2024	Workforce Development -- Dillard University	Workforce Development	30	15	Provided insight on careers in clean energy	Advised how Dillard could create a guidebook for careers in clean energy.

5/6/2024	Customer -- Hilton Riverside	C&I Customer	1	60	General overview	Review several energy efficiency projects
5/7/2024	Customer -- City of New Orleans Economic Development	C&I Customer	10	20	Program overview	Prescriptive and custom overview for customers within the city of new orleans network
5/7/2024	Customer -- Tulane Memorial Baptist Church	C&I Customer	1	30	HVAC tune-up overview	Review of HVAC incentives and potential trade allies who can do the work.
5/7/2024	Contractor -- Daikin	C&I Trade Allies/Contractors	1	60	Application overview	Non-lighting application overview for potential project.
5/8/2024	Contractor -- NAC Smart Technologies	C&I Trade Allies/Contractors	1	60	Application overview	LED lighting application process overview for BioInnovation Center.
5/9/2024	Contractor -- M3 Services	C&I Trade Allies/Contractors	1	30	Accounting overview	Review of trade ally portal and invoice submission process.
5/9/2024	Customer -- Audubon Condominiums	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/9/2024	Customer - 111 Audubon St - Condo Common Area Walkthrough	C&I Customer	5	60	Walkthrough	Identify potential efficiency upgrades
5/10/2024	Customer -- GSA Building	C&I Customer	1	30	Lighting overview	Project close-out for lighting project.
5/10/2024	Contractor -- Powers of Louisiana	C&I Trade Allies/Contractors	3	45	Program overview	Pitch to International Brotherhood of Electrical Workers; review of electrician network as well as incentives associated with LED measures.

5/7/2024	Customer -- Beanlandia	C&I Customer	1	30	HVAC tune-up overview	Review of HVAC incentives and potential trade allies who can do the work.
5/10/2024	Contractor -- Powers of Louisiana	C&I Trade Allies/Contractors	1	60	Onboarding trade ally meeting	Program overview with Joe Dujmov regarding controls and building automation.
5/13/2024	Customer -- Xavier University	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network, with particular emphasis on new construction incentives.
5/13/2024	Customer - Place St. Charles	C&I Customer	3	60	Lighting Walk through	Gather info on proposed lighting project
5/14/2024	Customer -- Omni Riverfront	C&I Customer	1	30	HVAC tune-up overview	Review of HVAC incentives and potential trade allies who can do the work.
5/14/2024	Customer -- Homewood Suites	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/14/2024	Contractor -- Regency Electric	C&I Trade Allies/Contractors	1	30	Recruitment phone conversation	Program overview with Regency Electric.
5/15/2024	Customer -- Cabrini High School	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/15/2024	Contractor -- Johnstone Supply	C&I Trade Allies/Contractors	1	60	Existing project overview	HVAC incentive overview for OC Haley ASHE Cultural Center.
5/15/2024	Contractor -- Lux Lighting	C&I Trade Allies/Contractors	1	60	Existing project overview	Lighting application assistance for Hilton Riverside.

5/16/2024	Contractor -- A Basem Electric	C&I Trade Allies/Contractors	1	60	Onboarding trade ally meeting	Review of lighting incentives with A Basem Electric and discussion of potential projects at gas stations.
5/20/2024	Customer -- The Bottle Factory	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/20/2024	Customer -- Homewood Suites	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/22/2024	Contractor -- Tyler and Tyler	C&I Trade Allies/Contractors	1	30	Recruitment phone conversation	Program overview with Tyler and Tyler.
5/23/2024	Customer - Federal Reserve Bank	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/23/2024	Customer -- The Building on OC Haley	C&I Customer	1	30	HVAC tune-up overview	Review of HVAC incentives and potential trade allies who can do the work.
5/23/2024	Contractor -- Balthazar Elektriks	C&I Trade Allies/Contractors	1	60	Existing project overview	Lighting project overview of application process and light count for Warren Easton
5/28/2024	Customer - NOLA Baptist Seminary	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/28/2024	Contractor -- trade ally sales training	C&I Trade Allies/Contractors	30	180	Sales training	Two LSU Sales Institute instructors provided sales training to thirty trade ally representatives
5/29/2024	Customer -- St. Paul Lutheran Church	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network

5/29/2024	Customer -- Loyola University	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
5/29/2024	Customer - Nieux CO	C&I Customer	5	60	Customer requested help identifying energy efficiency projects	Initial walk through of kitchen and shared working space. Explained program. Requested SBFA, talked with HVAC contractor re: tune-ups, measured windows, mis walkthrough observations.
5/29/2024	Customer -- New Orleans Career Center	C&I Customer	1	30	HVAC tune-up overview	Review of HVAC incentives and potential trade allies who can do the work.
5/29/2024	Customer -- St. Paul Lutheran Church	C&I Customer	1	30	HVAC tune-up overview	Review of HVAC incentives and potential trade allies who can do the work.
5/29/2024	Customer -- Loyola University	C&I Customer	4	60	HVAC tune-up overview	Review of HVAC incentives and potential trade allies who can do the work.
5/29/2024	Contractor -- Johnstone Supply	C&I Trade Allies/Contractors	2	60	Existing project overview	Meeting at St. Paul Lutheran Church about a change-out from window units to central air
5/30/2024	Customer -- St. Mary's Dominican	C&I Customer	1	60	Program overview	Review of prescriptive and custom incentives, and a discussion of the trade ally network
6/5/2024	Customer -- City of New Orleans Economic Development	C&I Customer	10	20	Program overview	Prescriptive and custom overview for customers within the city of new orleans network
6/6/2024	Customer -- Dillard University	C&I Customer	1	60	Program overview	Review of potential project leads.
6/10/2024	Customer -- Hilton Riverside	C&I Customer	1	60	Retro-commissioning overview	RCx walkthrough and BAS overview

6/13/2024	Contractor -- Ideal Lighting	C&I Trade Allies/Contractors	1	60	Recruitment meeting and program overview	LED lighting incentive overview
6/13/2024	Contractor -- Marvin Electric	C&I Trade Allies/Contractors	1	60	Recruitment meeting and program overview	LED lighting incentive overview
6/13/2024	Contractor -- Barnes Electric	C&I Trade Allies/Contractors	1	60	Recruitment meeting and program overview	LED lighting incentive overview
6/14/2024	Customer -- GSA Building	C&I Customer	1	30	Lighting overview	Project close-out for lighting project.
6/14/2024	Contractor -- Jones AC and Heating	C&I Trade Allies/Contractors	1	60	Recruitment meeting and program overview	Discuss HVAC tune-up incentives as well as LED lighting and HVAC replacement incentives
6/14/2024	Customer - Daily Beet	C&I Customer	1	30	Customer - requested Restaurant Walkthrough	Identify Potential Projects
6/17/2024	Contractor -- Funches AC and Heating	C&I Trade Allies/Contractors	1	30	Recruitment meeting and program overview	Discuss HVAC tune-up, HVAC replacement, and smart thermostat incentives
6/18/2024	Contractor -- T&B Electric	C&I Trade Allies/Contractors	1	45	Recruitment meeting and program overview	Discuss LED lighting incentives and program application overview.
6/20/2024	Customer -- Hilton Riverside	C&I Customer	1	60	Program overview	LED lighting walkthrough.
6/21/2024	Contractor -- T&B Electric	C&I Trade Allies/Contractors	1	90	Recruitment meeting and program overview	Walkthrough of St. Thomas Housing Development, counting recessed cans and 4-ft. lamps

6/21/2024	Customer -- St. Thomas Housing Development	C&I Customer	1	30	Program overview	LED lighting incentive overview as well as HVAC incentive overview
6/26/2024	Contractor -- T&B Electric	C&I Trade Allies/Contractors	1	30	New construction overview	Review of Harry's Ace Hardware new construction incentive possibilities
6/27/2024	Contractor -- Trade Ally Advisory Group meeting	C&I Trade Allies/Contractors	20	30	Program updates and guest speakers	Project leaderboard, guest speakers in workforce development and training, and program updates

Appendix D: Marketing Assets

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Residential Collateral

Energy Smart Overview



Step-By-Step Guide During the Assessment

Home Performance with ENERGY STAR®

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

- LED Light Bulbs****
 - Can only replace incandescent or halogen light bulbs.
 - Cannot replace lighting if located in newly-sited spaces such as an attic or closet.
 - Will not be replaced if in a location that may be a safety hazard.
- Smart Thermostats**
 - Usually requires a follow-up measure installed at a later date.
- Smart Door Strips**
- Low-Flow Showerheads**
 - Electric water-heated areas only.
 - Cannot replace handheld showerheads.
- Hot Water Pipe Insulation**
 - Electric water-heated areas only.
 - Limit of 10 ft. of pipe insulation at the heater source only.
- Low-Flow Bathroom Aerators**
 - Electric water-heated areas only.
 - Cannot replace specialty faucet types.
- Low-Flow Kitchen Aerators**
 - Electric water-heated areas only.
 - Cannot replace specialty faucet types.

*Not all products included may offer from the image above. Rebates are determined based on the equipment, overall efficiency and product availability. Products may not be available at each unit, depending on utility eligibility and existing building.

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

For more information about this and other energy efficiency offerings, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-0566.

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

Energy Smart Online Marketplace

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

Service Rebates

Rebate must be completed in conjunction with this.

Central A/C Replacement - Up to \$1000 Mail-in Rebate per unit. Attic Insulation - Up to \$500 per square foot. Central A/C Duct Sealing - Up to \$100 per CFM30 reduction. Home Air Sealing - Up to \$100 per CFM30 reduction.	Central A/C Tune-Up - Up to \$100 per unit. - All Entergy New Orleans residential customers are eligible. - System must be at least one year old. - The unit must be in working order at the time of the tune-up. - Rebates do not cover adding new refrigerant, or repairing or replacing any mechanical parts. - The same A/C system is eligible for a second rebate only after two years have elapsed.
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Purchase Rebates

ENERGY STAR Window A/C Units \$100 Mail-in Rebate. ENERGY STAR Refrigerators \$100 Mail-in Rebate. ENERGY STAR Dish Pumps \$1000 Mail-in Rebate. ENERGY STAR Heat Pump Water Heaters \$1000 Mail-in Rebate. ENERGY STAR Dehumidifiers \$100 Mail-in Rebate.	ENERGY STAR Water Coolers - Up to \$100 Mail-in Rebate. ENERGY STAR Smart Thermostats - Up to \$100 Mail-in Rebate. ENERGY STAR Air Purifiers \$100 Mail-in Rebate. ENERGY STAR Freezers \$100 Mail-in Rebate.
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Rebate offers up to a \$1000 rebate from the date of required information is received to process your rebate. After the program begins to perform on-site inspections of the appliances included in your purchase, a rebate check will be mailed to the purchaser based on the rebate form. Final rebate will only be issued to residents of your water state. Visit energysmartnola.com for more information on how to receive rebates.

To find a participating retailer, visit www.energysmartnola.com or call 504-229-0566.

Entergy New Orleans, LLC does not discriminate on the basis of race, ethnicity, sex, or religion in its programs and services. Entergy New Orleans, LLC is an Equal Opportunity Employer.



Multifamily Direct Install Service Agreement

Energy Smart A New Orleans Program

Multifamily Solutions direct install service agreement

Property information

Property owner: _____
 Building name: _____
 Installation address: _____ Property phone: _____
 City: _____ State: _____ ZIP: _____

Agreement

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

Property owner also agrees that in consideration of the participation in the program and receipt of free products, Entergy will not be responsible in contract, tort or otherwise for any losses or damages of any kind incurred, arising out of or related to this program. Franklin Energy, LLC will be responsible for any loss or damage incurred to the extent caused by the gross negligence or willful misconduct of Franklin Energy, LLC. Property owner agrees that under no circumstances will Entergy or Franklin Energy, LLC be responsible for any indirect, consequential, incidental or special damages. No action under this agreement may be commenced more than 60 days after the incident giving rise to such cause of action has occurred. The undersigned has read and understands the above and has authority to sign this agreement as or on behalf of the owner of the above identified property.

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

Customer signature

Customer signature: _____
 Customer name (print): _____ Date: _____
 Property owner or authorized manager's signature: _____

Questions? Email info@energysmartnola.com or call 504-229-0566

Entergy Smart is a complimentary energy efficiency program made possible by the New Orleans City Council and administered by Entergy New Orleans, LLC and Franklin Energy, LLC. © 2019 Entergy.



Landlord permission form



Landlord permission form

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

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

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

Permission to enter premises

I, _____ as landlord/authorized agent for building(s) located at _____ have read and understand the above, have reviewed the program information and hereby grant permission for representatives of Energy, including ADT™ and Franklin Energy, to enter those premises for the purposes of conducting energy audits and collecting eligibility documentation from the residents, including applications, and to perform the weatherization work. I am aware that program information exists at energysmartnola.com and that I can call 504-239-6666 for additional information.

Landlord/agency signature _____

Customer signature _____

Title _____

Customer name _____

Date _____

Date _____

Energy Smart is a community energy efficiency program developed by the New Orleans City Council and administered by Energy Smart New Orleans, LLC, an LLC of Franklin Energy Services, LLC. All Rights Reserved.



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Multifamily solutions sell sheet



Keep costs low and satisfaction high.



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

What do you get for signing up?

At no cost to you or your tenants, eligible properties will receive a no-cost energy assessment and no-cost energy-saving products* installed in your tenants' unit, which may include:



LED Light Bulbs



Kitchen Aerator



Bathroom Aerator



Water-Saving Showerheads



Smart Thermostats



Pipe Insulation



Smart Power Strip

What happens after the no-cost assessment and product installations?

You will receive recommended low-cost or no-cost upgrades for your property. Based on your recommendations, you'll select an appropriate trade ally who will provide an estimate for the energy-efficient upgrades and help you identify specific rebates you may qualify for. Recommended low-cost or no-cost upgrades may include:

Air sealing | Duct sealing | Insulation | A/C tune-up

How do you sign up?

Call 504-239-6666 or email info@energysmartnola.com. We'd love to answer any questions you may have about the program, too.

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

* Actual products installed may differ from the images shown. Products are determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing baseline. LEDs will be installed only in fixtures containing incandescent or halogen lamps.

Energy Smart is a community energy efficiency program developed by the New Orleans City Council and administered by Energy Smart New Orleans, LLC, an LLC of Franklin Energy Services, LLC. All Rights Reserved.



Home Performance Outreach Kit



Install today.

- Two LED light bulbs.
- Two LED night-lights.

Schedule your **free in-home energy assessment** today to find out how much you could be saving tomorrow.

 energysmartnola.com

 **504-229-6868**

 info@energysmartnola.com

Scan to schedule a
free home assessment.



 entergy

EnergySmart
A New Orleans Program

 energysmartnola.com

 **504-229-6868**

 info@energysmartnola.com



Top-to-bottom, whole-house energy assessment.



Complimentary installation of energy-saving products.



Comprehensive summary report with low- to no-cost recommendations.

Kit Insert



Schedule a free home energy assessment today

The Home Performance with ENERGY STAR® program reduces the up-front cost of making your home more energy efficient. Depending on the home improvements you choose, you could **save up to 20% or more on your annual utility bill**.

What to expect:

1. A top-to-bottom **review of your home's energy efficiency**.
2. The installation of **free energy-saving products**.*
3. A **personalized report** summarizing the efficiency of your home and recommendations for energy-saving improvements.
4. **Rebates to lower or cover the cost** on recommended services:
Increasing attic insulation, sealing air leaks and ductwork, A/C tune-ups.

Below are a few examples of energy-saving products that may be installed:*



Smart
thermostats



Faucet
aerators



LED
light bulbs



Advanced
power strips



Get started here

Scan the QR code or call **504-229-6868** to sign up for your free assessment.
Visit energysmartnola.com or email us with any questions at info@energysmartnola.com.

*Products installed are based on Entergy account type and eligibility. Actual products installed may differ from the images shown.

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2024 Entergy Services, LLC. All Rights Reserved.



Schedule a free home energy assessment today



504-229-6868



www.energysmartnola.com



info@energysmartnola.com



Service rebate forms

A/C Tune-Up Rebate Form



A/C tune-up rebate form

Available for Entergy New Orleans customers through December 31, 2014, or while funds last.

Please fill out completely. All information is required.

A/C Solutions

Account and information

Customer name (Account holder on record)

Account number

Meter number

Customer address

City

State ZIP

Payment information

Choose one:

☐ Send rebate check to me

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

Signature _____

Date _____

Relationship to account holder _____

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

The Energy Smart program provides rebates for residential customers to promote the maximum home use of energy-efficient equipment. This service may be completed by a participating trade ally.

Customer contact information

Customer email address

Customer phone number

Type of residence

☐ Single family

☐ Multi-family (5 or more units)

☐ Other _____

☐ Rent _____

☐ Other _____

Trade ally information

Trade ally name (please print)

Service date

Mailing address

City

State ZIP

For more information about this and other energy efficiency programs, visit energysmartlo.com, email info@energysmartlo.com or call 504-592-6568


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EnergySmart
A New Orleans Program

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A/C tune-up rebate form

A/C Solutions

Available for Entergy New Orleans customers through
December 31, 2024, or while funds last.

HVAC tune-up rebate

	Type of system	Contributor	System performance	Rebating charge level
Primary system	☐ Air conditioning ☐ Heat pump ☐ Air conditioning ☐ Split system	Total air conditioning \$ _____ Total air conditioning \$ _____	Seasonal energy ratio (SEER) _____ Annual energy consumption (AEC) _____ Annual energy consumption (AEC) _____ Annual energy consumption (AEC) _____	Rebating charge level _____ Rebating charge level _____ Rebating charge level _____ Rebating charge level _____
Secondary system	☐ Air conditioning ☐ Heat pump ☐ Air conditioning ☐ Split system	Total air conditioning \$ _____ Total air conditioning \$ _____	Seasonal energy ratio (SEER) _____ Annual energy consumption (AEC) _____ Annual energy consumption (AEC) _____ Annual energy consumption (AEC) _____	Rebating charge level _____ Rebating charge level _____ Rebating charge level _____ Rebating charge level _____

Rebate for single-family (up to 4 units) is \$ _____

Rebate for multi-family (up to 4 units per system) is \$ _____

Contact information and certification

Primary contact person:

Contact person email:

Contact person phone:

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

Technician signature:

Date:

For more information about this and other energy efficiency programs, visit
energysmartnola.com, email info@energysmartnola.com or call 504-292-4668.

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EnergySmart
 A SECOIA Program

A/C tune-up rebate form

A/C Solutions

Available for Energy New Orleans customers through
 December 31, 2024, or while funds last.

A/C tune-up checklist

Checklist items marked as "N/A" have been corrected 

The outdoor fan has been checked for proper operation.	☐ Thermostat is correct temperature.	☐ Yes ☐ No ☐ N/A
24 Hour Fan has been inspected.	☐ Outdoor fan blades have been cleaned.	☐ Yes ☐ No ☐ N/A
Condensate drain has been inspected.	☐ Condensate drain system runs free of obstructions.	☐ Yes ☐ No ☐ N/A
	☐ Drainage pan or pan drain has been checked.	☐ Yes ☐ No ☐ N/A
	☐ Drain pan has been cleaned and replaced if necessary.	☐ Yes ☐ No ☐ N/A
Disposal or seal has been inspected.	☐ Evaporator coil has been cleaned with approved products.	☐ Yes ☐ No ☐ N/A
	☐ Fan blades have been cleaned with approved product.	☐ Yes ☐ No ☐ N/A
Temperature differential sensor has been inspected.	☐ Thermostat is working.	☐ Yes ☐ No ☐ N/A
	☐ If open, allow 24 hours of fan and outdoor.	☐ Yes ☐ No ☐ N/A
	☐ Fan has been properly lubricated (if applicable).	☐ Yes ☐ No ☐ N/A
All access doors/panels have been closed/locked.	☐ Unit has been fully sealed, connected to electrical controls, or reinstalled.	☐ Yes ☐ No ☐ N/A
	☐ Program indicator is visible.	☐ Yes ☐ No ☐ N/A
Check and adjust the fan belt (if applicable).	☐ Condenser coils have been cleaned with approved product.	☐ Yes ☐ No ☐ N/A
	☐ Condenser fan has been inspected and worked.	☐ Yes ☐ No ☐ N/A
Condenser fan motor has been inspected.	☐ Refrigerant levels have been checked (if the system is not sealed).	☐ Yes ☐ No ☐ N/A
	☐ Fan capacitor is okay.	☐ Yes ☐ No ☐ N/A
	☐ Fan properly grounded (if applicable).	☐ Yes ☐ No ☐ N/A

Duct efficiency improvement rebate

Conditioning Equipment Type(s)	Terminx (CMF5)	Terminx (30% or less)	Terminx (CMF5)	Reduction (CMF5)	Total duct sealing cost	Duct sealing rebate
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Primary system

Secondary system

For all duct repairs, visit www.sealright.com or call 800-551-2222 for more information.
 (\$1.00 per furnace or heat pump, \$0.75 per heater/boiler)

For more information about this and other energy efficiency programs, visit energysmart.nola.com or call 800-551-2222. For technical assistance, visit www.sealright.com or call 800-551-2222. For more information about this and other energy efficiency programs, visit energysmart.nola.com or call 800-551-2222.

For more information about this and other energy efficiency programs, visit
energysmart.nola.com, email info@energysmartnola.com or call 800-551-2222.



Document ID: A-2



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A/C tune-up rebate form

A/C Solutions

Available for Entergy New Orleans customers through
December 31, 2024, or while funds last.

HVAC system characteristics

Approximate age of the hvac system:

(Primary system)

(Secondary system)

Primary heating system*

Secondary heating system*

☐ Electric furnace

☐ Electric furnace

☐ Heat pump

☐ Heat pump

☐ Gas furnace

☐ Gas furnace

☐ Boil

☐ Boil

☐ Other (please specify)

☐ Other (please specify)

Heating efficiency (HSPF if heat pump / AFUE if furnace)

(Primary system)

(Secondary system)

Cooling efficiency (SEER)

(Primary system)

(Secondary system)

*For eligibility, heating and cooling characteristics must be matched.

Trade ally information

Trade ally name (please print)

Service date:

Mailing address:

City:

State:

ZIP:

Primary contact person:

Contact person email:

Contact person phone:

By signing below, I, the trade ally, confirm I performed (or have confirmed that a participating Energy Consultant has conducted) passing Duct Blower Tests according to ISO 16858 or other nationally recognized standards where appropriate, before beginning any work and after any work was completed. I must include the results of the above tests with this rebate form for quality assurance purposes.

Trade ally signature:

Date:

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504.529-6868.



ENERGY 2024-2025


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A/C tune-up rebate form

A/C Solutions

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

How did you hear about Energy Smart?

☐ Bill insert ☐ Door-to-door canvassing ☐ Text ☐ Email ☐ Friends/Family ☐ Mailer
☐ Search engine ☐ Social media ☐ Calling campaign ☐ Utility website ☐ Other _____

Terms and conditions

Rebate offer:
 Rebate application must be submitted with 145 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2024, and December 31, 2024. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to ensure that all requirements for this rebate are met.

Participation requirements:
 Failure to provide any of the required information will prevent processing of your application. The stated sales receipt must match the date of service listed on the rebate application. Requirements and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of information or omission is liable to deny receipt of the rebate. Please allow up to 45 business days from the date all required information is received to process your rebate.

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

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

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

Please send this application along with required documents to:

Energy Smart
 4725 Thibodaux Avenue, Ste. B
 New Orleans, LA 70122

Phone: 504-259-4848
 Email: rebatesubapp@energysmartnola.com

Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 45 weeks for processing. This offer is available through December 31, 2024, or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-259-4848.



Entergy Smart is a program of the Energy Efficiency Program administered by Entergy New Orleans, LLC. All rebates are subject to the terms and conditions of the program.

HVAC replacement rebate form



A/C Solutions

HVAC system replacement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

Please fill in completely. All information is required.

Purchaser information	Equipment information
Purchaser's name: _____ Daytime phone: _____ Email: _____ Installation address: _____ City: _____ State: _____ ZIP: _____ Purchaser's address (if different from local address): _____ City: _____ State: _____ ZIP: _____	New purchased system information New system: ☐ Central air conditioner ☐ Mini-split ductless heat pump ☐ Air source heat pump Does the new system have a factory-installed, electronically controlled motor? ☐ Yes ☐ No Choose one: ☐ Replaced existing unit ☐ Replaced existing but inefficient unit New system capacity (tons): _____ Cooling efficiency (SEER2): _____ Heating efficiency (HSPF2 if heat pump): _____ Condenser brand: _____ Condenser model: _____ Coil model: _____ Air handler model: _____
Type of residence ☐ Single family ☐ Multifamily (5 or more units) ☐ Other: _____	Replaced HVAC system information Approximate age of replaced system: _____ Replaced system capacity (tons): _____ Cooling efficiency (SEER2): _____ Heating system before the replacement (Choose one): ☐ Heat pump ☐ Fire/VG resistance ☐ Gas ☐ Other: _____

For more information about this and other energy efficiency programs, visit energysmarttools.com, email info@energysmarttools.com or call 800-429-4868.

A/C Solutions

HVAC system replacement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

Required document checklist:	Customer completion:
☐ AHRI certificate (provided by equipment installer) ☐ Copy of customer's invoice (provided by equipment installer) ☐ Signed and completed Energy Smart rebate form	I acknowledge this rebate is true and correct. By signing below, I agree to allow Energy Smart to perform an on-site verification of installed equipment. I also acknowledge that failure to allow on-site verification within 60 days may result in forfeiture of the rebate amount.
Installation date: _____ HVAC rebate amount: _____	Customer signature: _____ Date: _____

Qualified equipment and rebate amounts*

Central air conditioner			
Efficiency level	SEER2 ≥ 16.5 with ECH	SEER2 ≥ 16 with ECH	SEER2 ≥ 17 with ECH
Rebate amount	\$90 per System	\$90 per System	\$100 per System
Air source heat pump			
Efficiency level	SEER2 ≥ 16.5 & HSPF2 ≥ 9.7	SEER2 ≥ 16 & HSPF2 ≥ 9.7	SEER2 ≥ 16 & HSPF2 ≥ 9.8
Rebate amount	\$150 per System	\$100 per System	\$100 per System
Mini-split (ductless) heat pump			
Efficiency level	SEER2 ≥ 16 & HSPF2 ≥ 9.7	SEER2 ≥ 16 & HSPF2 ≥ 9.7	SEER2 ≥ 16 & HSPF2 ≥ 9.7
Rebate amount	\$600 per System	\$600 per System	\$600 per System

*SEER2 ≥ 16.5 with ECH, HSPF2 ≥ 9.7, SEER2 ≥ 16 with ECH, SEER2 ≥ 17 with ECH, SEER2 ≥ 16 & HSPF2 ≥ 9.7, SEER2 ≥ 16 & HSPF2 ≥ 9.8, SEER2 ≥ 16 & HSPF2 ≥ 9.7

For more information about this and other energy efficiency programs, visit energysmarttools.com, email info@energysmarttools.com or call 800-429-4868.For more information about this and other energy efficiency programs, visit energysmarttools.com, email info@energysmarttools.com or call 800-429-4868.

A/C Solutions

HVAC system replacement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

How did you hear about Energy Smart?	☐ Bill insert ☐ Door-to-door canvassing ☐ Email ☐ Event ☐ Friends/family ☐ Mailer ☐ Search engine ☐ Social media ☐ Calling campaign ☐ Mail by website ☐ Other: _____
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Terms and conditions

Rebate offer:
Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2024, and December 31, 2024. Work must be completed by a participating trade ally. Approval must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to ensure that all requirements for the rebate are met.

Participation requirements:
Failure to provide any of the required information will prevent processing of your application. The listed rules must not work. The code of service listed in the rebate program guidelines. The equipment and rebate levels are subject to change or cancellation without notice and are subject to available program funds. Misrepresentation of installation, location or measure eligibility may result in forfeiture of the rebate. Please allow up to 45 weeks from the date all required information is received to process your rebate.

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

Liability:
Entergy New Orleans, LLC, or their parents, subsidiaries, employees, affiliates and agents assumes no responsibility for the performance of the equipment or equipment, nor the quality of the work, labor and/or materials supplied, or for the acts or omissions of the participating trade ally.

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

Please send this application along with required documents to:	
Energy Smart 4015 Pryor Fields Ave, Ste. 5 New Orleans, LA 70122	Phone: 800-429-4868 Email: residentialapp@energysmarttools.com

Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024, or while funds last.

For more information about this and other energy efficiency programs, visit energysmarttools.com, email info@energysmarttools.com or call 800-429-4868.
 Entergy New Orleans is an Equal Opportunity Employer. Minorities and women are encouraged to apply. Entergy New Orleans is an Equal Opportunity Employer. Minorities and women are encouraged to apply.



©2024 Entergy

Smart thermostat rebate form



A/C solutions

Smart thermostat rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

Please fill out completely. All information is required. To search for installed products and to verify eligibility, go to energysmartnola.com/SmartThermostatRebateForm.

Account and customer information	Type of residence
Customer name (Account holder on record)	☐ Single family ☐ Multi-family (5 or more units)
Account number	☐ Own ☐ Rent (Please include a required document for property eligibility)
Meter number	☐ Other _____
Customer address	
City	
State	ZIP
Customer contact information	Payment information
Customer email address	Choose one: ☐ Send rebate check to me. ☐ I authorize direct payment of the rebate in the amount of \$_____ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.
Customer phone number	Customer's signature _____ Date _____
	Please attach copies of dated invoices for the work including installation and material costs.

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



ENTERGY SOLUTIONS



A/C solutions

Smart thermostat rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

\$150 Smart thermostat rebate	
Primary system How is the residence currently heated and cooled (check all that apply)? Heat ☐ Gas heated ☐ Electrically heated ☐ Heat pump system Cool ☐ Air conditioned (central or room A/C) ☐ No air conditioning Type ☐ Manual ☐ Programmable ☐ Unknown Smart thermostat replacement: Make _____ Model _____ Serial number: _____ Total square footage served by installed thermostat: _____	Secondary system How is the residence currently heated and cooled (check all that apply)? Heat ☐ Gas heated ☐ Electrically heated ☐ Heat pump system Cool ☐ Air conditioned (central or room A/C) ☐ No air conditioning Type ☐ Manual ☐ Programmable ☐ Unknown Smart thermostat replacement: Make _____ Model _____ Serial number: _____ Total square footage served by installed thermostat: _____
I certify that a smart thermostat installation has been completed, including all of the applicable actions indicated in the checklist above. Trade ally name (please print) _____ Service date: _____ Mailing address: _____ City: _____ State: _____ ZIP: _____ Trade ally signature: _____ Date: _____ Primary contact person: _____ Contact person email: _____ Contact person phone: _____ Thermostat has been checked for proper operation. ☐ Yes ☐ No Customer has been trained on proper use of the smart thermostat. ☐ Yes ☐ No	

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



ENTERGY SOLUTIONS



A/C solutions

Smart thermostat rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

How did you hear about Energy Smart?	☐ Bill insert ☐ Door-to-door canvassing ☐ Email ☐ Event ☐ Friends/family ☐ Mailer ☐ Search engine ☐ Social media ☐ Calling campaign ☐ Utility website ☐ Other _____
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Terms and conditions

Rebate offer:
Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2024, and December 31, 2024. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to ensure that all requirements for the rebate are met.

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

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

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

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

Please send this application along with required documents to:

Energy Smart
4260 Elysian Fields Ave. Ste. D
New Orleans, LA 70122

Phone: 504-229-6868
Email: residentialapps@energysmartnola.com

Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024, or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.
EnergySmart is an energy efficiency program operated by the City of New Orleans and is not affiliated with Entergy New Orleans, LLC. Entergy New Orleans, LLC is not responsible for the content of this document.



ENTERGY SOLUTIONS

2 of 3

Duct efficiency improvement rebate form

Home performance with ENERGY STAR

[illegible]



Home performance with ENERGY STAR®

Duct efficiency improvement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

How did you hear about Energy Smart?

☐ Bill insert
 ☐ Door to door canvassing
 ☐ Email
 ☐ Event
 ☐ Friends/family
 ☐ Mailer

Search engine
 Social media
 Calling campaign
 Utility website
 Other

Terms and conditions

Rebate offer:
 Rebate application must be submitted within six days of service. Must be a first-time whole-appliance program participant. Service must be performed between January 1, 2024, and December 31, 2024. Work must be completed by participating trade(s). A discount must be for an Entergy New Orleans LLC residential customer (i.e. the responsible party is the customer) to ensure that all requirements for the rebate are met.

Participation requirements:
 Failure to provide any of the required information will prevent processing of your application. The direct sales contact must match the check of service listed on the rebate program website. Refrigerators and other appliances are subject to change or cancellation without notice and are subject to available program funds. Replacement of an existing load-on or measure eligibility may result in forfeiture of the rebate. Please discuss this up to a week from the date all work and information is received to process your rebate.

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

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

Customer satisfaction survey:
 A satisfaction survey will be conducted by Entergy Smart to evaluate a customer's experience to provide feedback on our satisfaction with the program.

Please send this application along with required documents to:

Energy Smart
 4250 Lyric Fields Ave. #2
 New Orleans, LA 70022

Phone: 504-292-6848
 Email: residentialenergy@entergysmarttools.com

Rebate form must be submitted within six days of service. All rebates are given in the form of a check. Please allow a few weeks for processing. This offer is available through December 31, 2024, or while funds last.

For more information about this and other energy efficiency programs, visit entergysmarttools.com, email info@entergysmarttools.com or call 504-292-6848.



Entergy is a registered provider of energy efficiency incentives for the State of Louisiana. For more information on the State of Louisiana Energy Efficiency Incentive Program, please visit www.louisianaenergyefficiencyincentive.com.

Income-qualified weatherization



Income-qualified weatherization

Duct efficiency improvement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

Please fill out completely. All information is required.

Account and customer information	Type of residence
Customer name: (Account holder on record)	☐ Single-family ☐ Own ☐ Rent (please note: this requires the owner of the property sign this form) ☐ Other
Account number:	
Meter number:	
Customer address:	
City:	
State: ZIP:	
Customer email address:	
Customer phone number:	

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

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

Duct efficiency improvement rebate

Primary system	Cooling capacity (Tons)	Trade (CFM40)	Test-in (30% or less)	Test-out (CFM40)	Reduction (CFM40)	Total duct sealing cost	Duct sealing rebate
Secondary system							

For more information about this and other energy efficiency programs, visit energysmartla.com, email info@energysmartla.com or call 504-229-4668.



Income-qualified weatherization

Duct efficiency improvement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

HVAC system characteristics	Trade ally information
Approximate age of the HVAC system:	Trade ally name: (please print)
Primary system: _____	Service date: _____
Secondary system: _____	Mailing address: _____
Primary heating system*	City: _____
☐ Electric furnace ☐ Electric furnace ☐ Heat pump ☐ Heat pump ☐ Gas furnace ☐ Gas furnace ☐ Rent ☐ Rent ☐ Other (please specify): _____ ☐ Other (please specify): _____	State: _____ ZIP: _____
Heating efficiency: (HSPF if heat pump / AFUE if furnace)	Primary contact person: _____
Primary system: _____	Contact person email: _____
Secondary system: _____	Contact person phone: _____
Cooling efficiency: (SEER)	
Primary system: _____	
Secondary system: _____	

*If a typical heating and cooling characteristics must be included.

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

Trade ally signature: _____

Date: _____



Income-qualified weatherization

Duct efficiency improvement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

How did you hear about Energy Smart?	☐ Bill insert ☐ Door-to-door canvassing ☐ Email ☐ Event ☐ Friends/family ☐ Mailer ☐ Search engine ☐ Social media ☐ Calling campaign ☐ Utility website ☐ Other: _____
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Terms and conditions

Rebate offer:
 Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2024, and December 31, 2024. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC, residential customer. It is the responsibility of the customer to ensure that all requirements for the rebate are met.

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

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

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

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

Please send this application along with required documents to:

Energy Smart
 4298 Elysian Fields Ave. Ste. B
 New Orleans, LA 70122

Phone: 504-229-4668
 Email: residentialapps@energysmartla.com

Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024, or while funds last.

For more information about this and other energy efficiency programs, visit energysmartla.com, email info@energysmartla.com or call 504-229-4668.

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



04/20/24 01/01/2025 Rev 2

Attic Insulation and Air Infiltration reeducation rebate form

Home performance with ENERGY STAR®



Home performance with ENERGY STAR®

Attic insulation and air infiltration reduction rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

Please fill out completely. All information is required.

Account and customer information		How is the residence primarily heated and cooled?	
Customer name (Account holder on record)		Heating: ☐ Electric resistance heated (Furnace, baseboard, etc.) ☐ Heat pump system (Air source, mini-split, etc.) ☐ Gas heated	
Account number		Cooling: ☐ Air cond. Biased (central or room A/C) ☐ No air conditioning	
Meter number		Approximate age of the hvac system	
Customer address			
City			
State: _____ ZIP: _____			
Payment information			
Choose one:			
☐ Send rebate check to me. ☐ I authorize direct payment of the rebate in the amount of \$_____ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.			
Customer contact information		Signature _____	
Customer email address: _____		Date: _____	
Customer phone number: _____		Relationship to account holder: _____	
Type of residence ☐ Single family ☐ Own ☐ Rent (Please attach to required copy of tenancy agreement) ☐ Other _____			

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-4848.



Home performance with ENERGY STAR®

Attic insulation and air infiltration reduction rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

Attic insulation (For trade ally use only)		Air infiltration and reduction*																																
Total insulation cost:	Total insulation sq. ft.:	Total air sealing cost:																																
Starting R value (R6 or less)		Number of stories: ☐ 1 ☐ 2 ☐ 3																																
Final R value (R5 or more)		Home shielding (pick one): ☐ Normal ☐ Wall ☐ Exposed																																
Service date:		*How CFM50 reduction required for eligibility Starting CFM50 _____ Final improved CFM50 _____ CFM50 reduction* _____																																
<table border="1"> <thead> <tr> <th rowspan="2">Starting R value</th> <th colspan="4">\$ Rebate per sq. ft. (per heating fuel type)</th> </tr> <tr> <th>Gas-heated</th> <th>Heat pump</th> <th>Electric strip or furnace</th> <th>Electric strip or furnace (No A/C)</th> </tr> </thead> <tbody> <tr> <td>R-10 to R-14</td> <td>\$0.10 per sq. ft.</td> <td>\$0.20 per sq. ft.</td> <td>\$0.10 per sq. ft.</td> <td>\$0.10 per sq. ft.</td> </tr> <tr> <td>R-15 to R-19</td> <td>\$0.20 per sq. ft.</td> <td>\$0.30 per sq. ft.</td> <td>\$0.20 per sq. ft.</td> <td>\$0.20 per sq. ft.</td> </tr> </tbody> </table>		Starting R value	\$ Rebate per sq. ft. (per heating fuel type)				Gas-heated	Heat pump	Electric strip or furnace	Electric strip or furnace (No A/C)	R-10 to R-14	\$0.10 per sq. ft.	\$0.20 per sq. ft.	\$0.10 per sq. ft.	\$0.10 per sq. ft.	R-15 to R-19	\$0.20 per sq. ft.	\$0.30 per sq. ft.	\$0.20 per sq. ft.	\$0.20 per sq. ft.	<table border="1"> <thead> <tr> <th colspan="4">\$ Rebate per sq. ft. (per heating fuel type)</th> </tr> <tr> <th>Gas-heated</th> <th>Heat pump</th> <th>Electric strip or furnace</th> <th>Electric strip or furnace (No A/C)</th> </tr> </thead> <tbody> <tr> <td>\$0.10 per sq. ft.</td> <td>\$0.20 per sq. ft.</td> <td>\$0.10 per sq. ft.</td> <td>\$0.10 per sq. ft.</td> </tr> </tbody> </table>		\$ Rebate per sq. ft. (per heating fuel type)				Gas-heated	Heat pump	Electric strip or furnace	Electric strip or furnace (No A/C)	\$0.10 per sq. ft.	\$0.20 per sq. ft.	\$0.10 per sq. ft.	\$0.10 per sq. ft.
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\$0.10 per sq. ft.	\$0.20 per sq. ft.	\$0.10 per sq. ft.	\$0.10 per sq. ft.																															
Total rebate amount: _____ Insulation sq. ft. x Rebate per sq. ft.		Total rebate amount: _____ CFM50 reduction x Rebate per CFM50 reduction																																
Trade ally company name (please print) _____																																		
Trade ally mailing address: _____		City: _____ State: _____ ZIP: _____																																
Primary contact person: _____		Contact person email: _____ Contact person phone: _____																																
By signing below, I, the trade ally, confirm I performed (or have confirmed that a participating Energy Consultant has conducted) passing Duct Blaster® Tests according to BPI, HERS or other nationally recognized standards where appropriate, before beginning any work and after any work was completed. I must include the results of the above tests with this rebate form for quality assurance purposes.																																		
Trade ally signature: _____		Date: _____																																

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-4848.



Home performance with ENERGY STAR®

Attic insulation and air infiltration reduction rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

How did you hear about Energy Smart?	☐ Bill insert ☐ Door-to-door canvassing ☐ Email ☐ Direct ☐ Friends/family ☐ Mailer ☐ Search engine ☐ Social media ☐ Calling campaign ☐ Utility website ☐ Other _____
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Terms and conditions

Rebate offer:
Rebate application must be submitted within 45 days of service. Must submit one rebate application form per unit. Service must be performed between January 1, 2024, and December 31, 2024. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to ensure that all requirements for the rebate are met.

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

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

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

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

Please send this application along with required documents to:

Energy Smart
4201 Dwyer Fields Ave. Ste. B
New Orleans, LA 70122

Phone: 504-229-4848
Email: residentialapps@energysmartnola.com

Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024, or while funds last.

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-4848.

EnergySmart is a joint venture of Entergy Energy Services, Inc. and Entergy New Orleans, LLC. © 2024. All rights reserved.



504-229-4848

Income-qualified weatherization



EnergySmart
A Sun-Guard Program

Income-qualified weatherization

Duct efficiency improvement rebate form

Available for Energy New Orleans customers through December 31, 2024, or while funds last.

Please fill out completely. All information is required.

Account and customer information

Customer name (Account holder on record)

Account number

Meter number

Customer address

City

State ZIP

Customer email address

Customer phone number

Type of residence

☐ Single family ☐ Own
☐ Rent (Attach form A if it is required that owner of the property sign this form)
☐ Other _____

Payment information

Choose one:

☐ Send rebate check to me.

☐ Automatic direct payment of the rebate in the amount of \$ _____ to the trade ally specified in this document and recognize that I have received the equivalent value of this amount through services provided.

Signature _____

Date _____ Relationship to account holder _____

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

Duct efficiency improvement rebate

	Cooling capacity (Tons)	Test-in (CFM45)	Test-in (30% w/leak)	Test-out (CFM45)	Reduction (CFM45)	Total duct sealing cost	Duct sealing rebate
Primary system							
Secondary system							

*Cooling capacity is the sum of all installed cooling capacity in the system (Btu/HR-Btu/HR or tons of heat pump or gas heated boilers).
 The end product of this system is the resulting duct system situation and below duct system duct leakage (duct pressure) is to be analyzed for quality of repair. The final value is based on (A) system and (B) system (duct system) and (C) system (duct system) and (D) system (duct system) and (E) system (duct system) and (F) system (duct system) and (G) system (duct system) and (H) system (duct system) and (I) system (duct system) and (J) system (duct system) and (K) system (duct system) and (L) system (duct system) and (M) system (duct system) and (N) system (duct system) and (O) system (duct system) and (P) system (duct system) and (Q) system (duct system) and (R) system (duct system) and (S) system (duct system) and (T) system (duct system) and (U) system (duct system) and (V) system (duct system) and (W) system (duct system) and (X) system (duct system) and (Y) system (duct system) and (Z) system (duct system) and (AA) system (duct system) and (AB) system (duct system) and (AC) system (duct system) and (AD) system (duct system) and (AE) system (duct system) and (AF) system (duct system) and (AG) system (duct system) and (AH) system (duct 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	Income-qualified weatherization
Duct efficiency improvement rebate form Available for Entergy New Orleans customers through December 31, 2024, or while funds last.	
HVAC system characteristics	Trade ally information
<i>Approximate age of the hvac system:</i>	
(Primary system)	(Secondary system)
<i>Primary heating system*</i> ☐ Electric furnace ☐ Heat pump ☐ Gas furnace ☐ Boiler ☐ Other (please specify) _____ ☐ Electric furnace ☐ Heat pump ☐ Gas furnace ☐ Boiler ☐ Other (please specify) _____	
<i>Heating efficiency: B5-DPF if heat pump / AFUE if furnace</i>	
(Primary system)	(Secondary system)
<i>Cooling efficiency (SEER)</i>	
(Primary system)	(Secondary system)
*If no eligibility, heating and cooling characteristics must be included.	
<i>By signing below, I, the trade ally, confirm I performed (or have confirmed that a participating Energy Consultant has conducted) passing Duct Blaster Tests according to BPLHERS or other nationally recognized standards where appropriate, before beginning any work and after any work was completed. I must include the results of the above tests with this rebate form for quality assurance purposes.</i>	
<i>Trade ally signature:</i>	
<i>Date:</i>	

For more information about this and other energy efficiency programs, visit energysmarttools.com, email info@energysmarttools.com or call 504-237-4868.

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Income-qualified weatherization

Duct efficiency improvement rebate form

Available for Entergy New Orleans customers through December 31, 2024, or while funds last.

How did you hear about Energy Smart?

☐ Bill insert
 ☐ Door-to-door canvassing
 ☐ Email
 ☐ Event
 ☐ Friends/Family
 ☐ Mailer

☐ Search engine
 ☐ Social media
 ☐ Calling campaign
 ☐ Utility website
 ☐ Other _____

Terms and conditions

Rebate offer:

Rebate application must be submitted within 45 days of service. Must submit one rebate application on form per unit. Service must be performed between January 1, 2024, and December 31, 2024. Work must be completed by a participating trade ally. Applicant must be an Entergy New Orleans, LLC residential customer. It is the responsibility of the customer to ensure that all requirements for the rebate are met.

Participant requirements:

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

Inspection:

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

Liability:

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

Customer satisfaction survey:

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

Please send this application along with required documents to:

Energy Smart
 4295 Elmer Fields Ave. B
 New Orleans, LA 70122

Phone: 504-229-4666
 Email: residentialapp@energysmartla.com

Rebate form must be submitted within 45 days of service. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024, or while funds last.

For more information about this and other energy efficiency programs, visit energysmartla.com or call 504-229-4666.

Energy Smart is a program of energy efficiency programs administered by the Louisiana Office of Energy and Minerals in cooperation with Entergy New Orleans, LLC and its affiliates.



10/24/2024 10:49:07 AM

Product purchase rebate forms

Freezers



Submit Your Rebate Request

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

Purchaser's Name*		Purchaser's Email*	
 First Name		 Last Name	
Purchaser's Address*			
 Address Line 1			
 Address Line 2			
 City	 State	 ZIP Code	
Entergy Customer's Name*		Entergy Customer's Email*	
 First Name		 Last Name	
Installation Address*			
 Address Line 1			
 Address Line 2			
 City	 State	 ZIP Code	
Daytime Phone*			
Type of Residence*			
☐ Single Family (Detached) ☐ Single Family (Attached) ☐ Multifamily (Four or more units) ☐ Other			
Do you own or rent your home?*			
☐ Own ☐ Rent			

Freezer Information

Make*	Model*
Defrost Type*	Product Type*
☐ Automatic (Frost) ☐ Manual Defrost	☐ Upright Freezer ☐ Chest Freezer
Please attach a copy of your dated sales receipt.*	
Choose File Remove File No File Chosen	

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

Signature*	Date*
 Use your mouse or finger to draw your signature above.	MM/DD/YYYY

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4 - 6 weeks for processing. This offer is available through December 31, 2024 or while funds last. Limit four rebates per customer per year. Compact refrigerators and freezers less than 7.5 cubic feet do not qualify. To search for qualified products and to verify eligibility go to [ENERGY STAR®](#).

Submit

Heat pump water heater



Submit Your Rebate Request

Complete the form below to request your \$400 rebate on ENERGY STAR® certified heat pump water heaters. Rebates available for Entergy New Orleans Residential Customers. Please fill out completely. All information is required.

Purchaser's Name*		Purchaser's Email*	
First Name	Last Name		
Purchaser's Address*			
Address Line 1			
Address Line 2			
City	State	ZIP Code	
Entergy Customer's Name*		Entergy Customer's Email*	
First Name	Last Name		
Installation Address*			
Address Line 1			
Address Line 2			
City	State	ZIP Code	
Daytime Phone*			
Type of Residence*			
☐ Single-family ☐ Multifamily (two or more units) ☐ Other			
Do you own or rent your home?*			
☐ Own ☐ Rent			

Heat Pump Water Heater Information

Make*	Model*
How is the residence currently heated and cooled? (check all that apply)*	
☐ Gas Heated ☐ Electrically Heated ☐ Heat Pump System ☐ Air Conditioned (Central or Room A/C) ☐ No Air Conditioning	
Installation Location*	
☐ Inside Conditioned Space ☐ Unconditioned Garage ☐ Unconditioned Basement ☐ Other	
Please attach a copy of your dated sales receipt.*	
☐ Attached File ☐ Attached File ☐ No File Chosen	

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

Signature*	Date*
Use your mouse or finger to draw your signature above	MM/DD/YYYY

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024 or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to <https://www.energysmart.com/products/heat-pump-water-heaters>

Submit

Pool pump



Submit Your Rebate Request

Complete the form below to request your \$400 rebate on ENERGY STAR® certified pool pumps. (Rebates available for Energy New Orleans Residential Customers. Please fill out completely. All information is required.)

Purchaser's Name*		Purchaser's Email*
First Name	Last Name	
Purchaser's Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Energy Customer's Name*		Energy Customer's Email*
First Name	Last Name	
Installation Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Daytime Phone*		
Type of Residence*		
☐ Single Family (Detached) ☐ Multifamily (Two or more units) ☐ Other		
Do you own or rent your home?*		
☐ Own ☐ Rent		

Pool Pump Information

Make*	Model #*	
Pool Pump Horsepower*	Type of Pump*	Age of Replaced Pump*
	☐ Two Speed ☐ Variable Speed	
Estimate of Pool Square Footage*	Approx. Hours of Operating Per Day in Filtering Mode*	Approx. Hours of Operating Per Day in Cleaning Mode*

Please attach a copy of your dated sales receipt.*

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

Signature*	Date*
Use your mouse or finger to draw your signature above	MM/DD/YYYY

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through August 31, 2024 or while funds last. Limit four rebates per customer per year. [Click here](#) to search for qualified products and to verify eligibility.

Refrigerator



Submit Your Rebate Request

Complete the form below to request your rebate of up to \$100 on an ENERGY STAR® certified smart thermostat. Rebates available for Energy Now Owners Resident at Customers. Please fill out completely. All information is required.

Purchaser's Name*		Purchaser's Email*
First Name	Last Name	
Energy Customer's Name*		Energy Customer's Email*
First Name	Last Name	
Installation Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Purchaser's Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Daytime Phone*		
Type of Residence*		
☐ Single Family (Detached) ☐ Single Family (Attached) ☐ Multifamily (five or more units) ☐ Other		
Do you own or rent your home?*		
☐ Own ☐ Rent		
How is the residence currently heated? (check all that apply)*		
☐ Gas Heated ☐ Electrically Heated ☐ Heat Pump System		
How is the residence currently cooled? (check all that apply) *		
☐ Air Conditioned (Central or Room A/C) ☐ No Air Conditioning		
How is the temperature in the residence currently controlled? (check all that apply)*		
☐ Type: Manual ☐ Type: Programmable ☐ Type: Unknown		
Make*	Model*	Serial Number:*
Square Footage:*		
Total square footage served by installed thermostat		
Please attach a copy of your dated sales receipt.*		
Choose File Remove File No File Chosen		

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

Signature*	Date*
Use your mouse or finger to draw your signature above	MM/DD/YYYY

All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024 or while funds last. Limit two rebates per customer per account lifetime. To search for qualified products and to verify eligibility, go to <https://www.energy.gov/pdfs/industrial/combined-requirements.html>.

Submit

Water cooler



Submit Your Rebate Request

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

Purchaser's Name*		Purchaser's Email*
First Name	Last Name	
Entergy Customer's Name*		Entergy Customer's Email*
First Name	Last Name	
Installation Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Purchaser's Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Daytime Phone*		
Type of Residence*		
☐ Single Family (Detached) ☐ Single Family (Attached) ☐ Multifamily (Five or more units) ☐ Other		
Do you own or rent your home?*		
☐ Own ☐ Rent		
Brand*	Make*	Model #*
Product Type		
☐ Hot & Cold (\$50 Rebate) ☐ Cook and Cold (\$25 Rebate) ☐ Cold Only (\$25 Rebate)		
Please attach a copy of your dated sales receipt.*		
Choose File Remove File No File Chosen		
By signing below, the purchaser authorizes Energy Smart to perform on-site inspections as needed to confirm the installation. A separate rebate must be filed out for each water cooler purchased. A rebate check will be mailed to the purchaser listed on this form. Email addresses will only be used to notify you of your rebate status.		
Signature*	Date*	
Use your mouse or finger to draw your signature above.	MM/DD/YYYY	
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024 or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to energysmart.gov/products/energy-smart-certified-water-coolers.		
Submit		

Window Air Conditioner



Submit Your Rebate Request

Complete the form below to request your rebate of up to \$20 on an ENERGY STAR® certified dehumidifier. Rebates available for Energy New Orleans Residential Customers. Please fill out completely. All information is required.

Purchaser's Name*		Purchaser's Email*
First Name	Last Name	
Energy Customer's Name*		Energy Customer's Email*
First Name	Last Name	
Installation Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Purchaser's Address*		
Address Line 1		
Address Line 2		
City	State	ZIP Code
Daytime Phone*		
Type of Residence*		
☐ Single Family (Detached) ☐ Single Family (Attached) ☐ Multi-Family (Five or more units) ☐ Other		
Do you own or rent your home?*		
☐ Own ☐ Rent		
Make*	Model #*	Capacity (pints)*
How is the residence currently heated and cooled? (Check all that apply)		
☐ Own/Heated ☐ Electrically Heated ☐ Heat Pump System ☐ Air Conditioned (Central or Room A/C) ☐ No Air Conditioning		
Please attach a copy of your dated sales receipt.*		
☐ Other File ☐ Receipt File ☐ No File Chosen		
By signing below, the purchaser authorizes Energy Smart to perform on-site inspections as needed to confirm the installation. A separate rebate must be filed out for each additional unit purchased. A rebate check will be mailed to the purchaser listed on this form. Email addresses will only be used to notify you of your rebate status.		
Signature*	Date*	
Use your mouse or finger to draw your signature above	MM/DD/YYYY	
All rebate forms must be submitted within 45 days of the purchase date. All rebates are given in the form of a check. Please allow 4-6 weeks for processing. This offer is available through December 31, 2024, or while funds last. Limit four rebates per customer per year. To search for qualified products and to verify eligibility, go to the website: https://www.enr.org/energy-smart/qualified-products		

Submit

Customer Satisfaction Surveys

Home Performance with ENERGY STAR® Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,
Nate Wolf
Program Manager



Income-Qualified Weatherization Satisfaction Survey



Hi Energy Smart Customer,

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

[Complete the survey](#)

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

Sincerely,
Nate Wolf
Program Manager



A/C Tune-Up Satisfaction Survey



Hi Energy Smart Customer,

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

Complete the survey

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

Sincerely,
Nate Wolf
Program Manager



Energy Smart Online Marketplace Satisfaction Survey



Hi Energy Smart Customer,

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

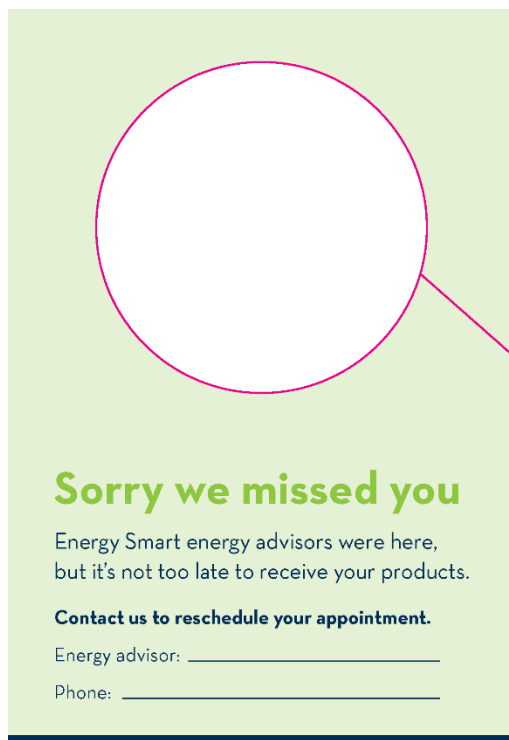
Complete the survey

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

Sincerely,
Nate Wolf
Program Manager



Leave behinds
HPwES and IQW Sorry we missed you door hanger



Savings just showed up at your door



Call Energy Smart at 504-229-6868 today,
 visit energysmartnola.com or scan the QR
 code for more energy-saving opportunities.

Energy-saving products installed are dependent upon Entergy account type and eligibility.
 Actual products installed may differ from the images shown.

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 068.055410.00



Post assessment leave behind



Get cash incentives by reducing energy use



EasyCool

Earn **\$50** when you enroll your smart thermostat in the EasyCool offering. Earn a \$25 incentive each additional year you participate.



Call **504-229-6868** or scan the QR code to get started.

Appliance Recycling

Looking to get rid of an outdated refrigerator or freezer? **Energy Smart will give you \$50 to haul away** your working fridge or freezer.

Call **877-743-3128** or scan the QR code to get started.



A/C Solutions

Save energy and keep your A/C unit running year-round with an A/C tune-up, which includes thorough maintenance, cleaning and **up to \$150 in rebates**.

Call **504-229-6868** or scan the QR code to get started.



Online Marketplace

Find **discounts on all your favorite energy-efficient products**, including smart thermostats and water-saving products.

Call **504-229-6868** or scan the QR code to get started.



Residential Appliances

Receive **rebates** when you purchase qualifying energy-efficient refrigerators, dehumidifiers, air purifiers and more.

Call **504-229-6868** or scan the QR code to get started.



Visit **EnergySmartNOLA.com** or call **504-229-6868** to learn more about our offerings.



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063-027719-00

Event outreach customer inquiry Request form



Ready to get Energy Smart? Let's get started.

Energy Smart helps conserve the amount of energy (from electricity and water) we use at home and throughout our community.

Fill in your contact information below to learn how Energy Smart can help you save at home.

Name*

First Name

Last Name

Email address*

Primary phone number*

ZIP code

Contact preferences*

- ☐ Email
☐ Phone call

Would you like us to call you to schedule your home assessment?*

- ☐ Yes
☐ No

Please click "Submit form" below to complete

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Submit form

Follow-up email



Thank you for joining us today. Let's get started so you can stay cool and save on your energy bill this summer.

Sign up today for Energy Smart's [Home Performance with ENERGY STAR® assessment](#)—a no-cost and easy way to make your home more comfortable and energy efficient. This offer is just for select Entergy New Orleans customers, like you.

[Click here to schedule online](#) or call 504-229-6868.

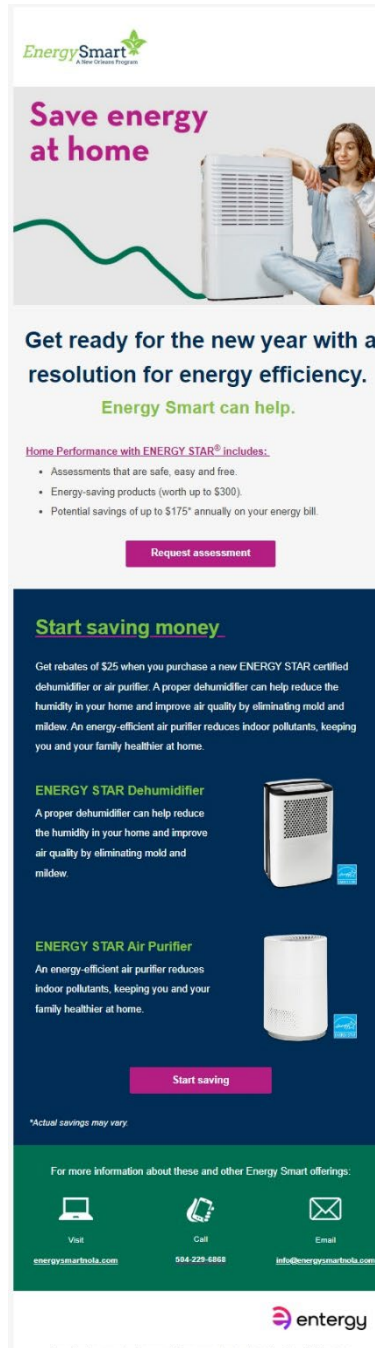
More ways to save at home

- [Home appliances](#): Rebates of up to \$500 are available for a variety of ENERGY STAR certified appliances, including air conditioning systems, pool pumps, water coolers, dehumidifiers, freezers and more.
- [A/C Tune-Up](#): Get an instant rebate of up to \$150 and improve the cooling output and efficiency of your unit by up to 30%.
- [Online marketplace](#): Shop for discounted energy-efficient products such as smart thermostats, air purifiers, advanced power strips, water-savers and pipe insulation.
- [Appliance Recycling](#): Get \$50 and we'll pick up your outdated, working fridge or freezer.
- [EasyCool](#): Earn \$50 when you enroll and participate in events with your smart thermostat.

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

Residential Multi-Offering Campaigns

Email



EnergySmart
A New Choice Program

Save energy at home

Get ready for the new year with a resolution for energy efficiency.

Energy Smart can help.

Home Performance with ENERGY STAR® includes:

- Assessments that are safe, easy and free.
- Energy-saving products (worth up to \$300)
- Potential savings of up to \$175* annually on your energy bill.

[Request assessment](#)

Start saving money

Get rebates of \$25 when you purchase a new ENERGY STAR certified dehumidifier or air purifier. A proper dehumidifier can help reduce the humidity in your home and improve air quality by eliminating mold and mildew. An energy-efficient air purifier reduces indoor pollutants, keeping you and your family healthier at home.

ENERGY STAR Dehumidifier
A proper dehumidifier can help reduce the humidity in your home and improve air quality by eliminating mold and mildew.

ENERGY STAR Air Purifier
An energy-efficient air purifier reduces indoor pollutants, keeping you and your family healthier at home.

[Start saving](#)

*Actual savings may vary

For more information about these and other Energy Smart offerings:

Visit energysmartnola.com | Call 984-229-4868 | Email info@energysmartnola.com

entergy

Bill insert





Filter particles out. Bring savings in.

Improve indoor air quality and save energy with the **Simply Conserve® Tabletop Air Purifier**, now 30% off.

- Removes 99.97% of airborne contaminants, including viruses, bacteria, pollen, dust and smoke.
- Features a 3-stage True HEPA H13 filtration system.
- Purifies rooms up to 178 square feet.

Offer valid May 23–June 21, 2024, or while supplies last. Discount automatically applied at checkout. Limit of four (4) air purifiers per residential customer account per year.



Save on this and other efficient home products at shop.EnergySmartNOLA.com or scan this QR code.




Curious about your home's energy health?

Learn how to improve your home's air quality, comfort and energy efficiency with a free **Home Performance with ENERGY STAR® assessment**. You'll receive:

- A whole-home review of insulation, ventilation, heating and cooling, and more.
- Free energy-saving products.
- A personalized energy report.
- Rebates on qualifying energy-efficient upgrades.

Scan the **QR code**, call **504-229-6868** or schedule online today at EnergySmartNOLA.com/home-performance-with-energy-star.



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E-052603 | 063-0551-06-00

Preservation Resource Center Magazine print ad



Preserve your comfort and energy



You can't control the **weather outside**,
but you can control your **comfort inside**

New Orleans summertime heat and humidity are here. Excess moisture in the air can affect your home's structure, impact your well-being and lead to higher energy costs.

Schedule an Energy Smart A/C Tune-Up and duct sealing to preserve your comfort and make sure your air conditioner is running smoothly all season long.



Cooler indoor environment and better humidity control



Improved air flow and air quality in your home



Receive an instant rebate of up to \$150



Lower energy bills



Longer-lasting, more reliable air conditioning unit



How to schedule? Contact a trusted trade ally today.

To learn more, visit EnergySmartNOLA.com/ac-tune-up or call 504-229-6868.

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Monthly Circuit Newsletter and Entergy Newsroom content

February


entergy

Circuit by Entergy
February 2024

Celebrate savings with Energy Smart



Floats, beads and energy needs

Mardi Gras may be over, but you can keep celebrating with energy savings all year. Energy Smart has a parade of solutions just for you. Starting at home, Energy Smart helps to provide you and your family with ways to live better and save on energy costs.

KEEP THE GOOD TIMES ROLLING

Highlights > Floats, beads and energy needs

Floats, beads and energy needs

an new Orleans editorial team

02/14/2024



Mardi Gras may be over, but you can keep celebrating with energy savings all year. Energy Smart has a parade of solutions just for you. Starting at home, Energy Smart helps to provide you and your family with ways to live better and save on energy costs.

Celebrate savings with Energy Smart



Celebrate with a parade of ways to save

We'll bring the celebration to your doorstep with a **Home Performance with ENERGY STAR** assessment. An energy advisor will check for air leaks, examine insulation levels, make your appliances and heating/cooling systems, and install free products so you can start saving immediately. We will help you identify areas where your home is losing energy and recommend more ways to save.

Did you know? Air leaks can cause your heating and cooling systems to work harder, leading to higher bills and unwanted outside airflow. Sealing air leaks can help save money and improve air quality and the comfort of your home so you can breathe easier.

Energy savings measures can lower monthly energy bills, ensuring the state no longer who have high energy usage. You may also be eligible to receive free weatherization upgrades such as air sealing, duct sealing and attic insulation through Energy Smart's **Income-qualified Weatherization**.

Do you live in an apartment? **Multifamily Solutions** is here for you and your neighbors. You could receive free products to help you save on energy costs, such as a smart thermostat, energy-efficient light bulbs, water-saving showerheads and faucet aerators. Contact your building owner or property manager to schedule an assessment for your building.

Qualifying properties must contain five or more electric meters under one roof and be an Entergy customer in Orleans Parish to receive direct-install energy efficiency improvements.

Music to your ears

A well-maintained A/C unit cools your home more effectively and can save you money in the long run. Together with a smart thermostat, **Energy Smart A/C solutions** sing to the tune of lower energy bills.

Let the good times roll

Because \$50 with our **Appliance Recycling** offering that provides free in-home pickup and recycling of working refrigerators and freezers. All it takes is three easy steps:

1. Schedule your pickup in minutes online or call 504-229-6868.
2. Energy Smart will haul away your working fridge or freezer at no cost.
3. Receive your \$50 check in the mail.

Leave a little sparkle wherever you go

Did you know? Using energy-efficient products throughout your home can help you save without changing your daily routine. We make it easy with rebates and discounts on a variety of products in the **Energy Smart Online Marketplace** as well as mail-in rebates for longer appliances such as:

- Dishwashers
- Air purifiers
- Window A/C units
- Heat pump water heaters
- Refrigerators and freezers
- Water coolers

Start saving energy today

To learn more about Energy Smart and the other energy-saving opportunities, visit energysmartnola.com/residents, email info@energysmartnola.com or call **504-229-6868**.

Tops

New Orleans Energy efficiency NOLA Energy Efficiency



New Orleans Editorial Team



[Insights > Tips and tools](#)

Floats, beads and energy needs

02/14/2024

Mardi Gras may be over, but you can keep celebrating with energy savings all year. Energy Smart has a parade of solutions just for you. Starting at home, Energy Smart helps to provide you and your family with ways to live better and save on energy costs.

[Read more](#)

March



Spring checkup for your home

Spring is just around the corner. Energy Smart can help you get your home ready with a home energy assessment.

[START YOUR ASSESSMENT TODAY](#)



[Insights > Tips and tools](#)

Spring cleanup for your home

03/06/2024

Now is the perfect time to refresh your home ahead of peak allergy and humidity season. Energy Smart can help you get your home ready.

[Read more](#)

[Insights > Spring cleanup for your home](#)

Spring cleanup for your home

BY: NEW ORLEANS EDITORIAL TEAM

03/06/2024



Spring is just around the corner. Flowers are blooming, and temperatures are rising. Now is the perfect time to refresh your home ahead of peak allergy and humidity season. **Energy Smart can help you get your home ready.** Here are a few reminders that a **Home Performance with ENERGY STAR® assessment** can help your home function better so you can feel your best.

- **Windows:** Check for excessive moisture or condensation, which could indicate air leaks, poor ventilation, mold or mildew. Fixing air leaks keeps conditioned air inside, can improve air quality and reduce your energy bills.
- **Air vents:** Check for excessive dust and strange smells. Fresh air circulation is essential for a healthy home. Proper ventilation helps prevent moisture buildup and mold growth.
- **Air filters:** Check for clogged air filters, which can reduce airflow, making your heating/cooling system work harder.
- **Room temperature:** Check to see if any rooms in your home feel significantly warmer or cooler than others, which could indicate poor insulation or air leaks in your home. Insulation helps keep your home cool in summer and warm in winter to keep you comfortable all year round.

Schedule your Home Performance with ENERGY STAR® assessment today.

- The assessment is like a health checkup for your home and won't cost you anything.
- Easy to sign up: Call **504-229-6868**, or [click here to schedule online](#).
- An energy advisor will:
 1. Complete a walkthrough of your home and check for air leaks, examine insulation levels, review appliances and heating/cooling system.
 2. Install no-cost energy-efficient products if needed, such as LED bulbs, power strips, water-saving devices and smart thermostats.
 3. Talk through your personalized report at the end of your assessment to help you understand how your home uses energy and make recommendations on ways to be more energy efficient.

Energy Smart also offers rebates to offset the cost of recommendations for weatherization options such as air sealing, duct sealing and attic insulation. Plus, you may qualify to receive these services for free through Energy Smart's **Income-Qualified Weatherization**.

[See if you qualify](#)

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

April



[Insights > Tips and tools](#)

Five ways Energy Smart can help make every day Earth Day

04/08/2024

There are so many ways to improve your health and the environment at the same time — and to celebrate Earth Day (April 22). Now is a great time to get started.

[Read more](#)

[Insights > Five ways Energy Smart can help make every day Earth Day](#)

Five ways Energy Smart can help make every day Earth Day

BY NEW ORLEANS EDITORIAL TEAM

04/08/2024



There are so many ways to improve your health and the environment at the same time — and to celebrate Earth Day (April 22). Now is a great time to get started.

Energy-efficient homes consume less electricity, gas and water. By saving energy, we reduce our carbon footprint, preserve natural resources, save money on utility bills and contribute to a healthier planet.

Here are five ways you can make a positive impact on the planet and our beautiful New Orleans community, right from your home:

Visit the Online Marketplace for energy-efficient products

Reduce your carbon footprint, and save money. You'll find everyday savings on products like air purifiers, dehumidifiers, smart thermostats, LED bulbs and advanced power strips. To make a bigger impact, save even more with these Earth Day deals:

- **Lighting:** 30% off Simply Conserve® standard LEDs; offer ends April 24.
- **Power-savers:** 30% off Simply Conserve® advanced power strip; offer ends April 24.
- **Smart thermostats:**
 - Sensi® and Sensi® Touch 2 smart thermostat for as low as \$0.01; offer ends April 24.
 - Google® Nest and Nest Learning Thermostat for as low as \$0.01; offer ends April 28.
 - Get an additional \$30 off all ecobee smart thermostats (ecobee3 lite, Premium, Enhanced); offer ends April 29.
 - *New Item* Save up to \$155 on Honeywell Home Color 7 Day and T9 smart thermostats; offer ends May 1.

Upgrade to ENERGY STAR® certified appliances

Get rebates (\$25-\$500) on qualifying appliances, from air conditioners to water coolers, pool pumps and heat pump water heaters.

Get an A/C tune up

Stay cool this summer, and save with a \$150 instant rebate. Lower your energy usage, and help your A/C unit last longer.

Schedule a home energy assessment

It's free and a great place to start, especially if you're not sure how your home uses energy. You'll receive a complete overview of your home, installation of energy-efficient products such as LED bulbs, water-savers and power strips, along with personalized recommendations to learn how to start saving immediately.

Charge your EV during off-hours

You can earn \$7 or 2,300* miles of free driving per month by charging your vehicle off-peak at least three times per month. (*2,000 free miles based on 3 miles/kWh, at \$0.18/kWh. Actual results will vary.)

Small changes can make a world of difference. Participating in an Energy Smart offering is often an easy and affordable way to make a real impact.

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

Tags

Corporate Electric vehicles Energy efficiency ENERGY STAR Environment



New Orleans Editorial Team



Circuit by Entergy
April 2024



Five ways Energy Smart can help make every day Earth Day

There are so many ways to improve your health and the environment at the same time. Now is a great time to get started. To make a bigger impact, save even more with these Earth Day deals.

[FIND AVAILABLE DEALS](#)

May



Improve your air for a healthy life

Energy Smart has rebates on central air conditioners, dehumidifiers and air purifiers to help improve your home's health and comfort and reduce your carbon footprint.

[CLAIM YOUR REBATES](#)



[Insights > Tips and tools](#)

Improve your air for a healthy life

04/29/2024

May is Clean Air Month, and it is the perfect time to invest in your home and your health. Energy Smart has offerings to help improve your home's health and comfort and reduce your carbon footprint.

[Read more](#)

[Insights > Improve your air for a healthy life](#)

Improve your air for a healthy life

04/29/2024



As the days get longer and the sun feels warmer, it's important to appreciate nature and reflect on the impact our energy use has on the world. May is Clean Air Month, and it is the perfect time to invest in your home and your health. Energy Smart has offerings to help improve your home's health and comfort and reduce your carbon footprint.

Improve the quality of indoor air

Energy Smart provides rebates for a variety of new ENERGY STAR certified products including [central air conditioners](#) (up to \$500), [dehumidifiers](#) (\$100) and [purifiers](#) (\$100).

Reduce pollutants

Using an air purifier can reduce airborne bacteria and dust particles, helping to keep you and your family healthier.

Humidity control

Using a dehumidifier can reduce humidity and water exposure, lowering the risk of bacteria and mold growth in your home.

Ultimate comfort

An A/C Tune-Up helps to make sure your air conditioner continues running smoothly so you stay cool and comfortable throughout our hot New Orleans summer.

- Increases the efficiency of your unit by 10%, which reduces your monthly bill.
- Increases the life span and reliability of the unit.
- Allows for a cooler indoor environment with better humidity control.
- Increases indoor air quality and reduces allergens.

Schedule your A/C Tune-Up with a limited trade-in today

If your air conditioner is beyond the point of leaving the benefits from a tune-up, consider replacing it with a new energy-efficient unit.

Start saving energy today

To learn more about Energy Smart and the other energy-saving programs, visit [energysmartnola.com](#), email [info@energysmartnola.com](#) or call **800-225-8888**.

Indoor Air Quality | U.S. Environmental Protection Agency

Tag: [New Orleans: Energy efficiency](#)

New Orleans Editorial Team

June: Outdoor/Stay cool summer

Offerings: Rebates (pool pumps, watercoolers) appliance recycling.

Circuit newsletter



Energy Smart helps New Orleans customers stack savings this summer

Did you know ENERGY STAR® certified room air conditioners use about 10% less energy and, on average, cost less than \$70 per year to run? Stay cool this summer and stack your savings with rebates of up to \$500 on ENERGY STAR certified appliances from Energy Smart.

[START SAVING](#)

Energy Newsroom



[Insights > Tips and tools](#)

Energy Smart helps New Orleans customers stack savings this summer

06/03/2024

We know that, as temperatures rise, so can our energy bills. With Energy Smart, you can sign up for free home assessments, earn cash for taking simple actions to reduce energy use and enjoy discounts and rebates on home upgrades and energy-efficient products designed to help you save.

[Read more](#)

Article content

Insights > Energy Smart helps New Orleans customers stack savings this summer

Energy Smart helps New Orleans customers stack savings this summer

BY: NEW ORLEANS EDITORIAL TEAM

06/03/2024



We know that, as temperatures rise, so can our energy bills. With Energy Smart, you can sign up for free home assessments, earn cash for taking simple actions to reduce energy use and enjoy discounts and rebates on home upgrades and energy-efficient products designed to help you save.

Have you thought about upgrading your home appliances or HVAC equipment?

Consider switching to ENERGY STAR® certified products. They are meant to help you save energy, save money and protect the planet. Many retailers offer promotional discounts on home appliances throughout the summer. If you purchase a qualifying product from any retailer, you can submit an [Energy Smart rebate form](#) to get even more money back.

Energy Smart provides rebates on a variety of ENERGY STAR certified appliances, including:

- Pool pumps: \$400 (limited time only, regularly \$300).
- Central air-conditioner units: Up to \$500.
- Heat-pump water heaters: \$400.
- Refrigerators: \$50.
- Freezers: \$50.
- Window air-conditioner units: \$50.
- Water coolers: Up to \$50.
- Smart thermostats: Up to \$100.
- Air purifiers: \$50.
- Dehumidifiers: \$25.

Interested in [smart thermostats](#), [air purifiers](#) or [dehumidifiers](#)? Visit the online marketplace, where you'll find additional promotional offers and receive your rebate as an instant discount.

Don't forget you can also [earn \\$50 with Energy Smart Appliance Recycling](#). Schedule an appointment online or call **504-229-6868** to have Energy Smart pick up your old fridge or freezer.

Energy Smart is here to make it easy for you to improve your energy efficiency and reduce your energy costs at home.

Stack your savings

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

Tags

New Orleans Energy efficiency Energy Smart



New Orleans Editorial Team



We know that, as temperatures rise, so can our energy bills. With Energy Smart, you can sign up for free home assessments, earn cash for taking simple actions to reduce energy use and enjoy discounts and rebates on home upgrades and energy-efficient products designed to help you save.

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- Window air-conditioner units: \$50.
- Water coolers: Up to \$50.
- Smart thermostats: Up to \$100.
- Air purifiers: \$50.
- Dehumidifiers: \$25.

Interested in [smart thermostats](#), [air purifiers](#) or [dehumidifiers](#)? Visit the online marketplace, where you'll find additional promotional offers and receive your rebate as an instant discount.

Don't forget you can also [earn \\$50 with Energy Smart Appliance Recycling](#). Schedule an appointment online or call [504-229-6868](tel:504-229-6868) to have Energy Smart pick up your old fridge or freezer.

Energy Smart is here to make it easy for you to improve your energy efficiency and reduce your energy costs at home.

Stack your savings

To learn more about Energy Smart and the other energy-saving opportunities, visit energysmartnola.com, email info@energysmartnola.com or call [504-229-6868](tel:504-229-6868).

Tags:

[New Orleans](#) [Energy efficiency](#) [Energy Smart](#)



New Orleans Editorial Team

Organic social

Entergy New Orleans

June 14 · 🌐

Stack savings this summer with Energy Smart! 🍃

✓ Stay cool and stack your savings with rebates of up to \$500 on ENERGY STAR certified appliances from Energy Smart.

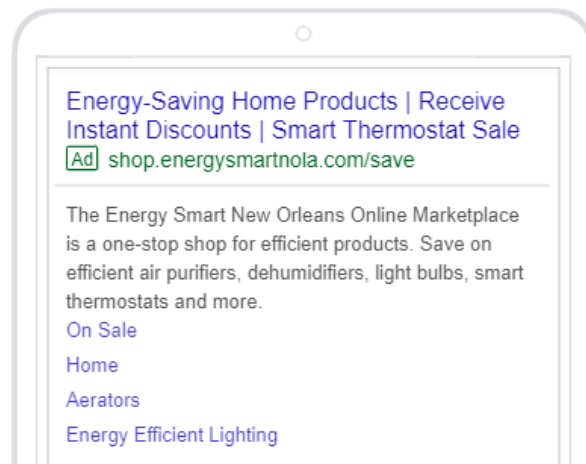
Click for more information!

ENERGYSMARTNOLA.INFO
Residential Appliances
Almost half of a home's energy bill goes to heating and cooling. Keep your cool and make a s...

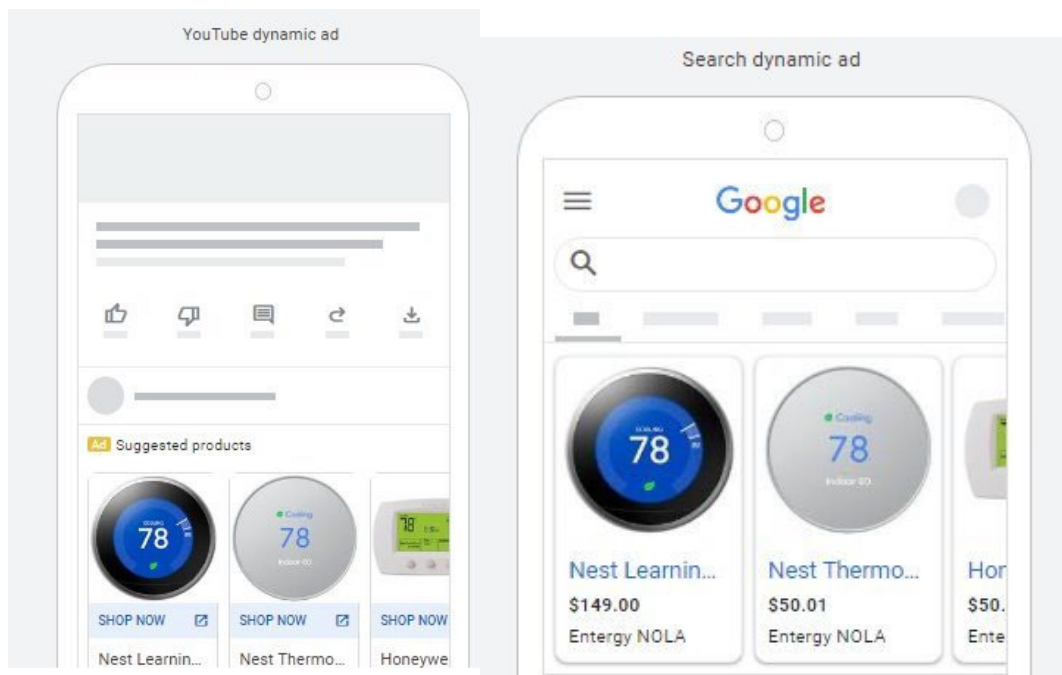
Like
 Comment
 Share

Online marketplace

Search ads



Shopping ads



Leap year savings



Jazz up our home



We're here to help you

Fine-tune your living space to create a combo of home comfort and savings on your energy bill.*

Limited time sale

Five simple, budget-friendly ways to get started

1. Install a smart thermostat, and set a schedule to control the temperature when you're not home.**
2. Use ENERGY STAR®-certified LED light bulbs.
3. Use WaterSense® labeled water-saving showerheads and faucet aerators.
4. Clean or replace air filters to help your heating and cooling system work more efficiently.
5. Unplug devices or use an advanced power strip when devices are not being used.

Under \$50

smart thermostats



Google Nest Thermostat
MSRP-\$129.99
As low as **\$0.01**
after instant rebate and promotional discount

Shop now



Google Nest Learning Thermostat
MSRP-\$249.99
As low as **\$49**
after instant rebate and promotional discount

Shop now



Sensi™ smart thermostat
MSRP-\$149.99
As low as **\$0.01**
after instant rebate and promotional discount

Shop now



Sensi™ Touch 2 smart thermostat
MSRP-\$299.99
As low as **\$39.99**
after instant rebate and promotional discount

Shop now

Enroll in EasyCool for more savings each year.

25% off

Specialty LEDs



Shop now

25% off

Water-savers



Shop now

Save more with every drop

Did you know? Using WaterSense labeled showerheads and faucet aerators can help you save.

Learn more

For more information about these and other Energy Smart offerings:

Visit www.energysmart.com

Call 888-826-6868

Email info@energysmart.com

entergy

BOGO promotion



**Plug in.
Turn on.
Save big.**

Free for a limited time! receive an advanced power strip for **\$0** when you purchase any Sensi™ or ecobee smart thermostat.

ENERGY STAR® certified smart thermostats are designed to help you lower your energy—without sacrificing your comfort. Advanced power strips keep your electronics and appliances from drawing energy when they're not being used, preventing energy waste. Together, they'll help you save energy the smart way.

[Shop all thermostats](#)



A slam dunk for savings

Receive an advanced power strip for **\$0** when you purchase any Sensi™ or ecobee smart thermostat; ends April 8.

A dynamic duo in energy savings. ENERGY STAR® certified smart thermostats help you control your energy usage and comfort. Advanced power strips can cut off power to electronics and appliances when they aren't in use, preventing energy waste. Together, they'll help you save energy the smart way.

[Shop all thermostats](#)

Purchase any of the following thermostats and receive a bonus gift for \$0



Sensi™ smart thermostat
Price: \$50.01
[Shop now](#)



Sensi™ Touch 2 smart thermostat
Price: \$109.99
[Shop now](#)



ecobee3 lite smart thermostat
Price: \$50.01
[Shop now](#)



ecobee smart thermostat Enhanced
Price: \$89.99
[Shop now](#)



ecobee smart thermostat Premium
Price: \$149.99
[Shop now](#)

Free bonus gift



Simply Conserve 7-outlet advanced power strip
MSRP: \$49.95
Your price: \$0*

Did you know that your plugged-in devices are always using energy, even when powered off? Eliminate that excess usage, and trim your utility bill with this energy-saving advanced power strip.

Free bonus gift until April 8



Simply Conserve 7-outlet advanced power strip
MSRP: \$49.95
Your price: \$0*

Did you know that your plugged-in devices are always using energy, even when powered off? Eliminate that excess usage, and trim your utility bill with this energy-saving advanced power strip.

For more information about these and other Energy Smart offerings:

Visit: energysmarttools.com | Call: 844-225-6888 | Email: info@energysmarttools.com

For more information about these and other Energy Smart offerings:

Visit: energysmarttools.com | Call: 844-225-6888 | Email: info@energysmarttools.com

Earth Day promotion




Save today for a better tomorrow

We're celebrating Earth Day by making it easier than ever to have a positive impact on the environment—and your bill. Save now on smart thermostats, LEDs and advanced power strips, which can help you save energy* and the planet.

[Start saving](#)



Google Nest thermostats

As low as \$0.01**

[Shop now](#)



Sensi™ smart thermostats

As low as \$0.01**

[Shop now](#)



Simply Conserve® standard LEDs and advanced power strips

30% off**

[Shop now](#)

For more information about these and other Energy Smart offerings:

[Visit](#)
[Call](#)
[Email](#)

energysmartboda.com
184-229-6969
 info@energysmartboda.com




Earth Day savings to make a year-round impact

In honor of Earth Day today, we're offering epic deals on energy efficient products that make a world of difference. Choose from ENERGY STAR® certified smart thermostats, LEDs and advanced power strips.

Don't miss out. Many of these deals are ending soon.

[Start saving](#)



Google Nest thermostats

As low as \$0.01*

[Shop now](#)

Sale ending April 24



Sensi™ smart thermostats

As low as \$0.01*

[Shop now](#)



ecobee smart thermostats

As low as \$0.01*

[Shop now](#)



Honeywell Home smart thermostats

As low as \$24.99*

[Shop now](#)

Sale ending April 24



Simply Conserve® standard LEDs and advanced power strips

30% off**

[Shop now](#)

For more information about these and other Energy Smart offerings:

[Visit](#)
[Call](#)
[Email](#)

energysmartboda.com
184-229-6969
 info@energysmartboda.com

Save today for a better tomorrow: ecobee thermostats as low as \$.01

Offer valid through April 24, 2024.
Shipping and taxes applied at checkout.

[Shop now](#)



Make your energy choices count

Energy Smart is committed to supporting a clean energy future and a healthy climate this Earth Day and every day.

[Shop all](#)



Turn on and plug in: Save 30% on select Simply Conserve™ products

Offer valid through April 24, 2024, or while supplies last. Discount, shipping and taxes applied at checkout. See product page for details.

[Shop now](#)



Make every day Earth Day: Sensi™ thermostats as low as \$.01

Offer valid through April 24, 2024.
Shipping and taxes applied at checkout.

[Shop now](#)



Help for your home and the planet: Honeywell Home thermostats—as low as \$24.99

Offer valid through May 1, 2024.
Shipping and taxes applied at checkout.

[Shop now](#)



Earth Day deals are here: Google Nest thermostats as low as \$.01*

Offer valid through April 28, 2024. Discount, shipping and taxes applied at checkout.

[Shop now](#)



Memorial Day/Summer savings promotions

Emails




Monumental Memorial Day sale

Invite savings, efficiency and comfort into your home

Set yourself up for savings with sizzling deals this weekend only. Whether you're hosting friends and family, or taking a break from the hot summer sun, your home is your sanctuary. Breathe easy knowing your home is comfortable, clean and efficient with help from these ENERGY STAR® certified home products.

[Shop on sale](#)




Stay cool with these hot deals

ENERGY STAR® certified smart thermostats keep your home comfortable, can be controlled from your mobile device and make automatic adjustments to ensure you aren't wasting energy cooling an empty home.*

[Start saving](#)




Save energy* without breaking a sweat (or the bank)

Don't miss out on these deals

For a limited time, ENERGY STAR® certified smart thermostats are on sale, starting at \$0.01. Shop our summer sale now – and enjoy the comfort, convenience and efficiency of a smart thermostat all year long.

[Start saving](#)



Sensi™ smart thermostats
As low as \$.01*

[Shop now](#)



Amazon and Honeywell Home Smart Thermostats
As low as \$0.01

[Shop now](#)



Honeywell Home thermostats
As low as \$.01*

[Shop now](#)



Amazon Smart Thermostat
As low as \$0.01

[Shop now](#)



Sensi™ smart thermostats
As low as \$0.01**

[Shop now](#)



Google Nest Learning Thermostat
As low as \$29*

[Shop now](#)



Sensi™ smart thermostats
As low as \$0.01**

[Shop now](#)



ecobee smart thermostats
As low as \$9.99**

[Shop now](#)



Simply Conserve® Tabletop Air Purifier—NEW
\$34.99*

[Shop now](#)



Google Nest Learning Thermostat
As low as \$29** \$249-MSRP

[Shop now](#)



Google Nest Learning Thermostat
As low as \$29** \$249-MSRP

[Shop now](#)

A breath of fresh air: 30% off the Simply Conserve® Tabletop Air Purifier

Offer valid through June 21, 2024, or while supplies last. Discount, shipping and taxes applied at checkout.

[Shop now](#)



Salute to savings: Honeywell Home T9 Smart Thermostat with Sensor as low as \$39.99

Offer valid through July 31, 2024, or while supplies last. Discount, shipping and taxes applied at checkout.

[Shop now](#)



Ready, set, shop: Only \$20.01 for the Honeywell Home WiFi 7-Day Programmable Thermostat

Offer valid through July 31, 2024, or while supplies last. Discount, shipping and taxes applied at checkout.

[Shop now](#)



Celebrate Memorial Day with deals: Sensi™ smart thermostats are as low as \$.01

Offer valid through June 5, 2024, or while supplies last. Discount, shipping and taxes applied at checkout.

[Shop now](#)



Beat the heat and save: Get a Google Nest Learning Thermostat for as low as \$29*

Offer valid through July 31, 2024, or while supplies last. Discount, shipping and taxes applied at checkout.

[Shop now](#)



Free Simply Conserve® Tabletop Air Purifier promotion

Hospitality Health Fair flyer

**Limited-time offer**Claim your **free** Simply Conserve® TableTop Air Purifier

Scan the QR code or visit

shop.EnergySmartNOLA.com/tabletop-air-purifier-exclusive.Use coupon code at checkout: **CLEANAIR24**.**Available to first 2,000 customers.
Coupon expires July 31, 2024.****Let's clear the air**

Improve your indoor air quality, and breathe a little easier.

- Removes 99.97% of airborne pollutants, pet dander, bacteria, viruses, smoke, pollen and dust.
- Features a 3-stage True HEPA H13 filter.
- Purifies rooms up to 178 square feet.

Offer available until July 31, 2024, or while supplies last. Limited to the first two thousand (2,000) customers. Must be an Entergy New Orleans residential customer. Limit one (1) coupon per customer account. Air purifiers requested through this offer are not eligible for additional rebates. Additional terms and conditions may apply.

ENERGY STAR and the ENERGY STAR mark are registered trademarks owned by the U.S. Environmental Protection Agency.

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2024 Entergy Services, LLC. All Rights Reserved.



EasyCool Pre-enrollment

Reminder emails



Almost there...

Continue saving with EasyCool

Get the most from your participation and savings—complete your smart thermostat installation and enrollment in the Energy Smart EasyCool program today.

It's easy, and we are here to help.

To complete your EasyCool enrollment:

1. Install your thermostat.
2. Connect your thermostat to your air conditioning unit and your in-home Wi-Fi.

View the installation guide for your device:

[Google Nest](#)
[Sensi](#)
[ecobee](#)

Once your thermostat is installed, you will receive an email confirmation that your enrollment in the Energy Smart EasyCool program is complete.

Plus, you'll be on your way to better managing your heating and cooling costs.

Installed your thermostat but did not receive a confirmation email?
Contact us at 504-229-6868 or entergyno@energyhub.net.

Reminder:
Complete enrollment within 60 days

You received an additional \$50 rebate by pre-enrolling in the EasyCool program when you purchased your smart thermostat.

You have 60 days from the order ship date to complete enrollment by installing the smart thermostat device at the service address on your Entergy New Orleans account.

Remember to install your device within that timeframe to avoid a rebate reversal and \$50 charge to your debit/credit card.

Two ways to get started

To complete your EasyCool enrollment, install your smart thermostat and connect it to your air conditioning unit and in-home Wi-Fi.

1. **Self-installation**
View your manufacturer's step-by-step guide for installing your new thermostat.
[Google Nest](#) [Sensi](#) [ecobee](#)
2. **Professional installation**
If you prefer to have a professional install your thermostat for an additional fee, you can schedule an installation appointment by contacting a trade ally.
[Contact a program trade ally](#)

Once your thermostat is installed, you will receive an email confirmation that your enrollment in the Energy Smart EasyCool program is complete.

Thank you,
The Energy Smart EasyCool Program Team

Installed your thermostat but did not receive a confirmation email?
Contact us at 504-229-6868 or entergyno@energyhub.net.

View the EasyCool program FAQs, or email us at entergyno@energyhub.net to learn more.

For more information about these and other Energy Smart offerings:

[Visit \[energysmartinfo.com\]\(http://energysmartinfo.com\)](#)
[Call 504-229-6868](#)
[Email \[info@energysmartinfo.com\]\(mailto:info@energysmartinfo.com\)](#)





Final notice:

You have not completed enrollment

Unfortunately, you have not yet installed your smart thermostat, and your enrollment in the Energy Smart EasyCool program is **incomplete**.

When you purchased your new smart thermostat(s) on the Energy Smart Online Marketplace, you received an additional \$50 rebate for each thermostat as part of your agreement to complete enrollment in the Energy Smart EasyCool program **within 60 days**.

If your enrollment is not completed in the next 7-10 days, we will process a charge back to your credit card on file in the amount of \$50 per thermostat.

Enrollment is easy, and we are here to help:

To enroll, install your smart thermostat and connect it to your air conditioning unit and in-home Wi-Fi.

View the installation guide for your device:

[Google Nest](#)
[Sensi](#)
[ecobee](#)

Having trouble with installation?

Contact a program trade ally to schedule an installation appointment.
[Contact a program trade ally](#)

Once your thermostat is installed, you will receive an email confirmation that your enrollment in the Energy Smart EasyCool program is complete.

Thank you,
The Energy Smart EasyCool Program Team

Installed your thermostat but did not receive a confirmation email?
Contact us at 504-229-6868 or entergyno@energyhub.net.

View the EasyCool program FAQs, or email us at entergyno@energyhub.net to learn more.

For more information about these and other Energy Smart offerings:

[Visit \[energysmartinfo.com\]\(http://energysmartinfo.com\)](#)
[Call 504-229-6868](#)
[Email \[info@energysmartinfo.com\]\(mailto:info@energysmartinfo.com\)](#)



Research survey email



Dear FIRSTNAME,

Thank you for purchasing a smart thermostat from the Energy Smart Online Marketplace and selecting the option to pre-enroll in EasyCool. We're looking to improve the customer experience and would appreciate your feedback.

You're invited to take a short survey, and you could win one of two \$50 gift cards. To be eligible to win, you must complete the entire survey before June 19, 2024, at 11:59 a.m. CST.

[Complete the survey](#)

Sincerely,
The Energy Smart Team



Customer research survey raffle winner letter



Congratulations

You are the winner of a \$50 prepaid gift card.

Thank you for taking the time to complete the recent Energy Smart EasyCool Pre-enrollment Survey. Your feedback is valuable, and we appreciate your participation.

Enclosed is a \$50 prepaid gift card.

If you would like to learn more about our other Energy Smart offerings, please visit energysmartnola.com, call us at **504-229-6868** or email info@energysmartnola.com.

Thank you again for participating in Energy Smart. You're helping create a better energy future for our community.

Sincerely,
The Energy Smart Program



Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC.
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Peak Time Rebate Enrollment Request Form

EnergySmart
A New Orleans Program

Peak Time Rebate Enrollment

Name on Entergy Account*

First Name Last Name

Entergy New Orleans Account Number*

Address on Entergy Account*

Address Line 1

Address Line 2

City State ZIP Code

Email Address*

A valid email address is required to participate in this offering.

Would you like to receive event text message notifications?*

☐ Yes
☐ No

How did you hear about this offering?*

☐ Email
☐ Social media
☐ In-person event
☐ Energy Smart website
☐ Friends/family
☐ Entergy e-newsletter
☐ News outlet
☐ None of the above

Signature*

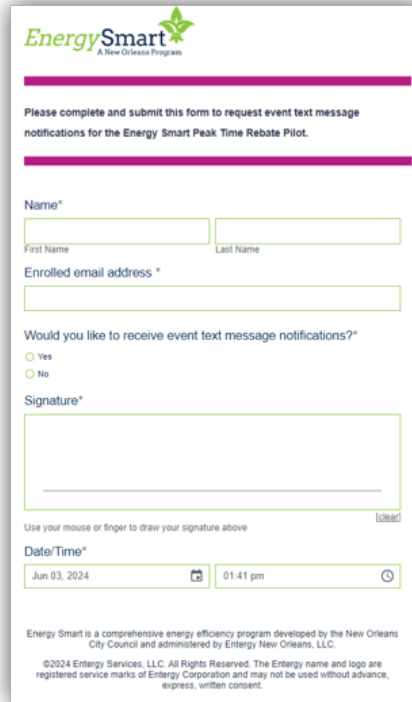
Use your mouse or finger to draw your signature above.

Date*

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

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Request Event Text Message Form



EnergySmart
A New Orleans Program

Please complete and submit this form to request event text message notifications for the Energy Smart Peak Time Rebate Pilot.

Name*

First Name Last Name

Enrolled email address *

Would you like to receive event text message notifications?*

☐ Yes
☐ No

Signature*

Use your mouse or finger to draw your signature above (clear)

Date/Time*

Jun 03, 2024 01:41 pm

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Unenrollment Form



EnergySmart
A New Orleans Program

Thank you for participating in the Energy Smart Peak Time Rebate pilot.
Please complete and submit this form to unenroll.

Name*

First Name Last Name

Enrolled email address *

Enrolled phone number

Only applicable if you opted to receive event text notifications.

Entergy New Orleans service street address*

Address Line 1

Address Line 2

City State ZIP Code

Reason for unenrollment from the Peak Time Rebate offering:

☐ I have moved out of Orleans Parish.
☐ I do not want to receive peak demand event email s and text messages
☐ Other

Website update

Reduce your energy usage and earn up to \$50 cash with the Peak Time Rebate Pilot

This pilot will start accepting new enrollments soon.

Entergy New Orleans residential customers can earn cash incentives for reducing their energy use during short periods of high electricity usage. This pilot offer is available to the first 10,000 residential customers to enroll.

Customers enrolled in the Peak Time Rebate pilot will receive an email and text message notification to reduce energy use during short periods of high electricity usage, also known as peak demand events. The email will share tips on how to reduce your electric usage for the event duration, normally 2-4 hours. A maximum of 15 events will be called in a calendar year.

Once enrolled, you will receive:

- An email at least 24 hours in advance of a scheduled peak demand event with the date and time of the event.
 - Text message notification if you opt in to text messages.
- An email at the start of the event with specific recommendations on how to reduce your electricity usage.
 - Text message notification if you opt in to text messages.
- An email at the end of the event, letting you know the event has ended.
- An email after peak season, totaling your energy saved across the peak demand events and the amount of your earned cash incentive.
- A check in the mail for the total incentive earned.
 - Standard savers: \$20
 - Saved energy as compared to average daily usage for over 50% of the peak demand events.
 - High savers: \$50
 - Saved energy as compared to average daily usage for over 75% of the peak demand events.

To earn maximum rewards, do as much as you can to reduce your energy use during peak demand events, including:

- Turning off your lights.
- Setting your thermostat temperature three degrees higher in the summer.
- Not using your dishwasher, clothes washer or clothes dryer during the events.
- Minimizing opening your refrigerator/freezer during the events.
- Unplugging and/or turning off appliances not in use (TV, coffee maker, etc.)

Common questions answered

- What is the Peak Time Rebate program?
- When is the peak demand summer season?
- Is the Peak Time Rebate program a good fit for individuals who are already energy efficient?
- Will I get a \$20 rebate just for enrolling in the Peak Time Rebate Pilot?
- What determines a peak demand event?
- How many events will there be?
- Is there a penalty for not engaging in every event?
- How does the Peak Time Rebate program promote energy efficiency?
- How is the energy savings for events determined?
- I participated in peak demand events in 2023 but did not receive an incentive or received a lower than expected incentive. How come?
- Will I need to buy anything to participate in the program?
- How will I know if I earned a rebate after a Peak Time event?
- Can I be enrolled in the Peak Time Rebate program if my smart thermostat is enrolled in the Energy Smart EasyCool program?
- How are energy savings determined in the Peak Time Rebate Pilot?
- How do I earn the rebate?
- Who is a good fit for the Peak Time Rebate Pilot?
- Who should not participate in the Peak Time Rebate?

Outreach Event Table Flyer



Earn up to \$50 cash with Peak Time Rebate Pilot

Entergy New Orleans residential customers can earn cash incentives for reducing energy during short periods of high electricity usage. This limited-time offer is available to 10,000 residential Entergy New Orleans customers. Enrollment is available on a first-come, first-served basis.

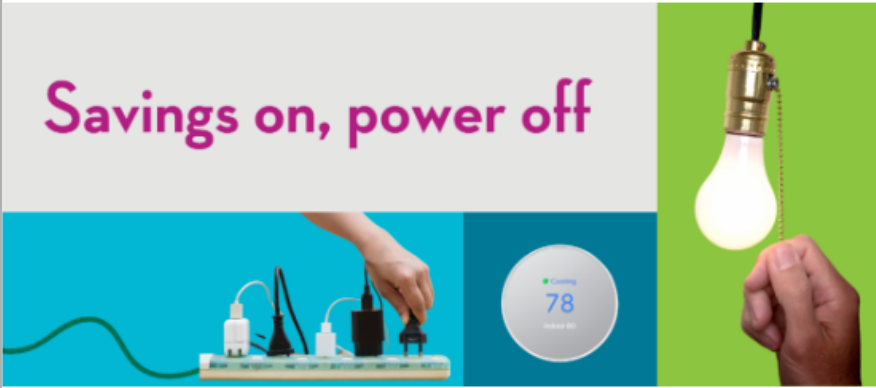
Event Text Message Mock-ups



Recruitment Email



Savings on, power off



Get paid for reducing energy during short periods of high electricity usage

The new program offering received an overwhelming amount of interest and success during the pilot phase last year. As a result, Energy Smart is reopening enrollment for a very limited time.

This pilot offer is available to the first 10,000 residential customers to enroll. Enrollment is available on a first-come, first-served basis.

Customers enrolled in the Peak Time Rebate pilot will receive an email and text message notification to reduce energy use during short periods of high electricity usage, also known as peak demand events.

[Click here for more information or to enroll now](#)



Recruitment Remarket Email



EnergySmart
A New Orleans Program

**Energy Smart pays
you when you use less**



No risk, just rewards

Enrollment is available on a first-come, first-served basis. Customers can earn up to \$50 cash with the Peak Time Rebate pilot; there is no cost to participate.

Get started

Step 1	Step 2	Step 3	Step 4
 Enroll online in Energy Smart's Peak Time Rebate.	 Look out for Peak Time Rebate event notifications.	 During peak time events, reduce your energy usage.	 Earn cash incentives based on the amount of energy you saved.

Enroll now

Already enrolled?

You will receive a welcome message before the first Peak Time event of the season. Thank you for participating in the Energy Smart Peak Time Rebate pilot.



Last Recruitment Email to non-openers



EnergySmart
A New Orleans Program



Energy Smart pays you when you use less

Last chance, limited availability remaining

Entergy New Orleans' residential customers can get paid up to \$50 for reducing energy during short periods of high electricity usage. Enrollment is available on a first-come, first-served basis.

Customers enrolled in the Peak Time Rebate pilot will receive an email and text message notification to reduce energy use during short periods of high electricity usage, also known as peak demand events.

[Click here for more information or to enroll now](#)

Already enrolled?

You will receive a welcome message before the first Peak Time event of the season. Thank you for participating in the Energy Smart Peak Time Rebate pilot.



Welcome back to the Energy Smart Peak Time Rebate Pilot Email Template



Energy Smart Peak Time Rebate Pilot season notice

Welcome back

Between June 1 and September 30, you will receive emails informing you of a scheduled peak demand event. Along with the date and time of the event, the email will include recommendations on ways you can lower your energy usage during the event time.

What's new?

Because of your valued feedback to help us improve our offerings and services, we've added the features below.



Updated incentive tiers

[Learn more](#)



Event text message notifications

[Request to opt-in](#)



Common questions answered section

[Visit our website](#)

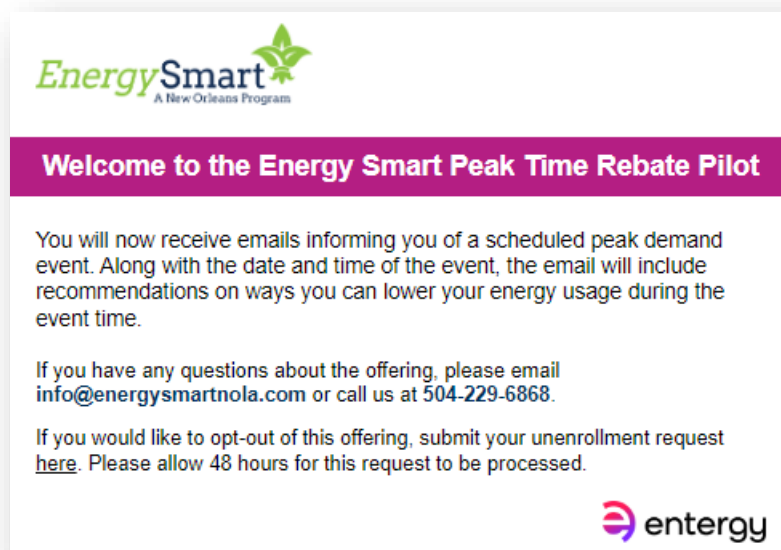
Thank you for participating in the Energy Smart Peak Time Rebate Pilot.

If you have any questions about the offering, please email info@energysmartnola.com or call us at 504-229-6868.

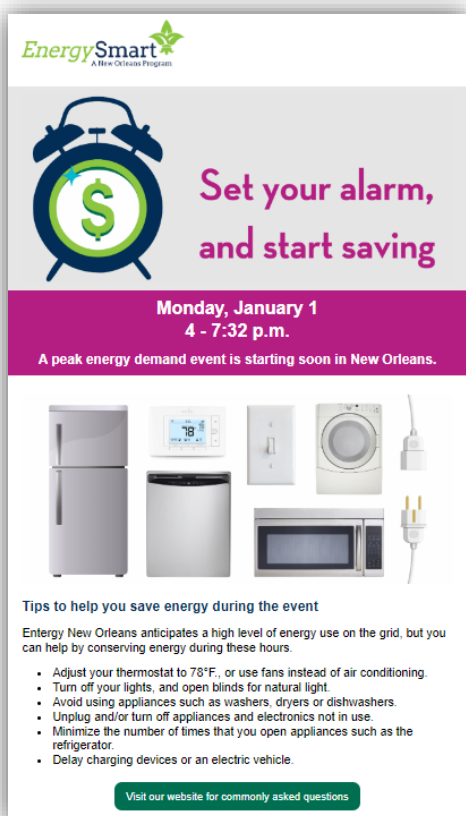
If you would like to opt-out of this offering, submit your unenrollment request [here](#). Please allow 48 hours for this request to be processed.



Welcome to the Energy Smart Peak Time Rebate Pilot Email Template



1-hour notice template



24-Hour Notice Email Template



EnergySmart
A New Orleans Program



New event scheduled

Monday, January 1
4 - 7:32 p.m.

A peak energy demand event is scheduled tomorrow.

Entergy New Orleans anticipates a high level of energy use on the grid, but you can help by conserving energy during these hours.

If possible, try the following to shift your energy use away from event hours:

- Pre-cool your home before event hours.
- Delay charging devices or electric vehicles during event.
- Minimize the number of times that you open appliances, such as the refrigerator, during event hours.
- Avoid using appliances, such as washers, dryers or dishwashers, during event hours.
- Unplug electronics when not in use during event hours.

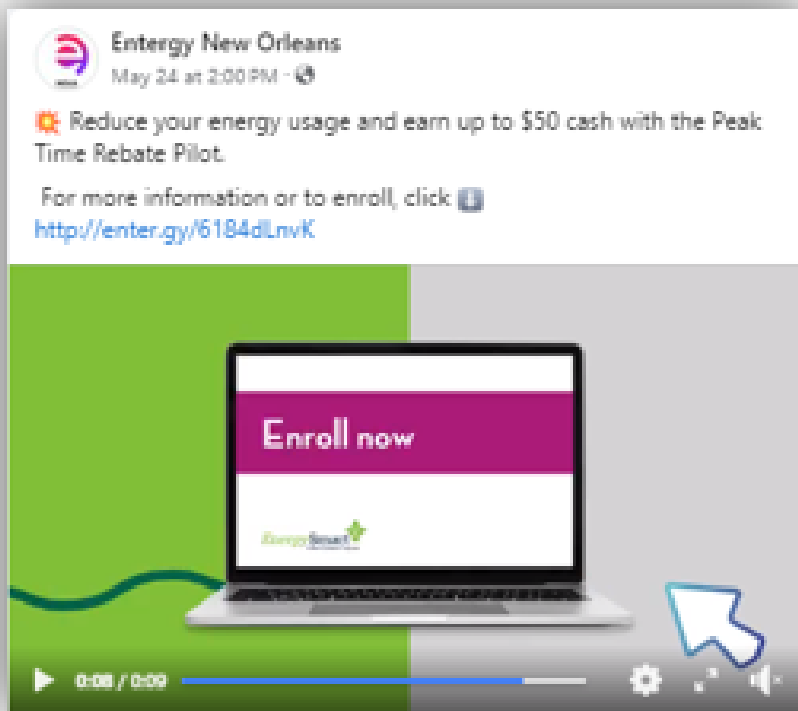
[Visit our website for more information](#)

If you have any questions about the offering, please email info@energysmartnola.com or call us at 504-229-6868.

If you would like to opt-out of this offering, submit your unenrollment request [here](#). Please allow 48 hours for this request to be processed.



Organic Social



Entergy New Orleans
2 days ago · 🌐

⌚ Time is ticking on this limited time offer! Enroll NOW in Energy Smart's Peak Time Rebate program and earn cash rewards by using less electricity!

Click  for more information



ENERGYSMARTNOLA.INFO

Peak Time Rebate Pilot
Entergy New Orleans residential customers can earn cash incentive...

Entergy New Orleans
2 hours ago · 🌐

⌚ Time is ticking on this limited time offer! Enroll NOW in Energy Smart's Peak Time Rebate program and earn cash rewards by using less electricity!

Click  for more information
<http://entergy/6183571Wf>



**Energy Smart pays
you when you use less**

Press Release



FOR IMMEDIATE RELEASE:

May X, 2024

Media Contacts:

Reagan Gill
reagan.gill@aptim.com
 469-260-6306

Energy Smart, a New Orleans program, reopens enrollment for a limited time for residential customers to earn cash incentives

Energy Smart pays customers to reduce energy usage at no cost to join.

NEW ORLEANS, May x, 2024 – Energy Smart, Entergy New Orleans’ energy efficiency program, offers a pilot program to help customers save both electricity and money. Entergy New Orleans residential customers can get cash incentives for reducing their energy use during short periods of high electricity usage.

The new program offering received an overwhelming amount of interest and success during the pilot phase last year. As a result, Energy Smart is reopening enrollment for a very limited time. Customers enrolled in the Peak Time Rebate program will receive an email notification to reduce energy use during short periods of high electricity usage, also known as peak demand events, and in return receive cash incentives for their participation. This limited-time offer is available to 10,000 residential Entergy New Orleans customers. Enrollment is available on a first-come, first-served basis. Customers are encouraged to enroll today to save electricity and earn cash rewards. To learn more and enroll, please visit: [Peak Time Rebate Pilot](#).

“We are thrilled with the success of the Peak Time Rebate pilot. Not only have customers received rebates for their efforts, they have also played a crucial role in reducing the strain on the grid during peak times,” said Ross Thevenot, Entergy New Orleans energy efficiency project manager. “We encourage all our customers to take advantage of the financial incentives and the opportunity to contribute to a more sustainable city by enrolling today.”

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

###

Energy Smart Mid-Year Report Appendix – Program Year 14

Insight - Energy Smart pays customers to reduce energy usage at no cost to join

Energy Smart pays customers to reduce energy usage at no cost to join

by New Orleans Editorial Team

04/29/2024



Energy Smart, a large New Orleans energy efficiency program, offers a pilot program to help customers save both electricity and money. Energy Smart customers who join the program can get cash incentives for reducing their energy use during short periods of high electricity usage.

Customers enrolled in the Peak Time Rebate program will receive an email notification to reduce energy use during short periods of high electricity usage, which occur on peak demand events and, in return, receive cash incentives for that participation.

The limited time offer is available to eligible customers Energy Smart customers. Enrollment is available on a first-come, first-served basis. Customers are encouraged to [enroll today](#) to save electricity and earn cash rewards.

To learn more about Energy Smart and the other energy-saving opportunities, visit www.energysmartnola.com or call 504.225.0868.

Tag
New Orleans Energy efficiency

New Orleans Editorial Team

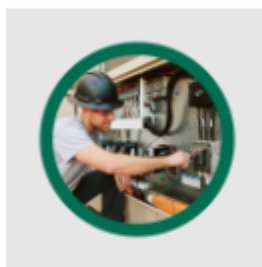
Eligibility Notice



Thank you for your interest

The Energy Smart team has reviewed your enrollment request for the [Peak Time Rebate pilot](#). Unfortunately, your enrollment is not eligible for the program at this time.

We understand that this news may be disappointing. Although you are not eligible for the Peak Time Rebate pilot, we encourage you to explore other energy-saving initiatives, resources and programs that may be available to you such as:



Residential and business customers outside Orleans Parish

[Entergy Louisiana Residential and Business Customers](#): Entergy Solutions offers programs for Entergy Louisiana customers to save energy and money by reducing the up-front cost of a variety of energy efficiency upgrades. The program partners with participating trade allies and retailers that will help you find new ways to save around your home.

Energy-saving tips for everyone

- Take steps to weatherize your home by sealing air leaks, adding insulation and installing energy-efficient windows and doors. These measures can help reduce energy loss and save on heating and cooling costs.
- Energy-efficient lighting: Replace incandescent bulbs with energy-efficient LED bulbs. LED bulbs use significantly less energy and last much longer, reducing both energy consumption and replacement frequency.
- Implement habits such as turning off lights when not in use, unplugging electronics when not in use and adjusting thermostat settings to conserve energy throughout the day.
- Look for [ENERGY STAR®](#) certified appliances when it's time to replace old or inefficient models. These appliances are designed to consume less energy without sacrificing performance.

Please contact Energy Smart with questions or concerns at info@energysmartnola.com or 504-229-6868.

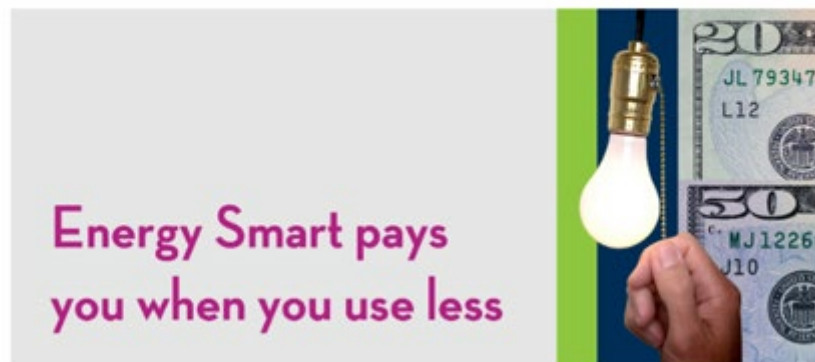


June Blog Post

Energy Smart pays to save

BY: NEW ORLEANS EDITORIAL TEAM

06/25/2024



This summer, Entergy New Orleans' residential customers can earn extra cash for participating in innovative energy-saving programs offered by Energy Smart. Discover how to take advantage of these exciting opportunities.

Peak Time Rebate

Customers enrolled in the Entergy New Orleans' Energy Smart Peak Time Rebate program will receive an email notification to reduce energy use during short periods of high electricity usage, also known as peak demand events and, in return, can earn up to \$50 cash incentives based on participation. Enrollment in the Peak Time Rebate program is available on a first-come, first-served basis. **Enroll today** to help save electricity and earn cash rewards.

EasyCool

Customers who own or purchase a smart thermostat can earn incentives of up to \$50 their first year by enrolling qualifying smart thermostats in the Energy Smart EasyCool program and can earn a \$25 incentive each additional year of participation. Visit [EasyCool Smart Thermostats | Energy Smart NOLA](#) for more information.

Appliance Recycling

Energy Smart's Appliance Recycling program pays customers who are looking to get rid of an old refrigerator or freezer. This offer pays customers \$50 and provides free in-home pickup and recycling of working refrigerators and freezers. **Schedule** your no-cost pickup today.

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

Tags

[New Orleans](#) [Community](#) [Customers](#) [Electricity](#) [Energy efficiency](#)
[Energy Smart](#) [NOLA Community](#) [NOLA Energy Efficiency](#)



New Orleans Editorial Team

Appliance Recycling

Email Targeting High Energy Users



Unplug the old & recycle for gold



Here are a few reasons why recycling your working fridge or freezer is a smart choice:

Gives you extra cash in your wallet

You'll **receive \$50** for recycling your fridge or freezer, plus big savings on your energy bill. ENERGY STAR® estimates that refrigerators over 15 years old could be costing you around \$90 per year to run. On average, an old refrigerator uses about 30% more energy than a model that has earned the ENERGY STAR certification.

Provides convenient in-home pickup

The Energy Smart Appliance Recycling offering provides **free** in-home pickup and recycling of working refrigerators and freezers. No need for you to lug a heavy appliance to the curb.

Contributes to a greener environmental future

When you recycle your old fridge or freezer, you're preventing material from entering the waste stream. Materials commonly recycled from a refrigerator or freezer include:

- Metal** – Metal is recycled and turned into new products, including cars, rebar and new appliances.
- Glass** – Glass from shelving is converted into new products, including sandblasting material, cement and landfill cover.
- Freon** – Refrigerants can be hazardous to the environment when not handled properly. All Freon recovered from appliances is sent to a licensed hazardous waste facility where it is reused or destroyed.
- Oil** – Oil is filtered and either reused at the recycling center or sent to a processor for reuse or proper disposal.

Schedule your no-cost pickup today

March Madness Email




Slam dunk savings with Energy Smart

Two ways New Orleans' residential customers can score \$50

[Join the savings team](#)

Customers who own or purchase a smart thermostat can earn additional incentives of up to \$50 their first year by enrolling qualifying smart thermostats in the Energy Smart EasyCool program. Customers can earn a \$25 incentive each additional year of participation. For more information, visit [EasyCool Smart Thermostats](#) | [Energy Smart NOLA](#).

[Pass the cash](#)

Energy Smart's Appliance Recycling offer provides no-cost pickup and recycling of working refrigerators and freezers. You'll receive \$50 for recycling your fridge or freezer, plus big savings on your energy bill. ENERGY STAR® estimates that refrigerators over 15 years old could be costing you around \$90 per year to run. On average, an old refrigerator uses about 30% more energy than a model that has earned the ENERGY STAR certification.

[We assist](#)

The Energy Smart Appliance Recycling offering provides free in-home pickup. No need for you to lug a heavy appliance to the curb.

[Schedule your no-cost pickup today](#)



March Madness Remarket Email




Here are a few reasons why recycling your working fridge or freezer is a smart choice:

Gives you extra cash in your wallet

You'll **receive \$50** for recycling your fridge or freezer, plus big savings on your energy bill. ENERGY STAR® estimates that refrigerators over 15 years old could be costing you around \$90 per year to run. On average, an old refrigerator uses about 30% more energy than a model that has earned the ENERGY STAR certification.

Provides convenient in-home pickup

The Energy Smart Appliance Recycling offering provides **free** in-home pickup and recycling of working refrigerators and freezers. No need for you to lug a heavy appliance to the curb.

Contributes to a greener environmental future

When you recycle your old fridge or freezer, you're preventing material from entering the waste stream. Materials commonly recycled from a refrigerator or freezer include:

Metal – Metal is recycled and turned into new products, including cars, rebar and new appliances.

Glass – Glass from shelving is converted into new products, including sandblasting material, cement and landfill cover.

Freon – Refrigerants can be hazardous to the environment when not handled properly. All Freon recovered from appliances is sent to a licensed hazardous waste facility where it is reused or destroyed.

Oil – Oil is filtered and either reused at the recycling center or sent to a processor for reuse or proper disposal.

[Schedule your no-cost pickup today](#)



March Circuit Article

Two ways New Orleans' residential customers can score \$50
on new ENERGY STAR® appliances

03/06/2024



Join the savings game

Customers who enter or purchase a smart thermostat can now additional incentives of up to \$50 their first year by meeting qualifying smart thermostat in the Energy Smart Challenge program. Customers can earn a \$25 incentive each additional year of participation. For more information, visit [Energy Smart Challenges](#).



Slam dunk savings with Energy Smart

How the work

Energy Smart Appliances Challenge offers incentives to customers who purchase and/or qualify for existing refrigerators and freezers. You'll receive \$50 for meeting your fridge or freezer plus big savings on your energy bill. ENERGY STAR® is leaders that refrigerators over 10 years old could be saving you around \$50 per year to replace the savings. An additional incentive over about 100 more savings than a model that has earned the ENERGY STAR® certification.

Why invest

The Energy Smart Appliances Challenge offering provides direct in-home package. We will offer you a big savings appliance to the work. [Submit](#) your new package today.

[Receive your savings](#)

April Circuit Article

Insights > Get paid to recycle your working fridge or freezer

Get paid to recycle your working fridge or freezer

BY NEW ORLEANS EDITORIAL TEAM

04/08/2024



Are you an Entergy New Orleans residential customer looking to get rid of an outdated refrigerator or freezer? Energy Smart will give you \$50 to haul away your working fridge or freezer. All it takes is three easy steps:

1. **Schedule** your free in-home pickup in minutes online or call 504-229-6868.
2. Energy Smart will haul away your working fridge or freezer at no cost.
3. Receive your \$50 check in the mail.

How to participate:

- You must be an Entergy New Orleans residential customer.
- You must have a fully working refrigerator or freezer that would have remained operable on the electrical grid.
- Appliances must be full-size (75 cu. ft. or greater).
- Refrigerators must be six years old or older; freezers must be four years old or older.
- Appliances must be plugged in at the time of pickup.

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

Tags: Corporate, Energy efficiency, Energy Smart

New Orleans Editorial Team

Senior Fest Print Ad



Energy Smart will give you \$50 to haul away your working fridge or freezer.




Scan to schedule your free in-home pickup or call 504-229-6868.

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



EnergySmart
A New Orleans Program



Have you recently purchased a new fridge or freezer?

Receive \$50 for recycling your old fridge or freezer. The Energy Smart Appliance Recycling offering provides **free** in-home pickup and recycling of working refrigerators and freezers. No need for you to lug a heavy appliance to the curb.

Schedule your no-cost pickup today



Google Keyword Search Ad

Organic Social

 **Entergy New Orleans**
May 27 at 10:00 AM · 🌐

Are you an Entergy New Orleans residential customer looking to get rid of an outdated refrigerator or freezer?

✓ Energy Smart will haul your working fridge or freezer for free and give you \$50.

Schedule your free in-home pickup 📍 or call 504-229-6868.
<http://enter.gy/6189dLpTT>



 **Entergy New Orleans**
22 hours ago · 🌐

Have you recently purchased a new fridge or freezer ?

Energy Smart will give you \$50 to haul away your old working fridge or freezer!

Click 📍 to schedule your free in-home pickup.



ENERGYSMARTNOLA.INFO

Appliance Recycling

Looking to get rid of an outdated refrigerator or freezer? Energy S...

EasyCool
Pre-season letter



Dear EasyCool Customer,

Thank you for participating in the Entergy New Orleans Energy Smart EasyCool offering. Now in its ninth year, EasyCool has helped reduce load on the grid during times of peak electric demand. Relieving the pressure on the electrical system helps keep the power supply affordable and reliable for all customers. Your continued participation is making a difference.

- During this year's summer season (June 1-September 30), we may schedule an event, which means your smart thermostat temperature setting will be increased by a few degrees.
- Events will only affect the temperature by a few degrees, with minimal impact on comfort. You can easily opt-out of an event at any time, for any reason, by adjusting your temperature settings on your thermostat.
- These events are limited to weekdays (no weekends or holidays) during times when electricity demand is at its highest – typically for two to four hours between noon and 8 p.m.
- Event notifications are posted on the [Energy Smart website](#).

If you have any questions about the offering, please call **504-229-6868** or email entergyno@energyhub.net

Thank you again for participating in EasyCool.

Sincerely,
Your Energy Smart EasyCool Team



Earth Day Bonus Email Lead Generation



Limited-time Earth Day offer

Earn \$70 when you enroll your smart thermostat in EasyCool, plus earn a \$25 incentive each additional year you participate.

[Click here for more information or to enroll now](#)



Earth Day Bonus: Week 2 Did Not Click Remarket



Get \$70 when you enroll your smart thermostat in EasyCool

Save, earn, repeat.



Ways to get paid

Enroll your new or existing smart thermostat in EasyCool, and receive a one-time \$70 incentive for signing up for a limited time only.

Collect an additional \$25 incentive each year you participate.

How it works

During a handful of peak-demand events each year, your smart thermostat will automatically make small temperature adjustments to increase the reliability of electrical service. As a participant, you can always manually adjust your thermostat to your desired comfort level. These events will last no longer than four hours and will not occur on weekends or holidays.

You can help the environment

You'll also reduce your carbon footprint by lowering demand on the electric grid.

[Click here for more information or to enroll now](#)



Earth Day Bonus New Creative/Messaging



**Earn \$70 when
you enroll your
smart thermostat
in EasyCool**



Celebrating Earth Day, all month long

This limited-time offer is only available twice a year.
Plus, earn a \$25 incentive each additional year you participate.

[Enroll now](#)



Earth Day Bonus Email: Final Chance



Final chance
to earn ~~\$50~~ \$70



This limited-time offer is almost gone

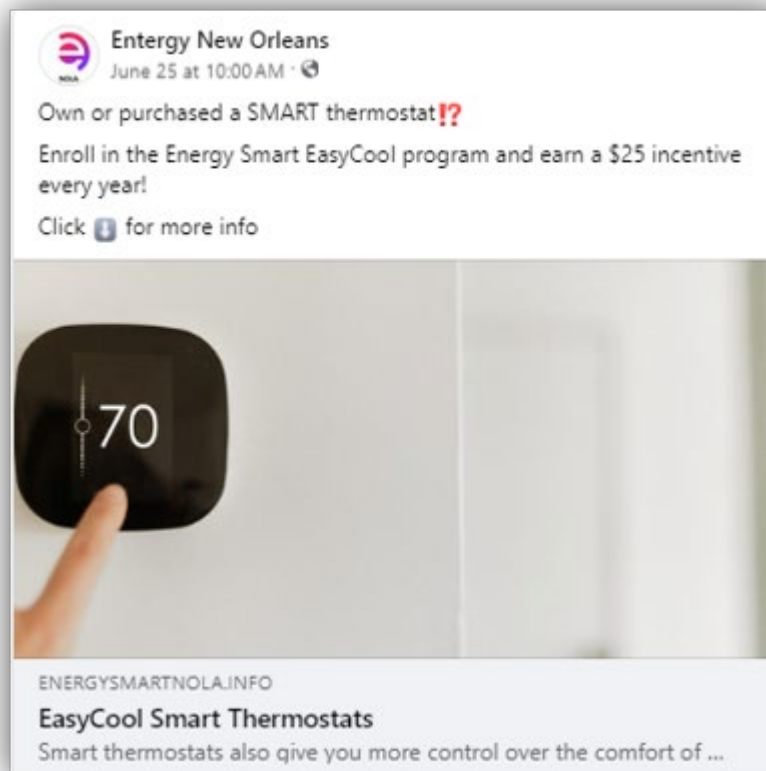
Enroll your new or existing smart thermostat in EasyCool, and receive a one-time \$70 incentive, a \$20 increase, for signing up.

Plus, collect an additional \$25 incentive each year you participate.

[Click here for more information or to enroll now](#)



Organic social



 **Entergy New Orleans**
June 26 at 9:00 AM · 🌐

Own or purchased a SMART thermostat!?

Enroll in the Energy Smart EasyCool program and earn a \$25 incentive every year!

[Click for more info...](#) [See more](#)

**Easy cash with
EasyCool**
Save, earn, repeat.



Commercial & Industrial Marketing Assets

Emails

Small Business Energy Assessment January 15



The banner features the EnergySmart logo at the top left, which includes a green leaf icon and the text "EnergySmart A New Orleans Program". Below the logo is a graphic with the text "Amp up your savings" in pink, followed by a stylized illustration of a building with lightning bolts. At the bottom of the graphic is a green bar with the text "Free energy assessment" in white.

Free energy assessment

[Schedule today](#)

Don't let energy costs cut into your profits. Let our energy advisors help you reduce your energy use and save on your electric bill with a **free Small Business Energy Assessment**, compliments of Energy Smart, Entergy New Orleans' energy efficiency program.

What to expect:

- Free, one-hour walk-through to evaluate opportunities for energy savings.
- Installation of free energy-efficient products.
 - LED light bulbs.
 - Smart thermostat.
 - Advanced power strip.
 - Faucet aerators.
 - Pipe wrap.
- Recommendation of additional upgrades to further reduce energy use and lower your electric bill.

Don't wait to start saving energy and money. Request your **free energy assessment** today.

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.

 entergy

Increased Incentive January 17



Exciting incentive changes

Trade ally partner,

We are excited to share with you that Energy Smart has increased all custom incentive rates and select prescriptive incentives for 2024. Incentive increases average over 25% higher than 2023 rates.

The new incentive rates are included in the lighting and non-lighting workbooks on the Energy Smart website.

2024 workbooks

Questions? Visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.



January 29 Get Your Share Email



Not sure how to fund your next energy-saving upgrade? Let Energy Smart, Entergy New Orleans' energy efficiency program, help pay for it through the Energy Smart Fund.

The **Energy Smart Fund** for 2024 is **\$9 million**. Don't miss out on getting your share. To date, close to \$2 million has been claimed by local businesses for their projects.

Click the button below and tell us what type of energy-saving projects you are considering, and our energy advisors will help you maximize the available cash incentives.

[Project request](#)

Visit www.energysmartnola.com/businesses for other business offerings.

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.



March 20 Let the Good Times Roll Email



Laissez les bons temps rouler
with energy savings for your business



**Free energy assessments
exclusively for small business customers**

Schedule today

Let the good times roll with Energy Smart, Entergy New Orleans' energy - efficiency program. We're here to help you uncover ways to reduce your energy use, save on your electric bill and improve workplace comfort. Schedule your free energy assessment so you can start enjoying your savings.

What to expect:

- Free, one-hour walk-through to evaluate opportunities for energy savings.
- Installation of free energy-efficient products.
 - LED light bulbs.
 - Smart thermostat.
 - Advanced power strip.
 - Faucet aerators.
 - Pipe wrap.
- Recommendation on additional upgrades to further reduce energy use and lower your electric bill.

Click [free energy assessment](#) to learn how to start saving today.

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.



April 2 Dialed Up Incentives Email




**We've dialed up
incentive rates**

Permanently on all custom and select prescriptive rates

You read that correctly. We have permanently increased all custom and select prescriptive incentive rates for 2024.

Nearly every lighting measure received a permanent incentive rate increase.

- Average of 36% increase for large commercial prescriptive lighting rates.
- Average of 41% for small commercial prescriptive lighting incentives.

These new incentive rates replace the old promotional bonus incentives offered in years past.

Don't wait. Submit your applications now to secure your share of the \$9M Energy Smart Fund. To date, over \$2M has been allocated for energy-saving upgrades.

[2024 workbooks](#)

Questions? Visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com



April 9 Get Your Slice Email



**Get your slice of the
\$9M Energy Smart fund**

Let us help supply your business
with energy-saving upgrades.



Not sure how to fund your next energy-saving upgrade? Let Energy Smart, Entergy New Orleans' energy efficiency program, help pay for it through the Energy Smart fund.

The **Energy Smart fund** for 2024 is **\$9 million**. Don't miss out on getting your share. To date, close to \$2 million has been claimed by local businesses for their projects.

Click the button below, and tell us the types of upgrades you want. Our energy advisors will get the maximum cash incentives available. These incentives can cover up to 100% of project costs for upgrades such as LEDs, HVAC and lighting controls, as well as refrigeration.

Project request

Visit [Businesses | Energy Smart NOLA](#) for other business offerings.

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.



May 14 A/C Tune-Up Cash Incentives Email




Cash incentives for A/C tune-ups

Get your business summer ready with an A/C tune-up. Energy Smart has significantly increased incentives to jump-start your summer savings.

Minimum capacity (tons)	Maximum capacity (tons)	Tune-up Incentives
1.5	3.5	\$225
4	5	\$275
6	10	\$450
11	15	\$650
16	25	\$800
26	30	\$850
31	50	\$1,400
51	80	\$2,000
80+	-	\$2,500

Click [here](#) for a list of Energy Smart trade ally contractors.

Already have a reliable A/C contractor? Request [tune-up requirements and application](#) before your A/C contractor performs the tune-up.

[Request form](#)

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.



May 28 HVAC Tune-Up Email




Cash incentives
for an A/C tune-up

Jump-start your summer energy savings

As outside temps start to rise, make sure your indoor temps do not. Ensure the comfort of your employees and customers, while lowering your utility cost, with an A/C tune-up.

Don't wait until your system is running inefficiently - or worse yet - not at all. Utilize our increased A/C tune-up cash incentives to jump-start your summer energy savings. Incentives range between \$225 and \$2,500.*

*Incentives based on unit's tonnage capacity.

[Inquire today](#)

Need a contractor? Click [here](#) for a list of Energy Smart trade ally contractors.

Already have a reliable A/C contractor? Request [tune-up requirements and application](#) before your contractor performs the tune-up.

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.



May 28 TA Sales Training Event Email



You're invited

Monday, May 28, 2024
8:30-11:30 a.m.
 Breakfast will be served, starting at 8 a.m.

Delgado Community College
 Student Life Center (campus building 23)
 Lac Maurepas Room on 2nd floor
 615 City Park Avenue
 New Orleans, LA 70119

Trade ally sales training
 hosted by the LSU Professional Sales Institute



P. Greg Accardo
 Director, Instructor and Professional Sales
 Advisor
 Professional Sales Institute



Nawar Chaker, Ph.D.
 Assistant Professor and Director of Research
 Professional Sales Institute

Please register by May 22, 2024, at energysmartsales.eventbrite.com.

✉ Kevin.Fitzwilliam@aptim.com
🌐 energysmartnola.com

Energy Smart invites you to an interactive [sales training](#) on Monday, May 28, 2024, at Delgado Community College. Learn about:

- Creating and delivering value.
- Prospecting and qualifying opportunities.
- Giving consultive presentations.
- Addressing customer objections.
- Gaining customer commitment.
- Nurturing customers for long-term relationships.
- LSU Sales Institute's network of students and alumni, many of whom are pursuing careers in technical sales.

A full breakfast will be served, starting at 8 a.m.

RSVP by May
22

Questions? Contact Kevin Fitzwilliam at kevin.fitzwilliam@aptim.com.



June 4 HVAC Tune-Up Email



As outside temps start to rise, make sure your indoor temps do not. Ensure the comfort of your employees and customers, while lowering your utility cost, with an A/C tune-up.

Don't wait until your system is running inefficiently - or worse yet - not at all. Utilize our increased A/C tune-up cash incentives to jump-start your summer energy savings. Incentives range between \$225 and \$2,500.*

*Incentives based on unit's tonnage capacity.

Inquire today

Need a contractor? Click [here](#) for a list of Energy Smart trade ally contractors.

Already have a reliable A/C contractor? Request [tune-up requirements and application](#) before your contractor performs the tune-up.

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6868 or email info@energysmartnola.com.



June 11 HVAC Tune-Up Email



Don't let cost be a barrier to ensuring your business stays comfortable and energy efficient this summer. We can help keep your A/C system in tip-top shape without breaking the bank.

Get your share of the cash incentives available to Entergy New Orleans businesses for A/C tune-ups.

Minimum capacity (tons)	Maximum capacity (tons)	Tune up Incentives
1.5	3.5	\$225
4	5	\$275
6	10	\$450
11	15	\$650
15	25	\$800
25	30	\$850
31	50	\$1,400
51	80	\$2,000
80+	-	\$2,500

Submit your request today, and one of our energy advisors will reach out to help you with the process and connect you with A/C contractors.

Already have a reliable A/C contractor? Request [tune-up requirements and application](#) before your A/C contractor performs the tune-up.

[Request form](#)

To learn more about Energy Smart, visit www.energysmartnola.com, call 504-229-6988 or email info@energysmartnola.com.



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A New Orleans Program

**Get your slice
of the \$9M
Energy Smart fund**

Let us help supply
your business
with energy-saving
upgrades.

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Let us help supply your business
with energy-saving upgrades.

Claim mine



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**Claim your *free* small business
energy assessment today.**

Schedule now



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temps rouler**
with energy savings for your business

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energy assessment today.**

Schedule now



EnergySmart
A New Orleans Program

**Are you a
small business
looking to
save money?**

Let us supply your small business
with energy-saving upgrades
through Energy Smart.

Claim mine





Conrad Chura
Owner, Wakin' Bakin'

***"They helped me lower
my energy utility costs."***

We want to help your New Orleans
business save on its bottom line.

Learn how you can save



Conrad Chura
Owner, Wakin' Bakin'

***"It could not have
been any easier."***

We want to help your New Orleans
business save on its bottom line.

Learn how you can save

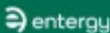





Make energy-saving upgrades to your business, and beat the summer heat

Courtesy of the \$9M Energy Smart fund.

[Claim your share today](#)




Beat the summer heat with energy-saving upgrades to your business

Courtesy of the \$9M Energy Smart fund.

[Request a consultation](#)



Animated Video for Small Business Energy Assessment



SBEA-Animation-30
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Wakin' Bakin' Customer Testimonial Video

Wakin' Bakin'

"It couldn't have been any easier. That's money that is going back into our bottom line to reinforce our workforce, serve our customers, and contribute to our community."

– Crystal Chura, Owner, Wakin' Bakin' [Read the full article](#)



[Energy Smart + Wakin' Bakin' on Vimeo](#)



Energy Smart program helps New Orleans cafe improve efficiency, preserve historic charm and boost the bottom line

BY AMANDA MCFRESH | BRANDED CONTENT SPECIALIST May 19, 2024 2 min to read



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This article is brought to you by Energy Smart.

Crystal and Conrad Chura love the fact that both the French Quarter and Mid-City locations of their Wakin' Bakin' restaurants are in older buildings. The historic nature of the structures brings a sense of character and charm that could never be replicated. But, it also means that the buildings were not originally designed with modern energy usage in mind.

"We know our energy system can be fragile, especially in the tough summer months," Crystal Chura said. "There is a strain on everything. That is even more of the case in buildings like ours that have been here for so long."





Provided photo

However, the Churas have been able to protect the integrity of the buildings while making changes to improve their energy efficiency and save money. Last year, a New Orleans nonprofit connected them to Energy Smart, a comprehensive energy-efficiency program designed to help Entergy New Orleans electric customers discover opportunities to reduce energy use, improve comfort in their homes and businesses, and save on their bills.

After an initial Energy Smart assessment, the Churas made small but meaningful changes at Wakin' Bakin', including the installation of smart thermostats and LED lights. Crystal Chura said the changes had no effect on the Wakin' Bakin' food or service, but did lead to immediate financial benefits, most notably lower electricity bills. Nearly 6,300 kilowatt-hours have been saved at both locations combined since the Energy Smart changes were made.



"It's been really valuable for us because any time we can find a way to reduce costs, that helps our business," she said. "The Energy Smart program introduced us to features we had no idea were even available. As small business owners, it can be hard for us to keep up on the latest technology and mitigating features that are on the market. We were really happy with the changes we could make immediately."

Chura added she and her husband expect the lower energy costs at Wakin' Bakin' to help them have more money to invest in their business in the future.

"That's money that is going back into our bottom line to reinforce our workforce, serve our customers and contribute to our community," she said.

Energy Smart assessments are free to business owners. During the walk-through, an energy advisor evaluates opportunities for energy savings. Following that, the advisor will install select energy-efficient measures and recommend additional projects that can be completed by an Energy Smart trade ally.



In many cases, smaller items like thermostats, faucet aerators and light bulbs are provided free of charge. If larger projects are needed, such as new air conditioners or pipe-wrapping, significant rebates are often available to help business owners save.

“Through the Energy Smart program, Wakin’ Bakin’ was able to utilize incentives to support their energy-saving upgrades,” said Derek Mills, manager of Entergy New Orleans’ demand-side management programs. “By making these upgrades, Wakin’ Bakin’ is taking important steps toward reducing energy consumption and saving money. We encourage other New Orleans restaurants and businesses to take advantage of the program to improve their efficiency and bottom line.”



Provided photo

Chura added that the positive experience with Energy Smart has made the couple consider energy-efficient decisions while looking for a home and managing their business moving forward.

"The education and awareness help inform your choices. We're more mindful about making investments that will improve sustainability in the long run," she said.

For more information or to schedule an assessment, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.



Email Amanda McElfresh at amcelfresh@theadvocate.com



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Wakin' Bakin' High Impact Unit on NOLA.com



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A New Orleans Program

See how a French Quarter breakfast eatery is using Energy Smart to save on their bottom line.

Conrad Chura
Owner, Wakin' Bakin'

Watch story

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Partner Content

Entergy's Energy Smart Program Brings Cost Conscious Innovation to New Orleans

May 7, 2024 | By Jeremy Marshall



The Arbor Room - City Park New Orleans

Offering comprehensive energy efficiency at no cost to the consumer, Entergy's Energy Smart program incentivizes Entergy New Orleans customers to perform energy-saving upgrades in their homes and businesses. Devised in 2010 by the New Orleans City Council and administered by Entergy New Orleans, this innovative initiative works with residents, business owners, facility managers, and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with measurable/verifiable energy savings. As of 2024, the program has awarded \$43.7 million in initiatives, served over 113,000 homes and businesses, and saved the city 350.3 kWh in power.

These incentives from the Energy Smart program can seem to almost be too good to be true, with as much as 100% of costs covered for qualified projects. Partnerships throughout the Greater New Orleans area have learned firsthand the value of this program and are spreading the good word about the long-term energy and monetary savings just waiting to be claimed.

One of Energy Smart's key trade allies is Synergy Building Solutions, a local New Orleans-area dealer that provides innovative, cost-effective control solutions and web-based facility automation across a spectrum of facility types. For the past six years, Synergy has partnered with the Energy Smart program to install building automation systems or upgrade existing systems into modern facilities.

“By partnering with trade allies like Synergy, we can help business owners uncover opportunities to reduce energy use and save on electric bills,” said Derek Mills, manager of Entergy New Orleans’ demand-side management programs. “We value the ongoing partnership with Synergy and all of the Energy Smart trade allies and appreciate their commitment to our customers. Together, we will continue to provide businesses with energy-saving solutions that help their bottom line and the environment.”

One of Synergy’s project focus areas is the revitalization of the City Park Conservancy and Arbor Room. A stunning event venue for weddings and corporate events, this fountain view space was in desperate need of an upgrade of its HVAC systems. While often these problems might have been left abandoned to siphon wasted energy, through the Energy Smart program, Synergy was contacted to tackle the issue with a long-term, energy-efficient solution.

“In the past, some decisions were made that seemed cost effective at the time without fully understanding the impact to the future says William Murphy, facilities manager for City Park. “But through our partnership with the Synergy and the Energy Smart program, now everything is getting more efficient, with fewer lasting issues. City Park is becoming more energy efficient, with HVAC replacements and upgrades now happening throughout the park.”

With additional City Park projects currently underway, including upgrading the water features at City Putt, the Synergy/Energy Smart program has led to massive improvements and a desire for long-term partnership.

“Overall, it has been an excellent working relationship,” says Murphy. “We would be ready to partner up again anytime.”

To learn more about the Energy Smart program and how your home or business can benefit from these incredible savings, visit energysmartnola.info, and find out how you can apply.



Organic social

Entergy New Orleans
May 21 · 🌐

Make sure your businesses and homes are summer ready with an A/C tune-up from Energy Smart! 🌞

Residential customers can get instant rebates of up to \$150 for home A/C tune-ups and business customers can qualify for up to \$2,500 in incentives!

📞 Call 504-229-6868 for details.



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Entergy New Orleans
May 7 · 🌐

🌱 Want to make your home or business more energy efficient?

Join Energy Smart at the Preservation Resource Center's Beams & Brews event to learn more!
May 7th ~ 5:30PM to 7:30PM
Common House (formerly the Children's Museum)... [See more](#)



PRCNO.ORG

Beams and Brews visits Common House | Preservation Resource Center of New Orleans

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Entergy New Orleans
May 16 · 🌐

Entergy New Orleans has partnered with The National Theatre for Children, Inc. (NTC) to educate local students on the importance of energy efficiency. 🌞 📖

[Learn more.](#)



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New Orleans students get Energy Smart

Entergy New Orleans has partnered with The National Theatre for Children, Inc. (NTC) to educa...

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Maximize your energy savings and save on your utility bills with a free Small Business Energy Assessment from Energy Smart.



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Uncover energy savings with a free Small Business Energy Assessment from Energy Smart.



Maximize your savings

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GET YOUR BUSINESS READY FOR SUMMER
WITH ENERGY SMART



Memorial Day Weekend is here, marking the unofficial summer start in New Orleans. Ensure your business is ready for the heat and that your A/C units are running efficiently with an HVAC tune-up from [Energy Smart](#).

Energy Smart has significantly increased its incentives on A/C and heat pump tune-ups for [Entergy New Orleans](#) business customers. Incentives start at \$225 and cap at \$2,500 per unit,

wser.

Memorial Day Weekend is here, marking the unofficial summer start in New Orleans. Ensure your business is ready for the heat and that your A/C units are running efficiently with an HVAC tune-up from [Energy Smart](#).

Energy Smart has significantly increased its incentives on A/C and heat pump tune-ups for [Entergy New Orleans](#) business customers. Incentives start at \$225 and cap at \$2,500 per unit, depending on the unit's tonnage.

HVAC tune-ups increase energy efficiency, decrease energy bills, and create comfort for your employees, customers, or tenants.

Interested in working with Energy Smart this summer? Click [HERE](#) for a list of trade ally contractors.

For additional inquiries, visit www.energysmartnola.com, call 504-229-6868, or email info@energysmartnola.com.

New Orleans & Company member e-newsletter

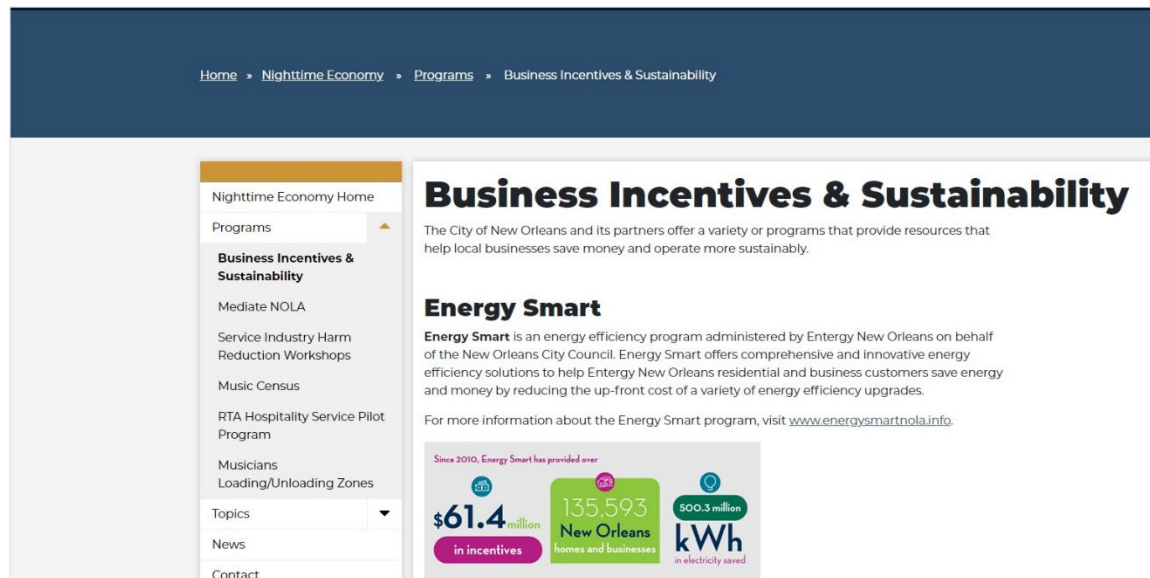


Energy Smart

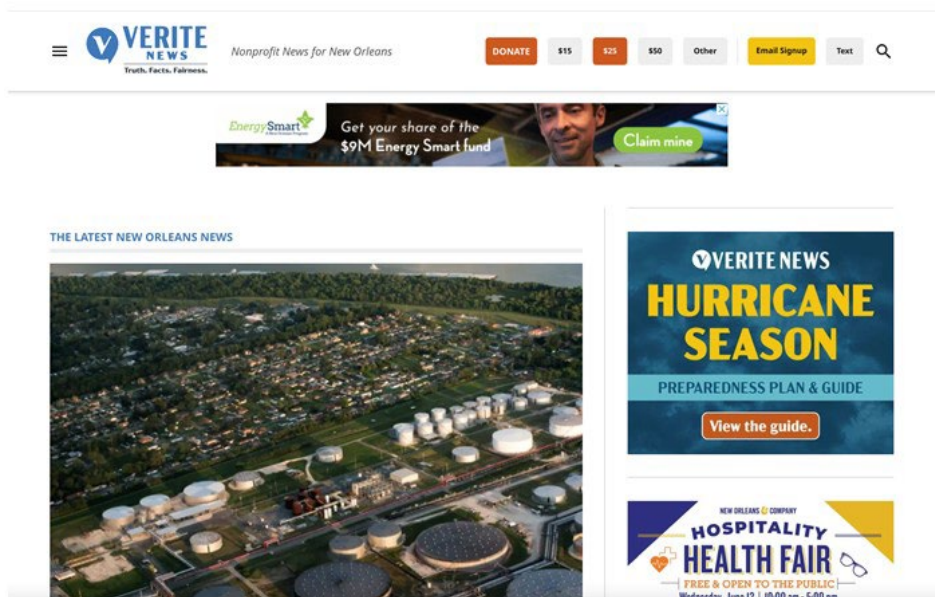
Get your share of the \$9M Energy Smart fund for your next energy-saving upgrade. Cash incentives are available for lighting and non-lighting equipment upgrades. Whether you want to upgrade to LED lights or install efficient HVAC and HVAC control systems, contact Energy Smart to see how much your project can be covered with cash incentives.

[Read More >>](#)

Mayor's Office of Nighttime Economy Website



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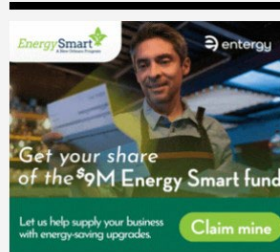


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Entergy's Energy Smart Program Brings Cost Conscious Innovation to New Orleans

*Paid for by Entergy, Written by
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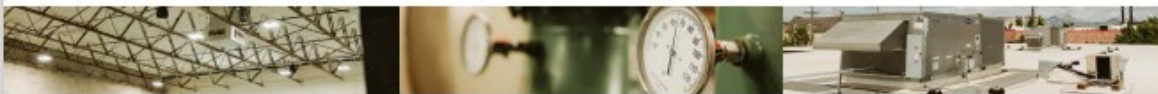
Program Collateral

C&I Overview



Commercial and Industrial offerings

Energy Smart is Entergy New Orleans' energy efficiency program that incentivizes customers to perform energy-saving upgrades in their facilities. The program works with business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with proven energy savings.



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

- Lighting and lighting controls.
- HVAC replacement and controls.
- A/C, heat pump and chiller tune-ups.
- Commercial kitchen equipment.
- Building automation systems.
- Compressed air systems.

Energy-efficient upgrades can help your business:

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

Per-project incentive cap

\$200,000

Annual customer incentive cap

\$600,000

Across all projects and accounts.

Follow these few steps to start saving today.

1

Contact Energy Smart to learn if pre-approval is required.

2

Prepare application submittals and complete work.

3

Receive incentive check.

Visit energysmartnola.com, email info@energysmartnola.com, scan the QR code or call **504-229-6868**.



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Offering information

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

Small businesses | Non-profit organizations | Large commercial and industrial facilities | Publicly funded institutions

Prescriptive incentives

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

- Lighting and lighting controls.
- HVAC and HVAC controls.
- Refrigeration equipment.
- Commercial kitchen equipment.

Custom incentives

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

- 12.5 cents per kWh saved for **custom lighting** projects in facilities with peak demand >100 kW (large commercial).
- 15 cents per kWh saved for **custom lighting** projects in facilities with peak demand <100 kW (small commercial).
- 15 cents per kWh saved for all **custom non-lighting** projects.

☐	Check if the equipment you plan to install is on the prescriptive incentive list at energysmartnola.com . If not, the project will be custom.	Pre-approval is required for all custom projects. Submit your Application Package including custom energy savings calculations to commercialapps@energysmartnola.com .
☐	Scope out the project and complete the Lighting or Non-lighting Workbook to determine the estimated incentive value. You may download the Workbooks at energysmartnola.com .	Pre-installation site visit will be performed by the Energy Smart team.
☐	If estimated incentive value is greater than \$5,000, pre-approval will be required. Submit your Application Package to commercialapps@energysmartnola.com . You must receive pre-approval prior to purchasing equipment.	Once approved, project installation may begin.
☐	If estimated incentive is less than \$5,000, pre-approval is not required. You may submit your application package including final invoice to commercialapps@energysmartnola.com .	Once complete, submit customer-signed Project Completion Notice and final invoice(s) to commercialapps@energysmartnola.com .



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

Customer application package includes:

- ☐ Completed Energy Smart Workbook (lighting and/or non-lighting).
- ☐ Entergy New Orleans electric bill for primary account at job site location.
- ☐ Cut sheets or manufacturer's specification sheets for all proposed equipment.
- ☐ Detailed project proposal/estimate.
 - ☐ Photos of existing equipment.
 - ☐ W9 for incentive payee.

energysmartnola.com | info@energysmartnola.com | 504-229-6868

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Commercial HVAC tune-up application





Application overview

Before you apply:

Verify customer eligibility

- All commercial customers that receive electric service from Entergy New Orleans, LLC are eligible to receive tune-up incentives.
- Individual A/C and heat pump units are eligible for tune-up incentives once every 10 years or once every five years for chiller tune-ups.
- Review the Terms and Conditions within this document or view online at energysmartnola.com/businesses/terms.

Submit your application:

Email your application and all supporting documentation to commercialapps@energysmartnola.com. Please retain a copy of the application for your records.

A/C and heat pump tune-up rates:

Minimum capacity (tons)	Maximum capacity (tons)	Tune-up incentive
1.5	3.5	\$225
4	5	\$275
6	10	\$450
11	15	\$650
16	25	\$800
26	30	\$850
31	50	\$1,400
51	80	\$2,000
80+	-	\$2,500

Chiller tune-up rates:

Chiller tune-up measure	Incentive	Unit
Tune-up of air-cooled chiller	\$15	per ton
Tune-up of water-cooled chiller (reciprocating, rotary screw, scroll)	\$9	per ton
Tune-up of water-cooled chiller (centrifugal)	\$9	per ton

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Project application

Account and customer information

Has this Entergy account been opened within the last eight weeks?

☒ Yes ☐ No

Company name:

Legal address (as shown on company W-9):

City:

State:

ZIP:

Customer contact information

Customer contact name:

Primary phone number:

Email address:

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| ☐ Trade ally | ☐ Advertisement |
| ☐ Website | ☐ Other: _____ |

Job site information

Please refer to your utility bills for account numbers below.

Job site business name:

Electric account number:

- ☐ Job site address is same as legal address.
☐ Job site address is different (complete below).

Job site address:

City:

State:

ZIP:

Trade ally contractor information

Trade ally contact name:

Primary phone number:

Email address:

Company name: Registered trade ally
☐ Yes ☐ No

Address:

City:

State:

ZIP:

Payment information

A form W-9 is required for the payee.

Make incentive check payable to:

- ☐ Trade ally
☐ Customer

Tax entity: _____

Tax ID: _____

Mail check to:

- ☐ Legal address
☐ Alternate address (complete below)

Address:

City:

State:

ZIP:

Attention to (if applicable):



Project application

Property information

Select one property type that best describes your business:

- | | |
|---|--|
| ☐ Assembly or entertainment/recreation | ☐ K-12 school |
| ☐ College or university | ☐ Gas station |
| ☐ Fast food restaurant | ☐ Government |
| ☐ Full menu restaurant | ☐ Automotive services |
| ☐ Grocery and convenience | ☐ IT/data center |
| ☐ Health clinic or hospital | ☐ Parking garage |
| ☐ Small office | ☐ Industrial or manufacturing |
| ☐ Large office | ☐ Warehouse |
| ☐ Lodging | ☐ Exterior |
| ☐ Religious or faith-based | ☐ Other: _____ |
| ☐ Retail | |

Building heating and cooling system:

- ☐ A/C with electric resistance heat
- ☐ A/C with natural gas heat
- ☐ A/C with no heat
- ☐ Heat pump
- ☐ Unconditioned
- ☐ Not applicable

Water heating system type:

- ☐ Electric
- ☐ Natural gas
- ☐ Oil
- ☐ Propane
- ☐ Steam
- ☐ Other
- ☐ Not applicable

Year built: _____

Square footage: _____

Ownership: ☐ Rent ☐ Own ☐ Lease

Project background information

Total labor cost: _____

Installation completed date (mm/dd/yyyy): _____

Site photographs and a site inspection may be required by the program. A program representative may contact you to request this information and schedule an on-site visit.

Under penalty of perjury, I certify that:

I have read and agree to the provisions set forth herein and to the Terms and Conditions. I understand that Energy Smart may revise these Terms and Conditions at any time and I will not be notified in the event changes are made. To the best of my knowledge, the statements made on this application are complete, true and correct.

Customer signature: _____

Name (print): _____

Date: _____

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A/C and heat pump tune-up

Please complete one form for each unit receiving the HVAC tune-up in the Energy Smart application package.

Unit information		System refrigerant charge
Unit make:		Nameplate charge (lb/oz):
Unit model number:		Charge added (oz):
Unit serial number:		Charge removed (oz):
Unit capacity (Btu/hr; tonnage):		Duct leakage (if duct sealing)
Approximate age of system:		Pre-CFM (@25 Pa):
Pre-/post- electric readings		Post-CFM (@25 Pa):
Pre-voltage:	Post-voltage:	Total CFM25 reduction:
Pre-amperage:	Post-amperage:	

Record readings before the tune-up (pre) and after tune-up (post).

Required A/C and heat pump checklist

- ☐ Inspect and clean condenser, evaporator coils and blower.
- ☐ Inspect refrigerant level and adjust to manufacturer specifications.
- ☐ Measure the static pressure across the cooling coil to verify adequate airflow, and adjust to manufacturer specifications.
- ☐ Inspect, clean or change air filters.
- ☐ Calibrate thermostat on/off set points on building occupancy.
- ☐ Tighten all electrical connections, and measure voltage and current on motors.
- ☐ Lubricate all moving parts, including motor and fan bearings.
- ☐ Inspect and clean the condensate drain.
- ☐ Inspect controls of the system to ensure proper and safe operation.

Incentives:

Incentives are tiered based on the specific capacity range of the individual equipment in scope. For HVAC DX (A/C and heat pump) tune-ups to be eligible for Energy Smart incentives, trade allies must:

- Perform test-in and test-out measurements of equipment voltage and amperage (current).
- Inspect and clean condenser, evaporator coils and blower.
- Inspect refrigerant level, and adjust to manufacturer specifications.
- Measure the static pressure across the cooling coil to verify adequate system airflow, and adjust to manufacturer specifications.
- Inspect, clean or change air filters.
- Calibrate thermostat on/off setpoints based on building occupancy.
- Tighten all electrical connections, and measure voltage and current on motors.
- Lubricate all moving parts, including motor and fan bearings.
- Inspect and clean the condensate drain.
- Inspect controls of the system to ensure proper and safe operation. Check the starting cycle of the equipment to ensure the system starts, operates and shuts off properly.
- Provide documentation showing completion of the above checklist to the utility or the utility's representative.

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Chiller tune-up

Please complete one form for each unit receiving the chiller tune-up in the Energy Smart application package.

- ☐ Tune-up of air-cooled chiller.
- ☐ Tune-up of water-cooled chiller (reciprocating, rotary screw, scroll).
- ☐ Tune-up of water-cooled chiller (centrifugal).

Unit make:	Full load kW/ton:
Unit model number:	Part load (IPLV) kW/ton:
Unit serial number (if applicable):	Total equipment cost:
Unit capacity (tons):	Total labor cost:

Chiller tune-up checklist

- ☐ Clean condenser coil/tubes.
- ☐ Check cooling tower for scale or buildup (only for water-cooled chillers).
- ☐ Check contractors condition.
- ☐ Check evaporator condition.
- ☐ Check low-pressure controls.
- ☐ Check high-pressure controls.
- ☐ Check filter; replace as needed.
- ☐ Check crankcase heater operation.
- ☐ Check economizer operation.

Measurement requirements

	Pre-tune-up	Post-tune-up
Record system pressure psig:		
Record compressor amp draw:		
Record liquid line temperature in °F:		
Record subcooling and superheat temperatures in °F:		
Record suction pressure psig and temperature in °F:		
Record condenser fan amp draw:		
Record supply motor amp draw:		

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Program agreement Terms and Conditions

Entergy New Orleans, LLC ("ENO") and APTIM Environmental & Infrastructure, LLC. ("APTIM" or "Program Administrator") have entered into an agreement whereby APTIM will design, implement, and administer the Energy Smart Program in accordance with the ENO comprehensive demand-side management plan. Program Administrator and any eligible applicants to a Program shall be the parties to and bound by these terms and conditions ("this Agreement"). ENO, Entergy Corporation, and ENO's affiliates shall be third-party beneficiaries of this Agreement and Applications.

1. Definitions

- a. Applicant means any person who submits an application to a Program.
- b. Approval Date means the date on which Program Administrator approves an Application.
- c. APTIM means APTIM Environmental & Infrastructure, Inc.
- d. ENO means Entergy New Orleans, LLC.
- e. Program Administrator means APTIM.
- f. Program means any of the Energy Smart Programs that are administered by the Program Administrator.
- g. Program Payment means any monetary incentive or reward available to ENO customers that meet the requirements for each Program and which are paid pursuant to the terms and conditions of this Agreement.
- h. Project or Project Measure means specific energy efficiency measures listed on applications and approved by Program Administrator.
- i. Project Pre-Approval Date means the date the Program Administrator confirms all required documentation has been provided to pre-approve the Project for participation in the Program.
- j. Project Approval Date means the date the Program Administration approves the Project for payment.
- k. Project Completion Date means the date the Program Administrator accepts the Project Completion Notice.
- l. Project Completion Deadline means the completion date established by the Program for the specific Project or Project measure associated with the Application.
- m. Project Completion Notice means the notice to be provided by Applicant to Program Administrator after completion of a Project.

2. Incentive offer

Program Payments shall be available to eligible Applicants who properly submit a Program application ("Application") and meet Program requirements described further herein. Program Payments shall be available according to the terms of the applicable Program and Application, as well as this Agreement. Products required by the applicable Program must be purchased and installed within the date range outlined on the Application. Applicant understands that all custom incentive Applications must be pre-approved in writing by the Program Administrator. Applicants should maintain a copy of the Application for their records. Incomplete Applications will be returned and will not be processed. Final applications must have complete information and be submitted with proof of purchase, such as receipts or invoices that clearly itemize the product(s) and/or services(s) received. Purchase orders, proposals, and quotes are not considered proof of purchase.

3. Project term and description

The Term of this Agreement shall begin on the Approval Date as determined by the Program as part of the Application to this Agreement and shall run continuously through the Project Completion Deadline, unless extended or terminated pursuant to this Agreement or by notification of either of the parties. The Project shall be implemented in accordance with this Agreement.

4. Program payments

Upon completion of a Project, Applicant shall submit a Project Completion Notice to Program Administrator. Upon receipt and acceptance of a Completion Notice and any other requested project documentation, Program Administrator will facilitate Program Payment to the Applicant. There shall be no obligation to make any payments to the Applicant if ENO does not provide the funds to the Program for this purpose. The Program Administrator, on behalf of the Program, reserves the right to increase or decrease incentive amounts, and associated energy savings to be claimed, if conditions change from the time of Project Pre-Approval to the time of Project implementation. This includes, but is not limited to, Project cost and Project scope. Applicants may only receive one payment per Project Measure. Should Applicant or its representative make duplicate application for payment for the same Project, ENO or its representative has the right to recover any payments made in excess of the entitled payment. The Program excludes internal, non-contracted labor for private companies or individuals when calculating the total project cost. Incentives are available on a first-come, first-served basis. Incentives are subject to change or termination without notice at the discretion of the Program Administrator and ENO. Agreements that are in place and applications that are in-progress during a change in incentive or program availability shall be honored.

5. Program discretion

The Program Administrator and ENO reserve the right to change or discontinue aspects of the Program upon a 45-day notice. The Program Administrator also reserves the right, in its sole discretion, to withhold or terminate Program Payments immediately if:

- (i) An identified problem with a Project is not resolved, due to an Applicant's failure to follow any and all applicable terms and conditions, rules, or procedures; or
- (2) Determination that Applicant's receipt of Incentive Payments will not result in the implementation of any measures by Applicant, or if the measures will not result in the reduction of energy usage; or
- (3) The Applicant becomes "insolvent" (which shall mean Applicant (i) files a petition or otherwise commences, authorizes or acquiesces in the commencement of a proceeding or cause of action under any bankruptcy, insolvency, reorganization, or similar law, including but not limited to the United States Bankruptcy Code or the laws of any state, or has any such petition filed or commenced against it; (ii) makes an assignment or any general arrangement for the benefit of creditors; (iii) otherwise becomes the subject of a bankruptcy proceeding or insolvent (however evidenced); (iv) has a liquidator, administrator, receiver, trustee, conservator, or similar official appointed with respect to it or any substantial portion of its property or assets; or (v) is generally unable to pay its debts as they fall due).

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6. Misrepresentation

Any and all funds determined by the Program, Program Administrator, or ENO to have been acquired on the basis of false information supplied by or on behalf of Applicant must be returned to the Program. This article shall not limit other remedies that may be available for the filing of false or fraudulent Applications. Applicant shall be responsible for all costs incurred for collection of monies owed due to any misrepresentation or false statements.

7. Project implementation

(1) The Applicant's procurement, installation, and implementation ("Completion") of energy efficiency measures shall be accomplished in accordance with the requirements outlined in this Agreement. The Applicant shall deliver to Program Administrator a Project Completion Notice by the Project Completion Deadline noted in the Application. The Applicant must provide invoices for equipment purchased or service performed as well as documentation that verifies that the energy efficiency measures (i) have been properly installed, (ii) are functioning properly, and (iii) have the potential to generate energy savings if properly maintained and operated. All Projects are expected to comply with standard federal, state, and local building and construction codes. All equipment must be new; used or rebuilt equipment is eligible only when pre-approved by Program Administrator in writing. Displaced equipment must not be reused as part of the Project unless determined as part of the Project and reviewed in accordance with Project Pre-Approval. Equipment purchased under a capital lease structure may qualify for an incentive, but must be pre-approved by Program Administrator in writing before project initiation or entering into the equipment lease.

(2) Should Program Administrator discover that the Project was not implemented as attested to in the Project Completion Notice, the Applicant may be considered in breach of this Agreement and required to repay any incentive payment made, including costs incurred by the Program Administrator or ENO to recover such fees, and may be subject to any additional relief to which ENO may be entitled.

8. Right to inspect

The Program Administrator and ENO shall have the right to inspect any and all Project records and installations during the term of this Agreement and the corresponding Application, and for a two-year period thereafter. The Program Administrator and its designated representatives shall have the right to observe and inspect all Project work in any of the Applicant's facilities upon advance notice for a period of 2 years from the Project Payment date. The Applicant shall maintain accurate records of the Project work (e.g., installation records, invoices, and maintenance information) that is performed hereunder for a period of 2 years from the date of the applicable Project Payment.

9. Monitoring and verification

The Program Administrator, and its designated representatives, shall have the right to monitor energy use/production prior to and after installation of the Project and to perform an inspection of any Project to evaluate Program efficacy for a period of 2 years from the date of Project Payment under this Agreement or pursuant to an Application.

10. Manner and performance

The Applicant shall perform its responsibilities under this Agreement in an efficient and expeditious manner and in accordance with all of the terms and provisions of this Agreement. The Applicant shall make all reasonable attempts to ensure that all Project work, as described in this Agreement, is performed in accordance with current professional standards and with the diligence and skill expected for the performance of such work.

11. Representations/warranty

The Program Administrator and ENO do not endorse any particular trade ally, manufacturer, product, system, or design by offering an incentive. The Program Administrator and ENO are not responsible for any tax liability imposed on the recipient as a result of the payment of incentives. The Program Administrator and ENO make no representation or warranty and assume no liability with respect to the quality, safety, performance, or other aspect of any design, consulting, product, system, equipment, Project, or appliance installed or received and expressly disclaims any such representations, warranties, and liability, including, but not limited to, any implied warranties of merchantability or fitness for a particular purpose. The Program Administrator and ENO do not guarantee that installation and operation of energy-efficient equipment will result in reduced usage or in cost savings. The Program Administrator and ENO are not responsible for the proper disposal or recycling of any waste generated as a result of any Project. The Program Administrator and ENO are not liable for any damages, including any incidental or consequential damages, arising out of the operation or malfunction of any Project, products, equipment, or appliances, or the installation thereof.

12. Default and termination

(1) This Agreement shall remain in effect until the Project Completion Deadline as specified in the Application hereof unless a Party is in breach of any provision of this Agreement.

(2) In the event that ENO terminates, for any cause, Program Administrator's Contract, which terminates Program Administrator's right to act as Program Administrator of the Energy Smart Program, responsibility for this Agreement transfers to the new Program Administrator or ENO until a new Program Administrator is named.

(3) This Agreement may be terminated at Program Administrator's sole discretion if Applicant does not complete implementation of the Project on or before the Project Completion Deadline, unless the Project Completion Date is extended by mutual written agreement of the Parties.

(4) Program Administrator as approved by ENO reserves the right to change or discontinue any Program at any time with 45-day notification, and reserves the right to terminate or amend this Agreement upon the change or discontinuance of any such Program, or as directed by the Council of the City of New Orleans or pursuant to a change in laws or regulations applicable to a Program.

13. Indemnification and damages

The Applicant shall protect, indemnify, defend, and hold harmless Program Administrator, ENO, and the City of New Orleans (the "City") respective affiliates, subsidiaries, parent companies, officers, directors, agents, and employees, (collectively the "Indemnitees") against all losses, damages, expenses, fees, costs, and liability arising from the Program, any Project, design, consulting, product, system, equipment, or appliance, and claims thereof by Applicant or any third party. The Applicant agrees that such obligations under this Article shall survive any expiration or termination of this Agreement or an Application, and shall not be limited by any enumeration herein of required insurance coverage. To the maximum extent permitted by law, the Applicant agrees to limit Program Administrator's, ENO's, and the City's liability to the total amount of the Project Payments identified in the Application for the Project giving rise to such liability. This limitation shall apply regardless of the cause of action or legal theory pled or asserted. Under no circumstances shall Indemnitees be liable for any special, indirect, or consequential damages, including, but not limited to, lost profits, loss of earnings, or loss of use, however the same may be caused.

14. Publicity

The Applicant shall not use the Program, Program Administrator's or ENO's corporate name, logo, identity, any affiliation, or any related logo including the "Energy Smart" name, logo, or identity, for any marketing, advertising, or solicitation without prior written consent of Program Administrator and ENO, which may be withheld for any or no reason. Program Administrator and ENO reserve the right to publicize the Applicant's participation in the Energy Smart program unless requested otherwise in writing and submitted to info@energysmartnola.com at the time the Application is submitted. For purposes of the foregoing, to the extent applicable, Applicant grants Program Administrator and its contractors a nonexclusive, fully paid up, irrevocable license to Applicant's name and logo solely for the purpose of publicizing Applicant's participation in the Program.

15. Review and disclaimer

Execution of this Agreement and any review of the design, construction, operation, or maintenance of the Project by any Program representative or any of their subcontractors shall not constitute any representation or warranty by the Program, Program Administrator, or ENO as to the economic or technical feasibility, operational capability, or reliability of any renewable or energy efficiency measures or the capability or reliability of any market provider performing any work on the Project. The Applicant shall in no way represent to any third party that the execution of this Agreement or an Application, or any reviews by Program representatives or their subcontractors, including, but not limited to, review of the design, construction, operation, or maintenance of the Project is a representation or warranty by the Program, Program Administrator, or ENO as to the economic or technical feasibility, operational capability, or reliability of the renewable or energy efficiency measures or an endorsement of the contractor performing work on the Project. The Applicant is solely responsible for the technical feasibility, operational capability, and reliability of the renewable or energy efficiency measures.

16. Miscellaneous

- (1) Governing Law. All Applications, Incentive Agreements, and these Terms and Conditions shall be governed, construed, and enforced in accordance with the laws and regulations of the State of Louisiana, without regard to any conflicts of laws or principles that may direct the application of the laws of another jurisdiction. The Applicant irrevocably submits to the jurisdiction of the state and federal courts sitting in New Orleans, Louisiana, with regard to any controversy in any way relating to the execution, delivery, or performance of an Application or this Agreement. Suits, claims, or actions founded upon such controversies shall be brought or filed exclusively in such courts and nowhere else. The exclusive venue for any dispute or controversy arising under an Application or Incentive Agreement shall be the Orleans Parish Civil District Court or the Federal District Court for the Eastern District of Louisiana.
- (2) Compliance with Applicable Laws. The Applicant shall at all times comply with and observe all federal and Louisiana state laws and published circulars, local laws, ordinances, rules, and regulations which are in effect from the time at which Applicant submits an Application or enters into this Agreement through Applicant's receipt of a Program Payment as they pertain to this Program. All references to statutes or regulations contained in any Application or this Agreement shall be construed to include successors thereto.
- (3) Assignment. Upon consent of ENO, Program Administrator may assign, transfer, or convey any Application or any of its rights, obligations, interests, or responsibilities thereunder, in whole or in part, without the consent of the Applicant. Neither an Application nor any rights or obligations hereunder or thereunder may be sold, assigned, transferred, or otherwise disposed of by Applicant, whether pursuant to a change of control, by operation or law, or otherwise, without Program Administrator's prior written consent.
- (4) Severability. If any provision of any Application or this Agreement is construed by a court of competent jurisdiction to be illegal, invalid, or unenforceable under present or future laws, such provision shall be fully severable and the Application or this Agreement shall be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part thereof. Furthermore, in lieu of such illegal, invalid, or unenforceable provision, the Application or this Agreement shall be reformed with a similar provision that is legal, valid, and enforceable.
- (5) Risk of Loss. The Program Administrator and ENO at no time assume risk of loss for any personal property of the Applicant or any third party.
- (6) Waiver. Failure or delay on the part of either party to exercise any right, power, privilege, or remedy hereunder shall not constitute a waiver thereof. A waiver of any default shall not operate as a waiver of any other default or of the same type of default on a future occasion.

17. Acceptance

The Applicant is required to acknowledge its understanding and acceptance of the terms and conditions of this Agreement by signing and returning executed copy of the Energy Smart Program Application to the Program Administrator at the address or email identified in this form on or before the required Deadline. If a completed Application is not received by the Project Pre-Approval or Application deadline, Program Administrator will consider that Applicant's decision is to decline the terms and conditions contained herein, and this Agreement will be of no force and effect.

Prescriptive Incentive List



Energy Smart prescriptive Incentive rates

Rates effective January 1, 2024 (may change at program's discretion).

Measure	Small Commercial Solutions	Large Commercial & Industrial	Unit	Requirements
Interior lighting				
LED downlight lamp/fit	\$13	\$8	per fixture	ENERGY STAR® certified.
LED exit sign	\$22	\$18	per lamp	<5 watts, must meet state fire marshal codes and be UL rated.
T8/T12 upgrade to LED linear-4 ft.	\$9.50	\$8	per lamp	DLC listed. For retrofitting and replacing existing fixtures. Quantity (# of units) is based on number of existing lamps being replaced.
T8/T12 High Output (HO) upgrade to LED linear-4 ft.	\$10	\$10	per lamp	
T5 upgrade to LED linear-4 ft.	\$7.50	\$6	per lamp	
T5 High Output (HO) upgrade to LED linear-4 ft.	\$13	\$11	per lamp	
T8/T12 upgrade to LED linear-8 ft.	\$17	\$14	per lamp	
T8/T12 High Output (HO) upgrade to LED linear-8 ft.	\$20	\$20	per lamp	
T8/T12 upgrade to LED linear-2 ft.	\$4	\$3.50	per lamp	
T5 upgrade to LED linear-2 ft.	\$3.50	\$2.50	per lamp	
T5 High Output (HO) upgrade to LED linear-2 ft.	\$6.50	\$5.50	per lamp	
T8/T12 upgrade to LED linear-U-tube	\$10	\$8.50	per lamp	
LED replacing <75W HID (lamp wattage)	\$52	\$44	per fixture	DLC listed.
LED replacing 75W to 250W HID (lamp wattage)	\$52	\$44	per fixture	
LED replacing 250W to 400W HID (lamp wattage)	\$130	\$100	per fixture	
LED replacing 400W to 1000W HID (lamp wattage)	\$325	\$225	per fixture	
LED replacing >1000W HID (lamp wattage)	\$386	\$325	per fixture	DLC listed. Retrofits must completely remove the existing fluorescent fixture end connectors and ballasts to qualify; wiring may be reused.
LED refrigerated case lighting (without controls)	\$44	\$44	per door	
LED refrigerated case lighting (with controls)	\$52	\$52	per door	
Exterior lighting				
LED downlight lamp/fit	\$13	\$8	per fixture	ENERGY STAR® certified.
T8/T12 upgrade to LED linear-4 ft.	\$8	\$6.50	per lamp	DLC listed. For retrofitting and replacing existing fixtures. Quantity (# of units) is based on number of existing lamps being replaced.
T8/T12 High Output (HO) upgrade to LED linear-4 ft.	\$10	\$14	per lamp	
T5 upgrade to LED linear-4 ft.	\$7.50	\$6	per lamp	
T5 High Output (HO) upgrade to LED linear-4 ft.	\$13	\$11	per lamp	
T8/T12 upgrade to LED linear-8 ft.	\$17	\$14	per lamp	
T8/T12 High Output (HO) upgrade to LED linear-8 ft.	\$31	\$27	per lamp	
T8/T12 upgrade to LED linear-2 ft.	\$4	\$3.50	per lamp	
T5 upgrade to LED linear-2 ft.	\$3.50	\$3	per lamp	
T5 High Output (HO) upgrade to LED linear-2 ft.	\$6.50	\$5.50	per lamp	
T8/T12 upgrade to LED linear-U-tube	\$11	\$9	per lamp	

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Measure	Small Commercial	Large Commercial	Unit	Requirements
LED replacing 175W HID (lamp wattage)	\$52	\$44	per fixture	DLC listed.
LED replacing 175W to 250W HID (lamp wattage)	\$78	\$66	per fixture	
LED replacing 25W to 400W HID (lamp wattage)	\$45	\$30	per fixture	
LED replacing 400W to 1000W HID (lamp wattage)	\$365	\$300	per fixture	
LED replacing 1000W HID (lamp wattage)	\$45	\$350	per fixture	
LED replacing 175W Park/Athletic Field HID (lamp wattage)	\$650	\$650	per fixture	
LED replacing 175W to 250W Park/Athletic Field HID (lamp wattage)	\$9	\$9	per fixture	
LED replacing 25W to 400W Park/Athletic Field HID (lamp wattage)	\$5	\$5	per fixture	
LED replacing 400W to 1000W Park/Athletic Field HID (lamp wattage)	\$38	\$38	per fixture	
LED replacing 1000W Park/Athletic Field HID (lamp wattage)	\$56	\$56	per fixture	
Lighting controls				
Daylighting controller (controlling 500W)	\$32	\$26	per unit	Quantity (# of units) is based on number of installed units. Integrated sensors built in to proposed fixtures do not qualify.
Daylighting controller (controlling 500W)	\$95	\$79	per unit	
Occupancy sensor (controlling 500W)	\$48	\$40	per unit	
Occupancy sensor (controlling 500W)	\$45	\$30	per unit	
Occupancy sensor - daylighting control (controlling 500W)	\$56	\$46	per unit	
Occupancy sensor - daylighting control (controlling 500W)	\$95	\$40	per unit	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.
Bi-level parking garage lighting controls (controlling 50W)	\$21	\$18	per unit	
Bi-level parking garage lighting controls (controlling 50W to 100W)	\$43	\$53	per unit	
Bi-level parking garage lighting controls (controlling 100W to 150W)	\$105	\$88	per unit	
Bi-level parking garage lighting controls (controlling 150W to 200W)	\$150	\$125	per unit	
HVAC				
High efficiency A/C unit	\$80	\$80	per ton	- A/C unit (<5.4 tons), min 12.3 EER, 14.5 SEER2. - A/C unit (5.4 to 11.2 tons), min. 12.2 EER, 14.8 SEER. - A/C unit (11.3 to 20 tons), min. 12.2 EER, 14.8 SEER. - A/C unit (20.1 to 63.3 tons), min. 10.8 EER, 13.5 SEER. - A/C unit (>63.3 tons), min. 10.4 EER, 13.0 SEER. - Must be AHRI certified.
High efficiency heat pump unit	\$80	\$80	per ton	- HP unit (<5.4 tons), min. 12.3 EER, 14.5 SEER2, 8.0 HSPF2. - HP unit (5.4 to 11.2 tons), min. 11.3 EER, 14.5 SEER, 12.0 HSPF. - HP unit (11.3 to 20 tons), min. 10.9 EER, 14.0 SEER, 12.0 HSPF. - HP unit (>20 tons), min. 10.3 EER, 13.0 SEER, 12.0 HSPF. - Must be AHRI certified.
High efficiency packaged terminal A/C (PTAC) unit	\$35	\$35	per ton	- Standard PTAC (<0.6 tons), min. 13 EER. - Standard PTAC (0.6 to 1.25 tons), min. 12 EER. - Standard PTAC (1.25 tons), min. 11 EER. - Non-standard PTAC (<0.6 tons), min. 11 EER. - Non-standard PTAC (0.6 to 1.25 tons), min. 9 EER. - Non-standard PTAC (1.25 tons), min. 9 EER. - Must be AHRI certified. - Standard refers to PTAC dimensions of 46" wide, 16" high and 13 3/4" deep; all other dimensions are non-standard.



Measure	Small Commercial	Large Commercial	Unit	Requirements
High efficiency packaged terminal HP (PTHP) unit	\$35	\$35	per ton	- Standard PTHP (<0.6 tons), 13 EER, 3.5 COP. - Standard PTHP (0.6 to 1.25 tons), 12 EER, 3.4 COP. - Standard PTHP (1.25 tons), 11 EER, 3.3 COP. - Non-standard PTHP (<0.6 tons), 10 EER, 3.2 COP. - Non-standard PTHP (0.6 to 1.25 tons), 9 EER, 3.1 COP. - Non-standard PTHP (1.25 tons), 8 EER, 3 COP. - Must be AHRI certified. - Standard refers to PTAC dimensions of 46" wide, 16" high and 13 3/4" deep; all other dimensions are non-standard.
Guestroom energy management controls	\$45	\$45	per unit/room	- Must utilize occupancy sensor to control guestroom HVAC. - Must set back thermostat setting by a minimum of 5°F.
Smart thermostats for small business	\$50	N/A	per unit	- Smart thermostat must be ENERGY STAR® qualified. - Controlled equipment must be electrically heated or cooled.
Commercial A/C and heat pump tune-up	\$225-\$2,500	\$225-\$2,500	per unit	Incentives tiered based on the specific capacity range of the individual equipment in scope. - Trade allies submitting this measure are REQUIRED to perform test-in and test-out measurements of equipment efficiencies, EER/SEER (A/C and heat pump units) and HSPF (for heat pump units only). - Inspect and clean condenser, evaporator coils, and blower. - Inspect refrigerant level and adjust to manufacturer specifications. - Measure the static pressure across the cooling coil to verify adequate system airflow and adjust to manufacturer specifications. - Inspect, clean or change air filters. - Calibrate thermostat on/off setpoints based on building occupancy. - Tighten all electrical connections, and measure voltage and current on motors. - Lubricate all moving parts, including motor and fan bearings. - Inspect and clean the condensate drain. - Inspect controls of the system to ensure proper and safe operation. Check the starting cycle of the equipment to ensure the system starts, operates and shuts off properly. - Provide documentation showing completion of the above checklist to the utility or the utility's representative.
Commercial chiller tune-up	\$9-\$95	\$9-\$95	per ton	Incentives tiered based on the type of chiller equipment (air-cooled vs. water-cooled) - Tune-up requirements: - Clean condenser coil/tubes. - Check cooling tower for scale or buildup (only for water-cooled chillers). - Check contactors condition. - Check evaporator condition. - Check low pressure controls. - Check high pressure controls. - Check filter, replace as needed. - Check belt, replace as needed. - Check crankcase heater operation. - Check economizer operation. - Measurement requirements: - Record system pressure psig. - Record compressor amp draw. - Record liquid line temperature in °F. - Record subcooling and superheat temperatures in °F. - Record suction pressure psig and temperature in °F. - Record condenser fan amp draw. - Record supply motor amp draw.



Measure	Small Commercial	Large Commercial	Unit	Requirements
Commercial duct sealing	\$20	\$20	per CFM leakage reduction	• Eligible only for system with central air conditioning with less than 50% of ducts in the conditioned space. • Total leakage is the only accepted method of duct testing. • Minimum 25% leakage rate reduction required. Incentives capped at 35% leakage rate reduction. • Ducts sealed with tape using materials such as UL 181A or UL 181B approved foil tape. Fabric-based duct tape is not allowed.
High efficiency air-cooled chiller	\$50	\$50	per ton	• Air-cooled chiller (<150 tons), min 97 full load EER, 15.8 IPLV EER. • Air-cooled chiller (>150 tons), min 97 full load EER, 16.1 IPLV EER.
High efficiency positive displacement water-cooled chiller	\$7	\$7	per ton	• Water-cooled PD chiller (<75 tons), min full load kW/ton 0.78, IPLV kW/ton 0.5. • Water-cooled PD chiller (75 to 150 tons), min full load kW/ton 0.75, IPLV kW/ton 0.49. • Water-cooled PD chiller (150 to 300 tons), min full load kW/ton 0.68, IPLV kW/ton 0.44. • Water-cooled PD chiller (>300 tons), min full load kW/ton 0.63, IPLV kW/ton 0.41.
High efficiency centrifugal water-cooled chiller	\$30	\$30	per ton	• Water-cooled cent. chiller (<300 tons), min full load kW/ton 0.695, IPLV kW/ton 0.44. • Water-cooled cent. chiller (300 to 800 tons), min full load kW/ton 0.595, IPLV kW/ton 0.39. • Water-cooled cent. chiller (>800 tons), min full load kW/ton 0.585, IPLV kW/ton 0.38.
Refrigeration				
ECM motor for freezer or cooler	\$100	\$100	per unit	Applicable only to refrigerated cooler and freezer fans.
Evaporator fan controller for freezer or cooler	\$45	\$45	per motor controlled	Controller must turn on fan only when the system's thermostat is calling for the compressor to operate.
Anti-sweat heater controls for freezer or cooler	\$35	\$35	per linear ft. of case	• Controller must sense dew point temperature of case exterior environment and vary power applied to heaters accordingly. • Applicable for retrofit only, not applicable for new equipment with integrated controls.
Refrigerated case night covers	\$20	\$20	per linear ft. of case	Applicable for retrofit only, not applicable for new cases with integrated night covers.
ENERGY STAR® solid door refrigerator	\$95	\$95	per unit	Must be ENERGY STAR® certified.
ENERGY STAR® solid door freezer	\$105	\$105	per unit	Must be ENERGY STAR® certified.
Strip curtains for walk-in coolers	\$4	\$4	per sq. ft. covered	Applicable to coolers with damaged strip curtains or without pre-existing strip curtains.
Strip curtains for walk-in freezers	\$8	\$8	per sq. ft. covered	Applicable to freezers with damaged strip curtains or without pre-existing strip curtains.
Strip curtains for refrigerated warehouse doors	\$8	\$8	per sq. ft. covered	Applicable to doors with damaged strip curtains or without pre-existing strip curtains.
Door gaskets - coolers (refrigeration)	\$2	\$2	per linear ft.	Baseline standard is walk-in or reach-in cooler or freezer with worn-out, defective gaskets. Efficiency standard for this measure is a new, better-fitting gasket.
Door gaskets - freezers (refrigeration)	\$14	\$14	per linear ft.	
Auto door-closers - coolers (refrigeration)	\$113	\$113	per unit	Auto, hydraulic-type door closer on main walk-in cooler or freezer insulated opaque door(s).
Auto door-closers - freezers (refrigeration)	\$157	\$157	per unit	Must firmly close the door when it is within 1 inch of full closure.



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Measure	Small Commercial	Large Commercial	Unit	Requirements
Commercial kitchen				
ENERGY STAR® commercial electric fryer	\$250	\$250	per unit	Electrically heated and ENERGY STAR® certified.
ENERGY STAR® commercial electric steam cooker	\$1,865	\$1,865	per unit	
ENERGY STAR® electric convection oven	\$230	\$230	per unit	
ENERGY STAR® electric griddle	\$45	\$45	per linear ft. of width	
ENERGY STAR® commercial dishwasher	\$600	\$600	per unit	
Food service kitchen exhaust controls	\$600	\$600	per exhaust fan HP	Controls must automatically adjust flow of exhaust ventilation system using variable speed fan motor.
Pre-rinse spray valves	\$35	\$35	per unit	Maximum flow rate for new equipment of 1.07 GPM. Applicable only to equipment supplied with electrically heated water.
Miscellaneous				
Computer power management	\$22	\$22	per unit	Software must put the computer equipment into a reduced power state (sleep mode) when the computer is inactive.
Window film	\$30-\$150	\$30-\$150	per sq. ft. of window area	• Applicable to clear single or double-pane glazing with a solar heat gain factor (SHGC) <0.66. • Applicable to east-, west-, and south-facing windows only. The SHGC of the proposed film must be less than 0.30. • Not applicable to low E windows, windows with existing solar films or solar screens. • Film must meet the following standards: ASTM E408, ASTM E308, ASTM E903, ASTM G90, ASTM G26, ASTM E84. • Incentives tiered based on orientation and HVAC system type.
Efficient windows	\$0.50	\$0.50	per sq. ft. of window area	• Installation of efficient and/or premium windows which provide a lower U-value and SHGC vs. existing windows or prevailing codes and standards. • Applicable to clear single- or double-pane glazing with a solar heat gain factor (SHGC) greater than 0.30. • Must be independently tested and certified according to the standards of the National Fenestration Rating Council (NFRC). • Must meet or exceed the following performance ratings: Efficient Windows - SHGC < 0.25 and U factor < 0.40; Premium Windows - SHGC < 0.23 and U factor < 0.36.
Advanced power strips	\$8	\$8	per unit	Multi-plug power strip that automatically disconnects loads depending on the power draw of a specified "master" load.
Low-flow faucet aerators	\$6	\$6	per aerator	• Maximum flow rate for new equipment of 1.5 GPM. • Applicable only to faucets supplied with electrically heated water.
Low-flow showerheads	\$7	\$7	per unit	• Maximum flow rate for new equipment of 2.0 GPM. • Applicable only to showers supplied with electrically heated water.



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5 of 5

Sector Sheets



Restaurant sector savings

Energy-saving opportunities don't stop once you've completed your free Small Business Energy Assessment. Restaurants consume four times as much energy per square foot as a typical commercial building – averaging over \$5 per square foot annually. Electricity for refrigeration averages nearly \$1.50 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

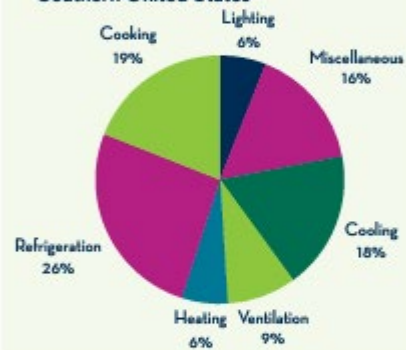
Did you know?



20-30%

of restaurant electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical restaurant electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your restaurant savings.

For more information about how you can save, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.

Qualifying incentives are listed on the back of this page.



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Restaurant incentives

Implementing the measures listed below can help restaurants save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
Door gaskets	\$2 per cooler per linear ft. \$14 per freezer per linear ft.	Incentives available for refrigerator and freezer gaskets.
ENERGY STAR® kitchen equipment	\$45-\$1,865	Incentives available for ENERGY STAR® refrigerators, freezers, commercial dishwasher, electric fryer, steam cooker, electric griddle.

Scan the QR code to find a full listing of program measures and incentives.



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Grocery sector savings

Energy-saving opportunities don't stop once you've completed your free Small Business Energy Assessment. Grocery stores consume four times as much energy per square foot as a typical commercial building – averaging over \$5.50 per square foot annually. Electricity for refrigeration averages \$3 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

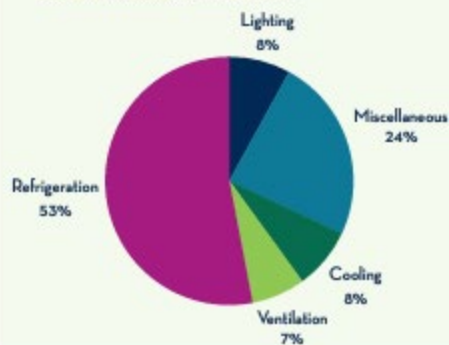
Did you know?



20-30%

of grocery store electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical grocery store electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your grocery savings.

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Grocery incentives

Implementing the measures listed below can help grocery stores save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.
Anti-sweat heater controls	\$35 per linear ft. of case	Install controls to reduce anti-sweat door heater run time.
LED refrigerated case lighting	\$44-\$57 per door	Replace fluorescent case lighting with LED lighting.
Door gaskets	\$2 per cooler per linear ft. \$14 per freezer per linear ft.	Replace worn-out reach-in cooler and freezer door gaskets.
Strip curtains	\$4 for coolers per sq. ft. covered \$8 for freezers per sq. ft. covered	Install strip curtains to help seal refrigerated or freezer cases.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.

Scan the QR code to find a full listing of program measures and incentives.



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Retail sector savings

Energy-saving opportunities don't stop once you've completed your free Small Business Energy Assessment. On average, electricity costs for retail average nearly \$2 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

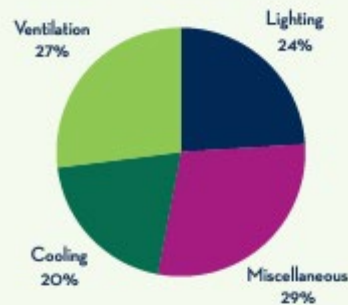
Did you know?



10-20%

of retail electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical retail space electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your retail space savings.

For more information about how you can save, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.



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Retail incentives

Implementing the measures listed below can help retail stores save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
Lighting controls	\$32-\$165 per unit	Incentives available for lighting controls including occupancy sensors and daylighting controls.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.

Scan the QR code to find a full listing of program measures and incentives.



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Office sector savings

Energy-saving opportunities don't stop once you've completed your free Small Business Energy Assessment. On average, electricity costs for offices average \$1.50 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

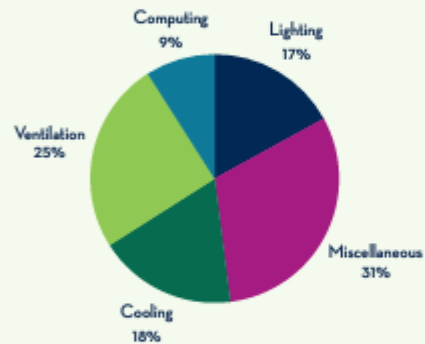
Did you know?



10-20%

of office electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical office space electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your office space savings.

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Office incentives

Implementing the measures listed below can help office spaces save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building’s environmental footprint, too.

Measure	Incentive	Description
Lighting controls	\$32-\$165 per unit	Incentives available for lighting controls including occupancy sensors and daylighting controls.
Exterior LED lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
HVAC tune-up	\$225-\$2,500 per unit	Incentives available for A/C and heat pump tune-ups.

Scan the QR code to find a full listing of program measures and incentives.



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Warehouse sector savings

The Energy Smart program helps Entergy New Orleans customers by reducing the up-front cost of energy-saving upgrades through valuable cash incentives. Electricity costs for warehouses average \$0.70 per square foot annually. If your warehouse is higher than \$0.70 per square foot, you likely have good potential for energy savings through the Energy Smart program.

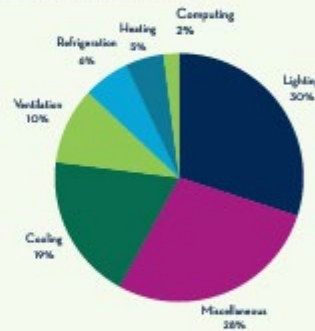
Did you know?



20-30%

of warehouse electricity costs can be reduced by implementing measures incentivized by the Energy Smart program.

Typical warehouse electricity use in the Southern United States



Follow these few steps to start saving today.

1

Contact Energy Smart and tell us about your project.*

2

Work with a contractor to implement your project.

3

Receive cash incentive.

*Pre-approval may be required.

Scan the QR code to get started on your warehouse savings.

For more information about how you can save in your warehouse, visit energysmartnola.com, email info@energysmart.com, call 504-229-6868 or scan the QR code to receive a call from an Energy Smart energy advisor.



Qualifying incentives are listed on the back of this page.

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Warehouse incentives

Implementing the measures listed below can help warehouses save money on operations and maintenance costs. Identifying opportunities and installing energy efficiency upgrades can not only save money – they can improve comfort and reduce the building's environmental footprint, too.

Measure	Incentive	Description
High-bay lighting retrofit	\$45-\$240 per light replaced	Replace existing high-bay lighting with efficient LED equivalents.
High-bay lighting controls	\$0.10 per kWh saved	Install occupancy or daylight sensors on new LED fixtures.
Fluorescent lighting controls	\$5-\$8 per lamp replaced	Replace your existing fluorescent, incandescent and halogen lighting with LED lighting.
HVAC tune-up	\$35 per ton capacity	Tune up rooftop units, split units or central units to improve their performance.
Exterior lighting	\$6-\$415 per lamp	Replace your outdoor lighting with LED lighting.
Cool roof	\$0.12 per kWh saved	Reduce heat gain and reduce HVAC load by using light-colored and reflective roofing materials.
Custom projects	\$0.10-\$0.12 per kWh saved	Any project that saves energy within a store can be incentivized through Energy Smart's custom projects measure. Contact Energy Smart for more details.

Scan the QR code to find a full listing of program measures and incentives.



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SBEA Customer Referral Bonus Leave Behind



Small Business Energy Assessment Customer Referral Program

How would you like to earn money for helping your fellow small business community save energy? It's possible with the Small Business Energy Assessment Referral program.

How it works:

- **Refer a friend or several friends:** Do you know a small business that could benefit from reducing their energy expenses? Refer them to Energy Smart for a free Small Business Energy Assessment.
- **Earn \$50 per referral:** When your referral completes a Small Business Energy Assessment with Energy Smart, you'll receive a \$50 cash reward as our way of saying thank you.
- **Get maximum referrals:** While there's no limit to the number of referrals, we're capping the payout amount to \$500 for 10 completed referrals.
- **Receive payment:** Once your referral completes an assessment, we will notify you and send your \$50 payment in the mail.

Thank you for being a vital part of the Entergy New Orleans small business community and for helping us make a positive impact. Refer a small business today, and let's make a difference together.

Ready to get started? Scan this QR code, and start referring friends today.

Eligibility: Must be an Entergy New Orleans electric customer to receive the referral bonus.



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Refer a friend today.

📞 504-229-6868

✉️ www.energysmartnola.com

🌐 info@energysmartnola.com





Small Business Energy Assessment

Uncover opportunities to reduce your energy use, save on your electric bill and improve workplace comfort with a free small business energy assessment.



During your assessment, an Energy Smart energy advisor will install free energy-efficient equipment including LED light bulbs, smart thermostat, advanced power strip, faucet aerators and pipe-wrap.*



LED light bulbs

- Must replace incandescent, halogen or fluorescent bulb.
- Will not be replaced if in a location that may be a safety hazard.



Smart thermostat

- Requires compatible HVAC equipment and Wi-Fi.



Hot water pipe insulation

- Electric water-heated facilities only.



Faucet aerators

- Electric water-heated facilities only.
- Cannot replace specialty faucet types.



Pre-rinse spray valve

- Electric water-heated facilities only.
- Cannot replace specialty faucet types.

*Actual products installed may differ from the images shown. Eligible measures are determined based on heating fuel type, efficiency of existing equipment and product availability.

**Commercial customers who receive electrical service from Entergy New Orleans, LLC with peak demand <100 kW.

About the assessment

Energy Smart energy advisors will perform a walk-through energy assessment at your small business** to evaluate opportunities for energy savings.

After the one-hour assessment is complete, the Energy Smart advisor will install select energy-efficient measures and recommend additional projects that can be completed by an Energy Smart trade ally.

Assessment benefits



Lower your energy use.



Enhance the comfort and appearance of your business.



Demonstrate your commitment to being environmentally conscious.

For more information, visit energysmartnola.com, email info@energysmartnola.com, call **504-229-6868** or scan the QR code to schedule your energy assessment.



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Application guide

2024

Small Business Direct Install offering





Program application overview Small Business Direct Install offering

The Energy Smart Small Business Direct Install offering is available to all commercial customers that receive service from Entergy New Orleans, LLC and have a peak demand of <100 kW. Energy Smart works with business owners, facility managers and trade ally contractors to identify energy efficiency opportunities, offer technical assistance to develop cost-effective projects and provide cash incentives for completing eligible upgrades with proven energy savings.

Customers can receive prescriptive incentives on one-for-one retrofits or replacements of eligible SBDI measures installed by an approved SBDI trade ally. If a project is not installed by an approved SBDI trade ally, the project is not eligible for the SBDI incentive rates.

For any questions regarding the SBDI offering and for assistance with finding a qualified trade ally, contact us at info@energysmartnola.com or 504-229-6868.

Before you apply:

Verify customer eligibility

- All commercial customers that receive electric service from Entergy New Orleans, LLC with peak demand <100 kW are eligible to participate in the Energy Smart Small Business Direct Install offering.
- Review the Terms and Conditions starting on page eight or available online at energysmartnola.com/businesses/terms.

Project application process

1. Customer will find and contact an approved SBDI trade ally at energysmartnola.com/search-companies/.
2. For any project over \$5,000, customer will submit application and receive pre-approval prior to purchasing equipment and/or beginning installation.
3. Trade ally will install measures. Any project less than \$5,000 in estimated incentives does not require pre-approval, and the trade ally can proceed with the measure installation.
4. Trade ally will submit application and documents within 30 days following installation.

Required documentation

- Completed Energy Smart SBDI offering application. (Verify that all fields are completed. Incomplete applications cannot be processed.)
 - Completed Small Business Direct Install measure list with quantities installed.
- Copy of recent Entergy New Orleans bill.
- Cut sheet or manufacturer specification sheet. (Include a cut sheet or manufacturer specification sheet for all equipment installed as part of the project.)
- Project invoice with incentive discounted off the final amount owed.

Submit your application:

Email your application and all supporting documentation to commercialapps@energysmartnola.com. Please retain a copy of the application for your records.

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Offering application

Please complete all sections. Incomplete applications cannot be processed and will delay payment of incentives.

Customer type

☐ Small Commercial

Project type

☐ Direct install

Account and customer information

Has this Entergy account been opened within the last eight weeks?

☒ Yes ☐ No

Company name:

Legal address (as shown on company W-9):

City:

State:

ZIP:

How did you hear about us? Check all that apply.

☐ Utility

☐ Trade ally

☐ Website

☐ E-mail

☐ Trade show/event

☐ Direct mail

☐ Other: _____

Who did you work with from Energy Smart on this project? (contact name)

Customer contact information

Customer contact name:

Primary phone number:

Email address:

Job site information

Please refer to your utility bills for account numbers below.

Job site business name:

Electric account number:

☐ Job site address is same as legal address.

☐ Job site address is different (complete below).

Job site address:

City:

State:

ZIP:

Trade ally contractor information

Trade ally contact name:

Primary phone number:

Email address:

Company name:

Registered trade ally

☐ Yes ☐ No

Address:

City:

State:

ZIP:

Payment information

A form W-9 is required for the payee.

Make incentive check payable to:

☐ Trade ally

Tax entity:

Tax ID:

Mail check to:

☐ Legal address

☐ Alternate address (complete below)

Address:

City:

State:

ZIP:

Attention to (if applicable):

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Property information

Business property type

☐ Existing building

Select one property type that best describes your business.

- ☐ Assembly or entertainment/recreation
- ☐ College or university
- ☐ Fast food restaurant
- ☐ Full menu restaurant
- ☐ Grocery and convenience
- ☐ Health clinic or hospital
- ☐ Small office

- ☐ Large office
- ☐ Lodging
- ☐ Religious or faith-based
- ☐ Retail
- ☐ K-12 school
- ☐ Gas station
- ☐ Government

- ☐ Automotive services
- ☐ IT/data center
- ☐ Parking garage
- ☐ Industrial or manufacturing
- ☐ Warehouse
- ☐ Exterior
- ☐ Other _____

Building heating and cooling system

- ☐ A/C with electric resistance heat
- ☐ A/C with natural gas heat
- ☐ A/C with no heat
- ☐ Heat pump
- ☐ Unconditioned
- ☐ Not applicable

Water heating system type

- ☐ Electric
- ☐ Natural gas
- ☐ Oil
- ☐ Propane
- ☐ Steam
- ☐ Other
- ☐ Not applicable

Year built: _____

Square footage: _____

Ownership: ☐ Rent ☐ Own ☐ Lease

Project background information

Total labor cost: _____

Installation completed date (mm/dd/yyyy): _____

Required documentation:

- ☐ Completed Energy Smart SBDI offering application. (Verify that all fields are completed. Incomplete applications cannot be processed.)
- ☐ - Completed Small Business Direct install measure list with quantities installed.
- ☐ Copy of recent Entergy New Orleans bill.
- ☐ Cut sheet or manufacturer specification sheet. (Include a cut sheet or manufacturer specification sheet for all equipment installed as part of the project.)
- ☐ Project invoice with incentive discounted off the final amount owed.
- ☐ Total labor cost.

Additional data may be requested to process your application.

Brief project description:

Site photographs and a site inspection may be required by the program. A program representative may contact you to request this information and schedule an on-site visit.

Under penalty of perjury, I certify that:

I have read and agree to the provisions set forth herein and to the Terms and Conditions. I understand that Energy Smart may revise these Terms and Conditions at any time and I will not be notified in the event changes are made. To the best of my knowledge, the statements made on this application are complete, true and correct.

Customer signature: _____ Name (print): _____ Date: _____

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Small Business Direct Install offering incentives

Measure	Requirements	SBDI Incentive	Unit	Quantity ¹	material cost ²	Estimated incentives
Interior Lighting						
LED downlight lamp/kit	ENERGY STAR® certified.	\$16.75	per fixture			
LED exit sign	<5 watts, must meet state fire marshal codes and be UL rated.	\$27.50	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.	\$1.88	per lamp			
T8/T12 high output (HO) upgrade to LED linear - 4ft		\$2.50	per lamp			
T5 upgrade to LED linear - 4ft		\$9.50	per lamp			
T5 high output (HO) upgrade to LED linear - 4ft		\$16.75	per lamp			
T8/T12 upgrade to LED linear - 8ft		\$21.25	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		\$4.38	per lamp			
T5 high output (HO) upgrade to LED linear - 2ft		\$8.75	per lamp			
T8/T12 upgrade to LED linear - U-tube		\$2.50	per lamp			
LED replacing 175W HID (lamp wattage)	DLC listed.	\$65	per fixture			
LED replacing 175W to 250W HID (lamp wattage)		\$65	per fixture			
LED replacing 250W to 400W HID (lamp wattage)		\$162.50	per fixture			
LED replacing 400W to 1000W HID (lamp wattage)		\$406.25	per fixture			
LED replacing 1000W HID (lamp wattage)		\$481.25	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.	\$55	per door			
LED refrigerated case lighting (with controls)		\$71.25	per door			
Exterior Lighting						
LED downlight lamp/kit	ENERGY STAR® certified.	\$16.75	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.	\$10	per lamp			
T8/T12 high output (HO) upgrade to LED linear - 4ft		\$20	per lamp			
T5 upgrade to LED linear - 4ft		\$9.50	per lamp			
T5 high output (HO) upgrade to LED linear - 4ft		\$16.75	per lamp			
T8/T12 upgrade to LED linear - 8ft		\$21.25	per lamp			
T8/T12 high output (HO) upgrade to LED linear - 8ft		\$38.75	per lamp			
T8/T12 upgrade to LED linear - 2ft		\$5	per lamp			
T5 upgrade to LED linear - 2ft		\$4.38	per lamp			
T5 high output (HO) upgrade to LED linear - 2ft		\$8.75	per lamp			
T8/T12 upgrade to LED linear - U-tube		\$2.75	per lamp			

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Measure	Requirements	SBCE Incentive	Unit	Quantity	Total material cost	Estimated incentives
Exterior lighting (continued)						
LED replacing <175 W HID (lamp wattage)	DLC listed.	\$65	per fixture			
LED replacing 175 W to 250 W HID (lamp wattage)		\$97.50	per fixture			
LED replacing 251 W to 400 W HID (lamp wattage)		\$181.25	per fixture			
LED replacing 401 W to 1000 W HID (lamp wattage)		\$456.25	per fixture			
LED replacing >1000 W HID (lamp wattage)		\$548.75	per fixture			
Park/athletic field LED replacing <175 W HID (lamp wattage)		\$61.13	per fixture			
Park/athletic field LED replacing 175 W to 250 W HID (lamp wattage)		\$91.75	per fixture			
Park/athletic field LED replacing 251 W to 400 W HID (lamp wattage)		\$183.75	per fixture			
Park/athletic field LED replacing 401 W to 1000 W HID (lamp wattage)		\$457.50	per fixture			
Park/athletic field LED replacing >1000 W HID (lamp wattage)		\$570	per fixture			
Lighting controls						
Daylighting controller (controlling < 500 watts)	Quantity (# of units) is based on number of installed units. Integrated sensors built-in to proposed fixtures do not qualify.	\$40	per unit			
Daylighting controller (controlling > 500 watts)		\$183.75	per unit			
Occupancy sensor (controlling < 500 watts)		\$60	per unit			
Occupancy sensor (controlling > 500 watts)		\$181.25	per unit			
Occupancy sensor – daylighting control (controlling < 500 watts)		\$70	per unit			
Occupancy sensor – daylighting control (controlling > 500 watts)		\$206.25	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.	\$36.25	per unit			
Bi-level parking garage lighting control (controlling 51-100 watts)		\$74.75	per unit			
Bi-level parking garage lighting control (controlling 101-150 watts)		\$131.25	per unit			
Bi-level parking garage lighting control (controlling 151-200 watts)		\$187.50	per unit			
Refrigeration						
ECM motor for freezer and cooler	Applicable only to refrigerated cooler and freezer fans.	\$125	per motor			
Evaporator fan controller for freezer and cooler	Controller must turn on fan only when the system's thermostat is calling for the compressor to operate.	\$81.25	per fan controlled			
Anti-sweat heater controls for freezer and cooler	Controller must sense dew point temperature of case exterior environment and vary power supplied to heaters accordingly. Applicable for retrofit only, not applicable for new equipment with integrated controls.	\$43.75	per linear foot of case			
Refrigerated case night covers	Applicable for retrofit only, not applicable for new cases with integrated night covers.	\$25	per linear foot of case			
ENERGY STAR® solid door refrigerator	Must be ENERGY STAR® certified.	\$183.75	per unit			
ENERGY STAR® solid door freezer	Must be ENERGY STAR® certified.	\$206.25	per unit			
Strip curtains for walk-in coolers	Applicable to coolers with damaged strip curtains or without pre-existing strip curtains.	\$5	per square foot covered			
Strip curtains for walk-in freezers	Applicable to freezers with damaged strip curtains or without pre-existing strip curtains.	\$10	per square foot covered			
Strip curtains for refrigerated warehouse doors	Applicable to doors with damaged strip curtains or without pre-existing strip curtains.	\$10	per square foot covered			





Measure	Requirements	SECE Incentive	Unit	Quantity	Total material cost	Estimated incentives
Refrigeration (continued)						
Door gaskets - coolers	*Baseline standard is walk-in or reach-in cooler or freezer with worn-out, defective gaskets. *Efficiency standard for this measure is a new, better-fitting gasket.	\$2.50	per linear foot			
Door gaskets - freezers		\$17.50	per linear foot			
Auto door-closers - coolers	*Auto, hydraulic-type door closer on main walk-in cooler or freezer insulated opaque door(s). *Must firmly close the door when it is within 1 inch of full closure.	\$141.25	per unit			
Auto door-closers - freezers		\$195.25	per unit			
Totals:						

Footnotes:

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

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

*Any 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.



Program agreement Terms and Conditions

Entergy New Orleans, LLC ("ENO") and APTIM Environmental & Infrastructure, LLC ("APTIM" or "Program Administrator") have entered into an agreement whereby APTIM will design, implement, and administer the Energy Smart Program in accordance with the ENO comprehensive demand-side management plan. Program Administrator and any eligible applicants to a Program shall be the parties to and bound by these terms and conditions ("this Agreement"). ENO, Entergy Corporation, and ENO's affiliates shall be third-party beneficiaries of this Agreement and Applications.

1. Definitions

- a. Applicant means any person who submits an application to a Program.
- b. Approval Date means the date on which Program Administrator approves an Application.
- c. APTIM means APTIM Environmental & Infrastructure, Inc.
- d. ENO means Entergy New Orleans, LLC.
- e. Program Administrator means APTIM.
- f. Program means any of the Energy Smart Programs that are administered by the Program Administrator.
- g. Program Payment means any monetary incentive or reward available to ENO customers that meet the requirements for each Program and which are paid pursuant to the terms and conditions of this Agreement.
- h. Project or Project Measure means specific energy efficiency measures listed on applications and approved by Program Administrator.
- i. Project Pre-Approval Date means the date the Program Administrator confirms all required documentation has been provided to pre-approve the Project for participation in the Program.
- j. Project Approval Date means the date the Program Administrator approves the Project for payment.
- k. Project Completion Date means the date the Program Administrator accepts the Project Completion Notice.
- l. Project Completion Deadline means the completion date established by the Program for the specific Project or Project measure associated with the Application.
- m. Project Completion Notice means the notice to be provided by Applicant to Program Administrator after completion of a Project.

2. Incentive offer

Program Payments shall be available to eligible Applicants who properly submit a Program application ("Application") and meet Program requirements described further herein. Program Payments shall be available according to the terms of the applicable Program and Application, as well as this Agreement. Products required by the applicable Program must be purchased and installed within the date range outlined on the Application. Applicant understands that all custom incentive Applications must be pre-approved in writing by the Program Administrator. Applicants should maintain a copy of the Application for your records. Incomplete Applications will be returned and will not be processed. Final applications must have complete information and be submitted with proof of purchase, such as receipts or invoices that clearly itemize the product(s) and/or service(s) received. Purchase orders, proposals, and quotes are not considered proof of purchase.

3. Project term and description

The Term of this Agreement shall begin on the Approval Date as determined by the Program as part of the Application to this Agreement and shall run continuously through the Project Completion Deadline, unless extended or terminated pursuant to this Agreement or by notification of either of the parties. The Project shall be implemented in accordance with this Agreement.

4. Program payments

Upon completion of a Project, Applicant shall submit a Project Completion Notice to Program Administrator. Upon receipt and acceptance of a Completion Notice and any other requested project documentation, Program Administrator will facilitate Program Payment to the Applicant. There shall be no obligation to make any payments to the Applicant if ENO does not provide the funds to the Program for this purpose. The Program Administrator, on behalf of the Program, reserves the right to increase or decrease incentive amounts, and associated energy savings to be claimed, if conditions change from the time of Project Pre-Approval to the time of Project implementation. This includes, but is not limited to, Project cost and Project scope. Applicants may only receive one payment per Project Measure. Should Applicant or its representative make duplicate application for payment for the same Project, ENO or its representative has the right to recover any payments made in excess of the entitled payment. The Program excludes internal, non-contracted labor for private companies or individuals when calculating the total project cost. Incentives are available on a first-come, first-served basis. Incentives are subject to change or termination without notice at the discretion of the Program Administrator and ENO. Agreements that are in place and applications that are in-progress during a change in incentive or program availability shall be honored.

5. Program discretion

The Program Administrator and ENO reserve the right to change or discontinue aspects of the Program upon a 45-day notice. The Program Administrator also reserves the right, in its sole discretion, to withhold or terminate Program Payments immediately if:

- (i) An identified problem with a Project is not resolved, due to an Applicant's failure to follow any and all applicable terms and conditions, rules, or procedures; or
- (ii) Determination that Applicant's receipt of Incentive Payments will not result in the implementation of any measures by Applicant, or if the measures will not result in the reduction of energy usage; or
- (iii) The Applicant becomes "Insolvent" (which shall mean Applicant (i) files a petition or otherwise commences, authorizes, or acquiesces in the commencement of a proceeding or cause of action under any bankruptcy, insolvency, reorganization, or similar law, including but not limited to the United States Bankruptcy Code or the laws of any state, or has any such petition filed or commenced against it; (ii) makes an assignment or any general arrangement for the benefit of creditors; (iii) otherwise becomes the subject of a bankruptcy proceeding or insolvent (however evidenced); (iv) has a liquidator, administrator, receiver, trustee, conservator, or similar official appointed with respect to it or any substantial portion of its property or assets; or (v) is generally unable to pay its debts as they fall due).

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6. Misrepresentation

Any and all funds determined by the Program, Program Administrator, or ENO to have been acquired on the basis of false information supplied by or on behalf of Applicant must be returned to the Program. This article shall not limit other remedies that may be available for the filing of false or fraudulent Applications. Applicant shall be responsible for all costs incurred for collection of monies owed due to any misrepresentation or false statements.

7. Project implementation

(i) The Applicant's procurement, installation, and implementation ("Completion") of energy efficiency measures shall be accomplished in accordance with the requirements outlined in this Agreement. The Applicant shall deliver to Program Administrator a Project Completion Notice by the Project Completion Deadline noted in the Application. The Applicant must provide invoices for equipment purchased or service performed as well as documentation that verifies that the energy efficiency measures (i) have been properly installed, (ii) are functioning properly and (iii) have the potential to generate energy savings if properly maintained and operated. All Projects are expected to comply with standard federal, state, and local building and construction codes. All equipment must be new, used or rebuilt equipment is eligible only when pre-approved by Program Administrator in writing. Displaced equipment must not be reused as part of the Project unless determined as part of the Project and reviewed in accordance with Project Pre-approval. Equipment purchased under a capital lease structure may qualify for an incentive, but must be pre-approved by Program Administrator in writing before project initiation or entering into the equipment lease.

(2) Should Program Administrator discover that the Project was not implemented as attested to in the Project Completion Notice, the Applicant may be considered in breach of this Agreement and required to repay any incentive payment made, including costs incurred by the Program Administrator or ENO to recover such fees, and may be subject to any additional relief to which ENO may be entitled.

8. Right to inspect

The Program Administrator and ENO shall have the right to inspect any and all Project records and installations during the term of this Agreement and the corresponding Application, and for a two-year period thereafter. The Program Administrator and its designated representatives shall have the right to observe and inspect all Project work in any of the Applicant's facilities upon advance notice for a period of 2 years from the Project Payment date. The Applicant shall maintain accurate records of the Project work (e.g., Installation records, invoices, and maintenance information) that is performed hereunder for a period of 2 years from the date of the applicable Project Payment.

9. Monitoring and verification

The Program Administrator and its designated representatives, shall have the right to monitor energy use/production prior to and after installation of the Project and to perform an inspection of any Project to evaluate Program efficacy for a period of 2 years from the date of Project Payment under this Agreement or pursuant to an Application.

10. Manner and performance

The Applicant shall perform its responsibilities under this Agreement in an efficient and expeditious manner and in accordance with all of the terms and provisions of this Agreement. The Applicant shall make all reasonable attempts to ensure that all Project work, as described in this Agreement, is performed in accordance with current professional standards and with the diligence and skill expected for the performance of such work.

11. Representations/warranty

The Program Administrator and ENO do not endorse any particular trade ally, manufacturer, product, system, or design by offering an incentive. The Program Administrator and ENO are not responsible for any tax liability imposed on the recipient as a result of the payment of incentives. The Program Administrator and ENO make no representation or warranty and assume no liability with respect to the quality, safety, performance, or other aspect of any design, consulting, product, system, equipment, Project, or appliance installed or received and expressly disclaims any such representations, warranties, and liability, including, but not limited to, any implied warranties of merchantability or fitness for a particular purpose. The Program Administrator and ENO do not guarantee that installation and operation of energy-efficient equipment will result in reduced usage or in cost savings. The Program Administrator and ENO are not responsible for the proper disposal or recycling of any waste generated as a result of any Project. The Program Administrator and ENO are not liable for any damages, including any incidental or consequential damages, arising out of the operation or malfunction of any Project, products, equipment, or appliances, or the installation thereof.

12. Default and termination

(i) This Agreement shall remain in effect until the Project Completion Deadline as specified in the Application hereof unless a Party is in breach of any provision of this Agreement.

(2) In the event that ENO terminates, for any cause, Program Administrator's Contract, which terminates Program Administrator's right to act as Program Administrator of the Energy Smart Program, responsibility for this Agreement transfers to the new Program Administrator or ENO until a new Program Administrator is named.

(3) This Agreement may be terminated at Program Administrator's sole discretion if Applicant does not complete implementation of the Project on or before the Project Completion Deadline, unless the Project Completion Date is extended by mutual written agreement of the Parties.

(4) Program Administrator as approved by ENO reserves the right to change or discontinue any Program at any time with 45-day notification, and reserves the right to terminate or amend this Agreement upon the change or discontinuance of any such Program, or as directed by the Council of the City of New Orleans or pursuant to a change in laws or regulations applicable to a Program.

13. Indemnification and damages

The Applicant shall protect, indemnify, defend, and hold harmless Program Administrator, ENO, and the City of New Orleans (the "City") respective affiliates, subsidiaries, parent companies, officers, directors, agents, and employees, (collectively the "Indemnitees") against all losses, damages, expenses, fees, costs, and liability arising from the Program, any Project, design, consulting, product, system, equipment, or appliance, and claims thereof by Applicant or any third party. The Applicant agrees that such obligations under this Article shall survive any expiration or termination of this Agreement or an Application, and shall not be limited by any enumeration herein of required insurance coverage. To the maximum extent permitted by law, the Applicant agrees to limit Program Administrator's, ENO's, and the City's liability to the total amount of the Project Payments identified in the Application for the Project giving rise to such liability. This limitation shall apply regardless of the cause of action or legal theory pled or asserted. Under no circumstances shall Indemnitees be liable for any special, indirect, or consequential damages, including, but not limited to, lost profits, loss of earning, or loss of use, however the same may be caused.



Program agreement Terms and Conditions

- 14. Publicity**
The Applicant shall not use the Program, Program Administrator's or ENO's corporate name, logo, identity, any affiliation, or any related logo including the "Energy Smart" name, logo, or identity, for any marketing, advertising, or solicitation without prior written consent of Program Administrator and ENO, which may be withheld for any or no reason. Program Administrator and ENO reserve the right to publicize the Applicant's participation in the Energy Smart program unless requested otherwise in writing and submitted to info@energysmartnola.com at the time the Application is submitted. For purposes of the foregoing, to the extent applicable, Applicant grants Program Administrator and its contractors a nonexclusive, fully paid up, irrevocable license to Applicant's name and logo solely for the purpose of publicizing Applicant's participation in the Program.
- 15. Review and disclaimer**
Execution of this Agreement and any review of the design, construction, operation, or maintenance of the Project by any Program representative or any of their subcontractors shall not constitute any representation or warranty by the Program, Program Administrator, or ENO as to the economic or technical feasibility, operational capability, or reliability of any renewable or energy efficiency measures or the capability or reliability of any market provider performing any work on the Project. The Applicant shall in no way represent to any third party that the execution of this Agreement or an Application, or any reviews by Program representatives or their subcontractors, including, but not limited to, review of the design, construction, operation, or maintenance of the Project is a representation or warranty by the Program, Program Administrator, or ENO as to the economic or technical feasibility, operational capability, or reliability of the renewable or energy efficiency measures or an endorsement of the contractor performing work on the Project. The Applicant is solely responsible for the technical feasibility, operational capability, and reliability of the renewable or energy efficiency measures.
- 16. Miscellaneous**
(1) **Governing Law.** All Applications, Incentive Agreements, and these Terms and Conditions shall be governed, construed, and enforced in accordance with the laws and regulations of the State of Louisiana, without regard to any conflicts of laws or principles that may direct the application of the laws of another jurisdiction. The Applicant irrevocably submits to the jurisdiction of the state and federal courts sitting in New Orleans, Louisiana, with regard to any controversy in any way relating to the execution, delivery, or performance of an Application or this Agreement. Suits, claims, or actions founded upon any such controversies shall be brought or filed exclusively in such courts and nowhere else. The exclusive venue for any dispute or controversy arising under an Application or Incentive Agreement shall be the Orleans Parish Civil District Court or the Federal District Court for the Eastern District of Louisiana.
(2) **Compliance with Applicable Laws.** The Applicant shall at all times comply with and observe all federal and Louisiana state laws and published circulars, local laws, ordinances, rules, and regulations which are in effect from the time at which Applicant submits an Application or enters into this Agreement through Applicant's receipt of a Program Payment as they pertain to this Program. All references to statutes or regulations contained in any Application or this Agreement shall be construed to include successors thereto.
(3) **Assignment.** Upon consent of ENO, Program Administrator may assign, transfer, or convey any Application or any of its rights, obligations, interests, or responsibilities thereunder, in whole or in part, without the consent of the Applicant. Neither an Application nor any rights or obligations hereunder or thereunder may be sold, assigned, transferred, or otherwise disposed of by Applicant, whether pursuant to a change of control, by operation of law, or otherwise, without Program Administrator's prior written consent.
(4) **Severability.** If any provision of any Application or this Agreement is construed by a court of competent jurisdiction to be illegal, invalid, or unenforceable under present or future laws, such provision shall be fully severable and the Application or this Agreement shall be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part thereof. Furthermore, in lieu of such illegal, invalid, or unenforceable provision, the Application or this Agreement shall be reformed with a similar provision that is legal, valid, and enforceable.
(5) **Risk of Loss.** The Program Administrator and ENO at no time assume risk of loss for any personal property of the Applicant or any third party.
(6) **Waiver.** Failure or delay on the part of either party to exercise any right, power, privilege, or remedy hereunder shall not constitute a waiver thereof. A waiver of any default shall not operate as a waiver of any other default or of the same type of default on a future occasion.
- 17. Acceptance**
The Applicant is required to acknowledge its understanding and acceptance of the terms and conditions of this Agreement by signing and returning executed copy of the Energy Smart Program Application to the Program Administrator at the address or email identified in this form on or before the required Deadline. If a completed Application is not received by the Project Pre-Approval or Application deadline, Program Administrator will consider that Applicant's decision is to decline the terms and conditions contained herein, and this Agreement will be of no force and effect.

New Construction Code Compliance Collateral



Energy Smart
A New Orleans Program

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

- Small businesses
- Nonprofit organizations
- Large commercial and industrial facilities
- Publicly funded institutions

Offering information

Prescriptive

- Prescriptive incentives are paid a predefined amount per unit based on deemed energy efficiency savings.
- Incentives are capped at the incremental measure cost.
- [See new construction incentive prescriptive rates.](#)

Whole building performance

- Whole building performance incentives are available for projects that perform energy modeling, resulting in holistic design and construction energy efficiency improvements.
- Projects must reduce overall building electrical usage by at least 10% from the modeled and constructed building relative to minimally code compliant baseline building.
- Projects can receive incentives at tiered level relative to the overall building efficiency achieved.
 - <20% energy savings: \$0.08/kWh
 - 20-30% energy savings: \$0.10/kWh
 - >30% energy savings: \$0.12/kWh

Custom

- Custom incentives are available for all other measures beyond prescriptive and interior and exterior lighting.
- Custom incentives require pre-approval prior to the purchase or installation of equipment.
- Applications must include a detailed energy savings analysis or energy model to document kWh reduction.
- Applications for custom incentives will undergo technical review to verify energy savings and cost-effectiveness.
- Qualifying measures will be paid \$0.125 per kWh reduced.
- Incentives are capped at the incremental measure cost.

Interior and exterior lighting

- Lighting incentives are available for installed lighting power density (LPD) that consumes lower watts per square foot than the maximum wattage allowed.
- Projects must reduce the lighting power density by at least 10% from the baseline.
- Projects can receive \$1 per watt below the approved wattage baseline.
- Incentives are capped at the incremental measure cost.

Guidelines and applications

1 Apply

Customer submits application package with New Construction documents.

2 Receive custom pre-approval

Program approves custom incentives prior to the purchase and installation of equipment.

3 Execute

Once approved, materials are ordered and installed.*

4 Review

Program performs post-installation engineering review after submittal of the final incentive application² and required completion documents.

5 Receive payment

Incentives¹ will be paid upon receipt of certificate of occupancy.

*Customers must adhere to the incentive process and requirements based on incentive offering requirements.
¹Equipment must be installed and operational upon submittal of the final incentive application.
²The final incentive application and completion documents must be submitted within 90 days of construction completion.
 Incentives will be capped according to their incentive measure type and at no more than measure cost.

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




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New Construction Code Compliance

In July 2023, the State of Louisiana adopted an advanced building energy code. In order to help commercial building owners meet this new code, Energy Smart is offering financial incentives for the installation of high efficiency equipment through the Energy Smart New Construction Code Compliance offering.

Project eligibility

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

Incentive offerings

Prescriptive Incentives	Custom Incentives	Whole building performance incentive	Interior and exterior lighting incentives
Measures with deemed energy efficiency savings and incentives.	Available for all other measures and requires calculated energy savings analysis.	Available for projects that perform energy modeling, resulting in holistic design and construction energy efficiency improvements.	Based on the proposed system's lighting power density compared to the maximum wattage allowed by code.

Visit energysmartnola.com or scan the QR code to download application materials.



energysmartnola.com | info@energysmartnola.com | 504-229-6868



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New Construction Code Compliance prescriptive incentive rates



New Construction Code Compliance prescriptive incentive rates

Rates effective July 1, 2024 (may change at program's discretion).

Measure	Small Commercial Solutions	Large Commercial & Industrial	Unit	Requirements
Interior lighting				
Lighting power density	\$1	\$1	per watt below code	Applicable to both interior and exterior lighting. Lighting power density savings must exceed 10% of code allowance.
HVAC				
High efficiency A/C unit	\$45	\$45	per ton	- A/C unit (<4 tons): min 12.2 EER, 14.2 SEER2 - A/C unit (5.4 to 11.2 tons): min 12.2 EER, 14.8 SEER - A/C unit (11.3 to 20 tons): min 12.2 EER, 14.8 SEER - A/C unit (20.1 to 65.3 tons): min 10.8 EER, 13.5 SEER - A/C unit (>65.3 tons): min 10.4 EER, 13.0 SEER - Must be AHRI certified.
High efficiency heat pump unit	\$65	\$65	per ton	- HP unit (<5.4 tons): min 12.3 EER, 14.5 SEER2, 8.0 HSPF2 - HP unit (5.4 to 11.2 tons): min 11.3 EER, 14.5 SEER, 12.0 HSPF - HP unit (11.3 to 20 tons): min 10.0 EER, 14.0 SEER, 12.0 HSPF - HP unit (>20 tons): min 10.3 EER, 13.0 SEER, 12.0 HSPF - Must be AHRI certified.
High efficiency packaged terminal A/C (PTAC) unit	\$65	\$65	per ton	- Standard PTAC (<0.6 tons): min 13 EER - Standard PTAC (0.6 to 1.25 tons): min 12 EER - Standard PTAC (1.25 to 1.5 tons): min 11 EER - Non-standard PTAC (<0.6 tons): min 11 EER - Non-standard PTAC (0.6 to 1.25 tons): min 9 EER - Non-standard PTAC (1.25 to 1.5 tons): min 9 EER - Must be AHRI certified. -Standard refers to PTAC dimensions of (42" wide, 16" high and 13 1/4" deep); all other dimensions are non-standard.
High efficiency packaged terminal HP (PTHP) unit	\$85	\$85	per ton	- Standard PTHP (<0.6 tons): 13 EER, 3.5 COP - Standard PTHP (0.6 to 1.25 tons): 12 EER, 3.4 COP - Standard PTHP (1.25 to 1.5 tons): 11 EER, 3.3 COP - Non-standard PTHP (<0.6 tons): 10 EER, 3.2 COP - Non-standard PTHP (0.6 to 1.25 tons): 9 EER, 3.1 COP - Non-standard PTHP (1.25 to 1.5 tons): 8 EER, 3 COP - Must be AHRI certified. -Standard refers to PTAC dimensions of (42" wide, 16" high and 13 1/4" deep); all other dimensions are non-standard.
Guestroom energy management controls	\$55	\$55	per unit/room	- Must utilize occupancy sensor to control guestroom HVAC. - Must set back thermostat setting by a minimum of 5°F.
High efficiency air-cooled chiller	\$40	\$40	per ton	- Air-cooled chiller (<150 tons): min 9.7 full-load EER, 15.8 IPLV EER - Air-cooled chiller (>150 tons): min 9.7 full-load EER, 16.1 IPLV EER
High efficiency positive displacement water-cooled chiller	\$25	\$25	per ton	- Water-cooled PD chiller (<75 tons): min full-load kW/ton 0.78, IPLV kW/ton 0.4 - Water-cooled PD chiller (75 to 150 tons): min full-load kW/ton 0.75, IPLV kW/ton 0.40 - Water-cooled PD chiller (150 to 300 tons): min full-load kW/ton 0.68, IPLV kW/ton 0.44 - Water-cooled PD chiller (>300 tons): min full-load kW/ton 0.65, IPLV kW/ton 0.41

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New Construction Code Compliance prescriptive incentive rates



Measure	Small Commercial	Large Commercial	Unit	Requirements
High efficiency centrifugal water-cooled chiller	\$45	\$45	per ton	- Water-cooled cent. chiller (<300 tons): min full-load kW/ton 0.695, IPLV kW/ton 0.44 - Water-cooled cent. chiller (300 to 600 tons): min full-load kW/ton 0.695, IPLV kW/ton 0.39 - Water-cooled cent. chiller (>600 tons): min full-load kW/ton 0.685, IPLV kW/ton 0.38
Refrigeration				
ECM motor for freezer or cooler	\$125	\$125	per unit	Applicable only to refrigerated cooler and freezer fans.
Evaporator fan controller for freezer or cooler	\$78	\$78	per motor controlled	Controller must turn on fan only when the system's thermostat is calling for the compressor to operate.
Anti-sweat heater controls for freezer or cooler	\$35	\$35	per linear ft. of case	- Controller must sense dew point temperature of case exterior environment and vary power supplied to heaters accordingly. - Applicable for retrofit only; not applicable for new equipment with integrated controls.
ENERGY STAR® solid door refrigerator	\$101	\$101	per unit	Must be ENERGY STAR® certified.
ENERGY STAR® solid door freezer	\$220	\$220	per unit	Must be ENERGY STAR® certified.
Commercial kitchen				
ENERGY STAR® commercial electric fryer	\$288	\$288	per unit	Electrically heated and ENERGY STAR® certified.
ENERGY STAR® commercial electric steam cooker	\$2,490	\$2,490	per unit	
ENERGY STAR® electric convection oven	\$50	\$50	per unit	
ENERGY STAR® electric griddle	\$60	\$60	per linear ft. of width	
ENERGY STAR® commercial dishwasher	\$738	\$738	per unit	
Food service kitchen exhaust controls	\$751	\$751	per exhaust fan HP	Controls must automatically adjust flow of exhaust ventilation system using variable speed fan motor.
Low-flow water fixtures				
Low-flow sink aerators	\$8	\$8	per aerator	- Maximum flow rate of 1.0 GPM. - Applicable only to faucets supplied with electrically heated water.
Low-flow showerheads	\$8	\$8	per showerhead	- Maximum flow rate of 1.25 GPM. - Applicable only to showers supplied with electrically heated water.
Pre-rinse spray valves	\$46	\$46	per spray valve	- Maximum flow rate of 1.0 GPM. - Applicable only to faucets supplied with electrically heated water.



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New Construction Code Compliance prescriptive incentive rates

New Construction Code Compliance email campaign



Energy Smart is excited to announce significant changes to the New Construction offering

New Construction Code Compliance

What's new?

In July 2023, the State of Louisiana adopted the advanced building energy code IECC 2021. In order to help commercial building owners meet this new code, Energy Smart is offering financial incentives for the installation of high efficiency equipment through the New Construction Code Compliance offering.

\$1,000 trade ally bonus

Prescriptive and custom incentive rates have been increased significantly and Energy Smart is now offering a New Construction Code Compliance Trade ally bonus of \$1,000 for trade allies that submit qualifying project documentation.

Project eligibility

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

Incentive offerings

- | | |
|---|---|
| <ul style="list-style-type: none">• Prescriptive incentives.• Whole building performance incentives. | <ul style="list-style-type: none">• Custom incentives.• Interior and exterior lighting incentives. |
|---|---|

[Click here to learn more and download program materials](#)

Please contact Energy Smart with questions or concerns at info@energysmartnola.com or 504-229-6868.



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