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Sharonda Williams
VP – Regulatory & Public Affairs

June 30, 2026

VIA ELECTRONIC MAIL ONLY
Clerk of Council
City Hall - Room 1E0
1300 Perdido Street
New Orleans, LA 70112

Re: Filing of Entergy New Orleans, LLC's Energy Smart Program Year 15 Annual Report and Evaluation, Measurement and Verification Report (Resolutions R-11-52, R-22-523, and R-24-570; UD-08-02, UD-20-02, UD-23-01)

Dear Clerk of Council,

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. Council Resolution R-22-523 approved APTIM, Environmental and Infrastructure ("APTIM"), National Theater for Children ("NTC"), Sagewell, Inc. ("Sagewell") and Honeywell Smart Energy ("Honeywell") as the Third-Party Administrators, and ADM Associates, Inc. as the Third-Party Evaluator for the programs. Resolution R-24-570, adopted on October 11, 2024, approved the continuance of Energy Smart for Program Year 15.

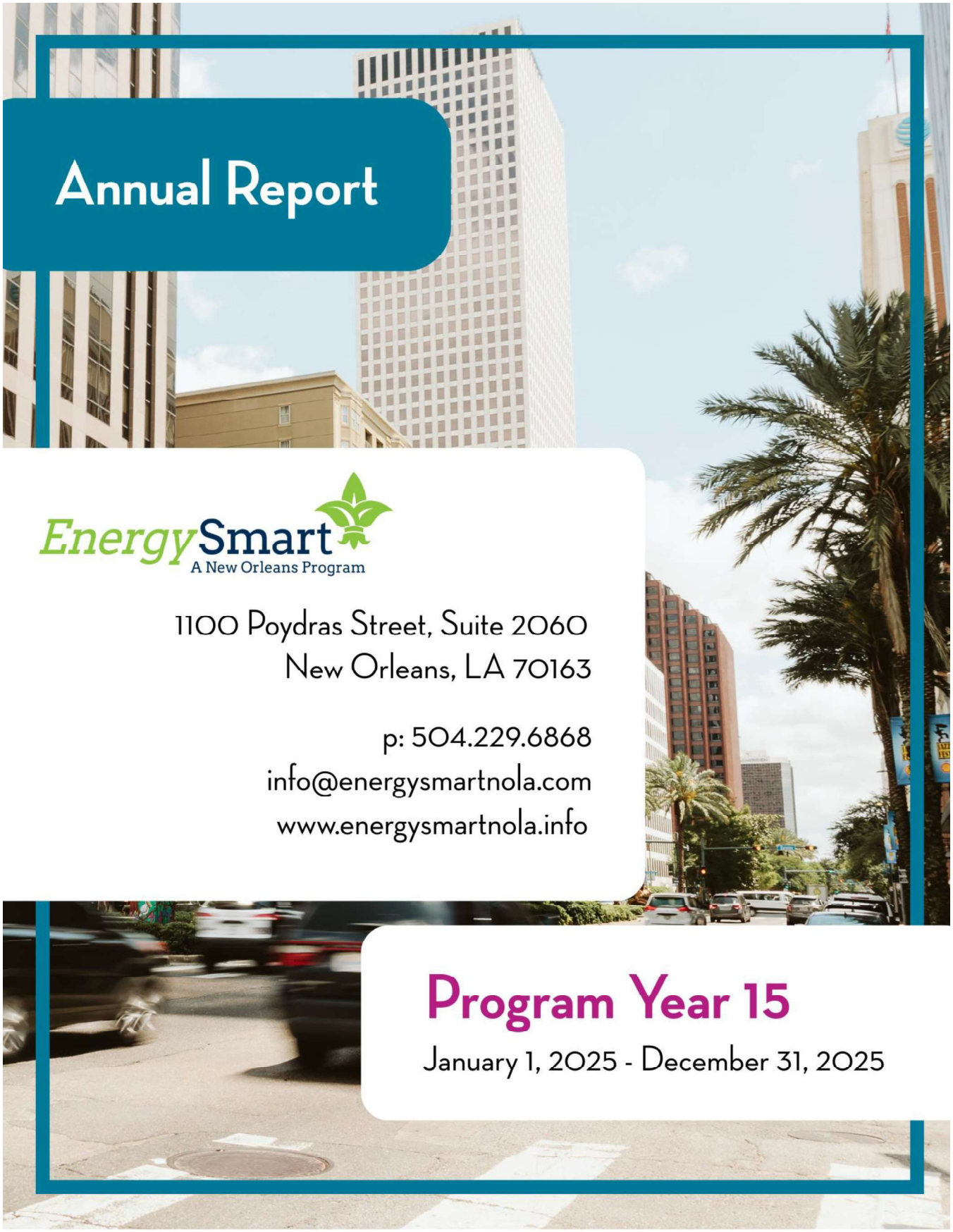
On behalf of APTIM, NTC, Sagewell, Honeywell and ADM, Entergy New Orleans, LLC submits this Energy Smart Program Year 15 Annual Report and Annual Evaluation, Measurement and Verification Report for the period of January 1, 2025, to December 31, 2025, and requests that you file this submission in accordance with Council regulations. Should you have any questions regarding this filing, please contact my office at (504) 670-3673.

Sincerely,



Sharonda Williams

Enclosure
cc: Official Service List UD-08-02, UD-17-03, and UD-23-01 (via electronic mail)



Annual Report

EnergySmart
A New Orleans Program

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Program Year 15

January 1, 2025 - December 31, 2025

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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 period of January 1, 2025 - December 31, 2025. This report contains data on the Program and evaluation results from ENO's Third-Party Evaluator's (TPE) Evaluation, Measurement and Verification (EM&V) report. This report includes verified gross savings and net savings.

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

- ILSI Engineering
- Legacy Professional Services
- Spears Group
- Thrive New Orleans
- Franklin Energy Services
- EnergyHub
- Harris Energy Solutions
- Honeywell
- MD Energy Advisors
- CLEAResult
- Energy Solutions
- Sagewell
- National Theatre for Children (NTC)

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

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

Staff List

Name	Title	Company	Location
Lisa Stefanik	Director of Utility Programs	APTIM	Madison, WI
Michelle Krueger	Program Director	APTIM	New Orleans, LA
Alicia Renner	Sr. Director of Marketing	APTIM	Remote, MI
John Krzystowczyk	Sr. Program Manager – C&I	APTIM	New Orleans, LA
Elsie Kuczynski	Sr. Program Manager - Residential	APTIM	St. Louis, MO
Ethan Cartwright	Commercial Account Manager	APTIM	New Orleans, LA
Katie Nash	Operations Manager	APTIM	Remote, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Reagan Gill	Marketing Communications Specialist	APTIM	Dallas, TX
Erica Hawthorne	Marketing Creative Asset Lead	APTIM	New Orleans, LA
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Spencer Kurtz	Sr. Energy Engineer	APTIM	Charlotte, NC
Zach Diamand	Technical Manager	APTIM	Remote, FL
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Nick Bengtson	Sales Executive	EnergyHub	Brooklyn, NY
Nathan Meadows	Client Success Manager	EnergyHub	Brooklyn, NY
Lydia MacDougall	Associate Client Success Manager	EnergyHub	Brooklyn, NY
Madison Corbeil	Sr. Program Manager	Energy Solutions	Atlanta, GA
Katie Thomson	Trade Ally Manager	Energy Solutions	Charlston, SC
Alex Alzugaray	Associate Director	Energy Solutions	Oakland, CA
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Amber Lindh-Porcaro	Residential Program Manager, Retail	Franklin Energy Services	Milwaukee, WI
Alan Mitchell	Field Manager	Franklin Energy Services	New Orleans, LA
Amanda Welch	Operations Analyst	Franklin Energy Services	Milwaukee, WI
Kathryn 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
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
Gill Page	Energy Engineer	ILSI Engineering	New Orleans, LA
Alcide Tervalon III	Principal	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
Keith Ridgley	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
Wilbert Curtis	Energy Advisor	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

Nikki Swoboda	Director, Marketing	NTC	Minneapolis, MN
Derek Meyer	Director, School Success	NTC	Minneapolis, MN
Sophie Stenchmann	Actor-Educator, Live Tour	NTC	Meraux, LA
Andrew Wright	Actor-Educator, Live Tour	NTC	New Orleans, LA
Gary Smith	President	Sagewell, Inc.	Charlotte, NC
Josh Cantor	Energy Analyst	Sagewell, Inc.	Boston, MA
Jim Sheehan	Senior Data Analyst	Sagewell, Inc.	Boston, MA
Amanda Richards	Program Manager	Honeywell	Boise, ID
Craig Henry	Solutions Manager	Honeywell	San Antonio, TX
Jacqueline Chen	Project Manager	Honeywell	New Haven, CT
Benjamin Cavell	Outreach Manager	Honeywell	New Orleans, LA
Keith Grant	Project Engineer	Honeywell	Northford, CT
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®
- Income-Qualified Weatherization
- Neighborhood-Based Delivery Pilot
- Multifamily Solutions
- Multifamily Solutions Income-Qualified
- Retail Appliances
- Retail Appliances Income-Qualified
- A/C Solutions
- A/C Solutions Income-Qualified
- Behavioral Energy Efficiency
- Residential HVAC Midstream
- Energy Academy Education and School Kits

Demand Response

- EasyCool, Bring Your Own Thermostat (BYOT)
- Peak Time Rebate Pilot
- Residential Battery Energy Storage Pilot
- EV Charging, Bring Your Own Charger (BYOC)

Commercial & Industrial

Energy Efficiency

- Small Commercial Solutions
- Large Commercial & Industrial Solutions
- Publicly Funded Institutions
- New Construction Code Compliance

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 TARGET*	% TO TARGET	INCENTIVES	BUDGET	% TO BUDGET
Commercial & Industrial - Energy Efficiency	38,495,224	43,902,917	88%	9,208.68	3,120.28	295%	$5,188,938	$5,605,858	93%
Commercial & Industrial - Demand Response	175,337	N/A	N/A	13,218.00	24,110.00	55%	$941,515	$219,800	428%
Residential - Energy Efficiency	36,725,086	46,244,647	79%	9,791.63	12,382.90	79%	$8,646,273	$10,134,705	85%
Residential - Demand Response	132,624	-	N/A	7,023.10	13,715.00	51%	$491,213	$595,589	82%
Total	**75,528,271**	**90,147,564**	**84%**	**39,241.41**	**53,328.18**	**74%**	**$15,267,939**	**$16,555,951**	**92%**

** Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10,2024.*

Table 2.1 above shows savings achieved and incentives spent from January 1, 2025, through December 31, 2025.

Table 2.2

GROSS DEMAND REDUCTION (KW)	GROSS ANNUAL ENERGY SAVINGS (KWH)	TOTAL PROGRAM EXPENDITURES	TRC (B/C RATIO)	UCT (B/C RATIO)
39,241.39	75,528,271	$30,688,238	1.08	1.11

Residential Summary

The Energy Smart Residential Portfolio performed well across many offerings, which saved 36,725,086 kWh and paid $8,646,273 in incentives to customers. Home assessment and weatherization programs, including Income-Qualified Weatherization and Home Performance with ENERGY STAR, delivered cost effective savings to residential customers with participation increasing during warmer months. Community outreach, direct marketing, and trade ally referrals were key drivers of this success.

Multifamily offerings delivered strong savings by installing over 3,500 energy efficiency measures in apartment properties. Work was completed at 15 properties, with savings coming from both direct-install measures and deeper retrofit improvements performed by trade allies. Early-year conditions allowed the team to focus strategically on Multifamily properties and maintain steady work for participating trade allies.

The A/C Solutions offerings delivered meaningful impact across both single-family and multifamily customers. A/C tune-ups and duct-sealing measures were the primary drivers of performance, with multifamily-recommended tune-ups contributing significantly to overall results. The program team also strengthened the trade ally network by recruiting new contractors, promoting the value of the offering, and reducing barriers to participation.

The Neighborhood-Based Delivery Pilot fell short of the energy savings goal but provided valuable insights that will strengthen future Energy Smart efforts. By focusing on underserved communities, the pilot expanded access, built trusted local partnerships, and tested several diverse outreach channels to design an effective model for engaging residents where they live. These learnings create a strong foundation for more equitable, community-centered service delivery into the next program cycle.

The Behavioral Energy Efficiency offering did not meet the overall energy savings goal but still delivered meaningful progress following a refresh of its customer cohorts. This update enabled the program to engage a larger portion of the Entergy New Orleans customer base in monthly Home Energy Reports.

The Retail Appliances and Retail Appliances Income-Qualified offerings collectively delivered strong results, exceeding goals through a combination of Online Marketplace promotions, targeted product giveaways, and expanded rebate options. The IQ offering saw high engagement through product bundles and free energy-saving devices delivered via the Personalized Offering portal, while both offerings benefited from instant in-store discounts at partner retailers.

Commercial & Industrial Summary

The Commercial & Industrial (C&I) Portfolio achieved 38,670,561 kWh in verified gross kWh savings and reached 88% of the energy savings target for PY15. This represents a 2.6 million kWh increase from the PY14 C&I energy savings total and a 49% increase when comparing program year 13 to PY15. The number of completed commercial projects also saw a dramatic increase each year throughout the program cycle, increasing from 242 completed projects in PY13 to 644 completed C&I projects in PY15. This 266% increase in completed projects came as a result of an increase in the number of participating trade allies, new program offerings such as CoolSaver tune-ups and Small Business Energy Assessments as well as new eligible measures including air-sealing measures and chiller tune-ups.

The Energy Smart team focused efforts on: recruiting new trade allies and reactivating existing trade allies via project leads, maintaining consistent incentive levels throughout the program year, increasing the number of project leads generated from Small Business Energy Assessments and adding new non-lighting measures to the C&I measure mix. The primary focus of the Energy Smart marketing team was building on the success of email campaigns to drive awareness of the C&I offerings and generate continuous customer webform submissions throughout the program year.

Outreach efforts have also played a major role in the increased C&I energy savings and completed project count in PY15. Energy Smart Energy Advisors have established productive working relationships with Entergy New Orleans managed accounts including large hospital systems, universities and other commercial customers with large energy demands. Regularly scheduled meetings with these managed accounts have increased awareness of the Energy Smart program and have allowed the team to address barriers to participation which historically have limited the ability for these customers to participate in the Energy Smart program. Coordination with Entergy New Orleans' team of Customer Service Managers continues to play a large role in maintaining contact with these customers and supporting project design that may be eligible for Energy Smart commercial incentives.



Residential Offerings

Residential Portfolio Performance

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	2,672,480	2,118,135	126%	962.25	841.6	114%	$775,675	$957,923	81%
Neighborhood-Based Delivery Pilot	2,035,799	4,339,616	47%	1,092.45	3,329.1	33%	$973,200	$2,398,186	41%
Retail Appliances	613,151	392,098	156%	115.83	7.1	1638%	$135,256	$122,111	111%
Retail Appliances Income-Qualified	1,750,058	1,893,099	92%	203.41	17.4	1172%	$789,193	$828,375	95%
Multifamily Solutions	1,769,877	1,988,849	89%	458.74	1,019.2	45%	$373,599	$376,810	99%
Multifamily Solutions Income-Qualified	2,565,353	3,112,124	82%	903.81	1,586.3	57%	$728,977	$613,938	119%
Income Qualified Weatherization	5,501,358	4,339,616	127%	3,373.13	3,329.1	101%	$3,672,905	$2,398,186	153%
A/C Solutions	2,839,263	2,179,679	130%	1,247.94	967.9	129%	$514,025	$562,151	91%
A/C Solutions Income-Qualified	2,689,449	2,985,538	90%	1,225.49	1,285.3	95%	$529,344	$891,242	59%
Residential HVAC Midstream	185,554	2,047,121	9%	139.97	0.0	N/A	$60,100	$887,184	7%
School Kits & Community Outreach	639,999	797,088	80%	68.61	0.0	N/A	$94,000	$98,600	95%
Behavioral Energy Efficiency	13,462,745	20,051,684	67%	0.00	0.0	N/A	$0	$0	N/A
EasyCool BYOT	124,772	-	-	5,941.52	10,885.0	55%	$317,625	$315,425	101%
Peak Time Rebate Pilot	7,852	-	-	758.15	1,250.0	61%	$86,870	$89,964	97%
Ev Charging BYOC	-	-	-	155.61	1,580.0	10%	$25,497	$88,200	29%
Battery Pilot	-	-	-	167.82	-	-	$61,221	$102,000	60%
Total	**36,857,710**	**46,244,647**	**80%**	**16,814.73**	**26,098**	**64%**	**$9,137,486**	**$10,730,294**	**85%**

** Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10,2024.*

Home Performance with ENERGY STAR®

Offering 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 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. Eligibility includes customers above 80% area medium income (AMI).

Offering Highlights

The Home Performance with ENERGY STAR® offering achieved 2,659,294 in kWh savings, reaching 125% of the goal. The Energy Smart team conducted 1,089 assessments throughout the year. Direct-install measures accounted for 24% of these savings, while retrofit measures like attic, air, and duct sealing, implemented by trade allies, generated the remaining 76%. This measure mix resulted in an impressive average savings of 2,441 kWh per customer. Trade ally referrals, community outreach, and organic marketing proved to be strong lead sources. Notably, enrollments surged with rising temperatures and increased cooling demands.

To further optimize performance, the program team introduced a "deferral" tracking system in 2024. This system helps to identify and understand why trade ally follow up measures are not recommended during home energy assessments for deeper energy savings in customer homes. Key reasons for these deferrals included customer refusal, the need for pre-existing building envelope repairs, or instances where a measure did not meet the program's specific thresholds for recommendation. The table below provides a breakdown of deferral reason by program measure.

Table 4.1

Measure	Answer ↓	%
AC Tune Up	This measure was recommended during Home Assessment	70.02%
	Customer Refused	17.71%
	Does Not Meet Program Threshold for Recommendation	9.26%
	No Central A/C	3.02%
Air Sealing	This measure was recommended during Home Assessment	98.99%
	Does Not Meet Program Threshold for Recommendation	0.40%
	Building Envelope Repair Needed	0.40%
	Refusal to Remove Unsafe Combustion Appliances	0.20%
Attic Insulation	This measure was recommended during Home Assessment	71.23%
	Does Not Meet Program Threshold for Recommendation	28.77%
Duct Sealing	This measure was recommended during Home Assessment	81.09%
	Does Not Meet Program Threshold for Recommendation	18.71%
	Threatening or Uncooperative Behavior	0.20%

Offering Budget and Savings

Table 4.2

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Advanced Power Strip	1,262	341,315	13%
Air Infiltration	540	741,720	28%
Assessment	896	-	0%
Ceiling Insulation	51	122,634	5%
Custom Repairs	2	-	0%
Duct Sealing	522	1,209,437	45%
Faucet Aerator	163	5,383	0%
LED 11W A-Type (Standard)	62	791	0%
LED 11W BR30 (Specialty)	283	6,840	0%
LED 15W PAR38 (Outdoor) (Specialty)	131	16,892	1%
LED 5W Candelabra (Specialty)	451	8,671	0%
LED 6W Globe (Specialty)	72	1,371	0%
LED 8W BR30 (Specialty)	22	607	0%
LED 9W A-Type (Standard)	346	3,099	0%
Low-Flow Showerhead	227	48,163	2%
Smart Thermostat	184	148,725	6%
Water Heater Pipe Insulation	501	16,832	1%
TOTAL	**5,715**	**2,672,480**	**100%**

Table 4.3

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 775,674.67	$ 957,923.35	81%	2,672,480	962.25

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Updated calculations in the latest New Orleans TRM for smart thermostats has increased the savings potential of the measure and in PY16 it will be a continued focus of the program team to maximize installation.

Income-Qualified Weatherization

Offering Description

This offering delivers long-term, highly cost-effective electric savings by utilizing local auditors and contractors who work directly with residential customers to analyze energy usage and identify opportunities for improved efficiency. The program supports both the installation of low-cost, immediate energy-saving measures and the identification and implementation of more comprehensive home efficiency projects.

The offering begins with a home energy assessment, which includes a walk-through inspection and direct installation of low-cost measures such as high-efficiency showerheads and faucet aerators, smart power strips, pipe wrap, and smart thermostats. The assessment may also recommend follow-up measures that require diagnostic testing to achieve deeper savings within the home.

Follow-up measures, completed by an Energy Smart–approved trade ally, may include attic insulation, air conditioning tune-ups, air sealing, and duct sealing. The Income-Qualified Weatherization offering applies to buildings with four or fewer units and customer eligibility includes households with income less than 80% of Area Median Income (AMI).

Offering Highlights

The Income-Qualified Weatherization offering achieved 5,501,358 kWh in electric savings, reaching 127% of its goal. The Energy Smart team completed 1,496 income-qualified home energy assessments, with 46% of total savings coming from direct -install measures. The remaining 54% of savings resulted from follow--up measures performed by Energy Smart–approved trade allies, including attic insulation, air sealing, and duct sealing, which were recommended in customers' assessment reports and delivered deeper energy efficiency improvements. This combination of measures produced an average reduction of 3,677 kWh per customer.

To better understand why some recommended follow-up measures are not completed, the team implemented a deferral tracking system in 2024. Common reasons for deferral included customer refusal, the need for pre-existing building envelope repairs, or situations where a measure did not meet program thresholds for installation. The table below provides a breakdown of deferral reason by program measure.

Table 5.1

Measure	Answer ↓	%
A/C Tune Up	This measure was recommended during Home Assessment	82.38%
	Customer Refused	10.93%
	No Central A/C	3.62%
	Does Not Meet Program Threshold for Recommendation	3.07%
Air Sealing	This measure was recommended during Home Assessment	98.16%
	Does Not Meet Program Threshold for Recommendation	1.16%
	Building Envelope Repair Needed	0.41%
	Refusal to Remove Unsafe Combustion Appliances	0.14%
	Cleanup or Remediation Required	0.07%
	Active Remodel that Prevents Weatherization	0.07%
Attic Insulation	This measure was recommended during Home Assessment	77.05%
	Does Not Meet Program Threshold for Recommendation	22.54%
	Threatening or Uncooperative Behavior	0.07%
	Illegal Activity Concerns	0.07%
	Health Might be Negatively Affected by Installation	0.07%
	Customer Refused	0.07%
	Building Envelope Repair Needed	0.07%
	Active Remodel that Prevents Weatherization	0.07%
Duct Sealing	This measure was recommended during Home Assessment	79.78%
	Does Not Meet Program Threshold for Recommendation	19.67%
	Customer Refused	0.41%
	Electrical Repair Needed	0.07%
	Building Envelope Repair Needed	0.07%

Table 5.2

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Advanced Power Strip	2,037	518,081	9%
Air Infiltration	1,083	1,229,574	22%
Assessment	1,496	-	0%
Ceiling Insulation	837	1,303,154	24%
Custom Repairs	1	-	0%
Duct Sealing	888	2,042,518	37%
Faucet Aerator	263	9,636	0%
LED 11W A-Type (Standard)	23	357	0%
LED 11W BR30 (Specialty)	184	4,746	0%
LED 15W PAR38 (Outdoor) (Specialty)	103	17,824	0%
LED 5W Candelabra (Specialty)	473	9,746	0%
LED 6W Globe (Specialty)	49	1,015	0%
LED 8W BR30 (Specialty)	42	1,140	0%
LED 9W A-Type (Standard)	347	3,167	0%
Low-Flow Showerhead	410	86,198	2%
Smart Thermostat	329	253,423	5%
Water Heater Pipe Insulation	645	20,779	0%
Total	**9,210**	**5,501,358**	**100%**

Offering Budget and Savings

Table 5.3

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 3,672,905.49	$ 2,398,185.88	153%	5,501,358	3,373.13

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Updated calculations in the latest New Orleans TRM for smart thermostats has increased the savings potential of the measure and in PY16 it will be a continued focus of the program team to maximize installation.

Thermostatic valve showerheads will also be introduced as a new direct-install measure. These devices provide both water and electric savings, and the team will emphasize their benefits during customer engagements. Customers will still have the option to receive a standard energy-efficient showerhead if they prefer not to install the thermostatic valve model.

Retail Appliances

Offering Description

The objective of the Retail Appliance offering (formerly known as the Retail Lighting & Appliance offering) is to increase awareness and sales of efficient appliances to the Entergy New Orleans residential population. The offering provides customers with the opportunity to receive rebates on energy efficient products that meet or exceed ENERGY STAR qualifications. The Energy Smart Online Marketplace features energy efficient products at discounted prices allowing Entergy New Orleans customers to purchase these products online and have them shipped directly to their home.

Offering Highlights

- Reached 168% of goal, achieved 660,131 kWh
- Achieved 232.10 kW
- 10 stores participated

In PY15, the Retail Appliances offering achieved 613,151 in gross kWh savings, reaching 156% of the goal. The main driver of savings came from the Online Marketplace, particularly from the sale of smart thermostats. Customers purchased nearly 700 smart thermostats in response to marketing around manufacturer promotions, especially during the summer smart thermostat campaigns. Leveraging existing manufacturer promotions, higher incentives were added to bring the cost of premium smart

thermostat models to under $100 and only $29 for customers who participated in the EasyCool pre-enrollment program.

The mail-in appliance rebate offering continues to be vital to providing customers with better access to energy-efficient products with the increasing cost of goods. New rebates were launched on ENERGY STAR clothes washers, electric dryers, and heat pump dryers in early PY15, providing customers with more opportunities to upgrade their appliances to more energy efficient models for less. Additionally, the Rapid Rebates offering was launched during the first half of PY15, providing customers an even easier method of applying for rebates. 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.

Table 6.1

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Advanced Power Strip	89	7,895	1%
Air Purifier	237	58,925	10%
Air Purifier Accessories	239	-	0%
Clothes Dryer	9	2,091	0%
Clothes Washer	17	2,316	0%
Custom Repairs	2	-	0%
Dehumidifier	16	1,941	0%
EV Charger	1	39	0%
Faucet Aerator	27	1,018	0%
DR Marketplace	275	-	0%
LED Lamp (Specialty)	97	-	0%
LED Lamp (Standard)	27	-	0%
Low-Flow Showerhead	46	10,233	2%
Pool Pump	3	7,310	1%
Refrigerator	61	3,577	1%
Showerhead TRV	11	373	0%
Smart Thermostat	817	491,639	80%
Smart Thermostat Accessories	48	-	0%
Water Cooler	1	503	0%
Water Heater	7	13,954	2%
Water Heater Pipe Insulation	40	953	0%
Window AC	44	10,383	2%
TOTAL	**2,114**	**613,151**	**100%**

Table 6.2 Participating Retailer

RETAIL COMPANY	APPLIANCES	ADDRESS
Best Buy	X	1138 S. Clearview Pkwy.
Costco	X	3900 Dublin St.
Home Depot #352	X	12300 I-10 Service Rd.
Home Depot #385	X	1100 S. Claiborne Ave.
Lowe's	X	2501 Elysian Fields Ave.
Walmart #1163	X	4001 Behrman Pl.
Walmart #912	X	6000 Bullard Ave.
Walmart #3167	X	4301 Chef Menteur Hwy
Walmart #5022	X	1901 Tchoupitoulas St.

Offering Budget and Savings

Table 6.3

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 135,256.05	$ 122,111.00	111%	613,151	115.83

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Incentive amounts for mail-in rebates will be adjusted on air purifiers, clothes washers, dehumidifiers, electric dryers, freezers, pool pumps, refrigerators, and water coolers based on average kWh savings in previous years to keep the program cost-effective while also encouraging higher participation in PY16. Adding insulated cellular shades as a mail-in rebate measure will also be considered. Peg tags will be created to complement the existing in-store signage to help customers identify the specific models that qualify for rebates.

To expand the participating retailer network, additional independent retailers will be recruited to offer instant discounts on advanced power strips and air purifiers. Incentive amounts for air purifiers, dehumidifiers, and showerheads on the online marketplace will be adjusted based on average kWh savings to keep the program cost-effective while encouraging higher participation. New dehumidifier and showerhead models will also be added in PY16.

Retail Appliance Income-Qualified

Offering Description

The objective of the Retail Appliance Income-Qualified offering is to increase awareness and sales of efficient appliances to Entergy New Orleans income-qualified residential population by providing higher rebates and free products to qualified customers. The offering provides customers with the opportunity to receive rebates and instant discounts on energy-efficient products that are ENERGY STAR qualified

or better. Qualified customers are also eligible to receive free energy-efficient products through Personalized Offering and the online marketplace. Qualified customers are identified through their previous participation in other Energy Smart income qualified programs, during events through the Neighborhood-Based Delivery program, and through program staff at other community events.

Offering Highlights

The Retail Appliance Income-Qualified offering achieved 1,750,058 in gross kWh savings, reaching 92% of the goal. The main driver of savings came from product giveaways hosted on the Personalized Offering portal and the online marketplace. A tabletop air purifier giveaway was launched in June using the Personalized Offering portal; eligible customers received marketing directing them to the website where they answer qualification questions and can choose if they want to receive one free tabletop air purifier. Between June and November 5,086 customers claimed their free air purifier. In December, qualified customers were able to participate in two additional product giveaways. A "Plug and Play" bundle, consisting of a tabletop air purifier, a tier 1 advanced power strip, and a low-flow showerhead with an integrated thermostatic shut-off valve, was offered on the Personalized Offering portal. Additionally, a hidden page was created on the Energy Smart online marketplace for a free Google Nest thermostat, accessible only to customers with a link to the page. In one month, customers ordered 935 bundles and 108 Google Nest thermostats.

Instant discounts on tier 1 advanced power strips and ENERGY STAR room air purifiers at select Dollar Tree locations and at longtime retailer partners Habitat for Humanity ReStore and the Green Project provided additional kWh savings in PY15. Customers purchase these products for as little as $1.25 at Dollar Tree and $2.99 at independent retailers.

Offering Budget and Savings

Table 7.1

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Advanced Power Strip	3,957	192,138	11%
Air Purifier	6,618	1,472,279	84%
Clothes Washer	1	153	0%
Dehumidifier	1	248	0%
Plug & Play Kit	935	-	0%
Refrigerator	2	73	0%
IQ Promo	1	-	0%
Showerhead TRV	935	31,706	2%
Smart Thermostat	85	53,253	3%
Window AC	1	207	0%
Total	**12,536**	**1,750,058**	**100%**

Table 7.2 Participating Retailers

RETAIL COMPANY	ADDRESS
Dollar Tree #4569	5201 Canal Blvd.
Dollar Tree #4948	3771 General DeGaulle Dr.
Dollar Tree #5347	11701 Morrison Rd.
Dollar Tree #5751	4115 S. Carrollton Ave.
Dollar Tree #6277	4242 Chef Menteur Hwy.
Dollar Tree #6333	9671 Chef Menteur Hwy.
Dollar Tree #6987	4023 Behrman Pl.
Dollar Tree #7923	4550 General Meyer Ave.
Habitat for Humanity ReStore	2900 Elysian Fields Ave.
The Green Project NOLA	2831 Marais St.

Table 7.3

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 789,192.78	$ 828,374.80	95%	1,750,058	203.41

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

The Retail Appliance Income-Qualified program will not be offered in PY16.

Multifamily Solutions

Offering Description

This offering targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The offerings will address their unique needs through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education. A property must have a minimum of five units to qualify for Multifamily Solutions. This allows for the Multifamily Solutions offering to be more focused on the unique needs of owners, managers and renters of larger buildings. Properties in which 50% or more of the residents are not subsidized through a low-income indicator qualify as market rate participants.

Offering Highlights

The Multifamily Solutions offering achieved 1,517,535 savings, reaching 76% of the goal. The program team began completed work at eight properties across New Orleans. The Energy Smart team completed 395 assessments in 2025 and generated 23% of the savings from direct-install measures at the time of

the assessment. The deeper savings measures, performed by the trade allies, which include attic insulation, air sealing and duct sealing, generated the remaining 77% of the savings for retrofit customers.

The Multifamily sector was a major focus for the program team in PY15 early in the year. Temperatures and energy bills were moderate. 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. three different trade allies have participated in the Multifamily offering in PY15.

Table 8.1

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Advanced Power Strip	181	41,413	2%
Air Infiltration	526	289,289	16%
Duct Sealing	527	1,121,789	63%
Faucet Aerator	431	16,394	1%
LED 5W Candelabra (Specialty)	13	221	0%
LED 6W Globe (Specialty)	58	945	0%
LED 9W A-Type (Standard)	102	794	0%
Low-Flow Showerhead	290	63,409	4%
Assessment and Direct Install	395	-	0%
Smart Thermostat	276	218,947	12%
Water Heater Pipe Insulation	744	16,677	1%
TOTAL	**3,543**	**1,769,877**	**100%**

Offering Budget and Savings

Table 8.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 373,598.65	$ 376,809.98	99%	1,769,877	458.74

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Thermostatic valve showerheads will also be introduced for direct installation. These devices support both hot water and electric savings, and our team will highlight the associated benefits—along with the operational and maintenance impacts property management should be aware of.

Multifamily Solutions Income-Qualified

Offering Description

This offering targets multifamily property owners (landlords) and managers, as well as apartment and condo renters. The offerings will address their unique needs through a combination of incentives for both direct install and prescriptive measures, and through property owner and tenant education. A property must have a minimum of five units to qualify for Multifamily Solutions Income-Qualified. This allows for the Multifamily Solutions Income-Qualified offering to be more focused on the unique needs of owners, managers and renters of larger buildings. Properties in which 50% or more of the residents are subsidized through a low-income indicator qualify as Income-Qualified participants.

Offering Highlights

The Multifamily Solutions Income-Qualified offering achieved 2,565,353 savings, reaching 82% of the goal. The program team began completed work at nine properties across New Orleans. The Energy Smart team completed 806 assessments in 2025 and generated 23% of the savings from direct-install measures at the time of the assessment. The deeper savings measures, performed by the trade allies, which include attic insulation, air sealing and duct sealing, generated the remaining 77% of the savings for retrofit customers.

The Multifamily sector was a major focus for the program team in PY15 early in the year. Temperatures and energy bills were moderate. 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. Seven different trade allies have participated in the Multifamily offering in PY15.

Table 9.1

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Advanced Power Strip	124	28,168	1%
Air Infiltration	733	564,302	22%
Ceiling Insulation	64	276,270	11%
Duct Sealing	633	1,150,132	45%
Faucet Aerator	1,780	64,539	3%
LED 15W A-Type (Standard)	2	42	0%
LED 15W PAR38 (Outdoor) (Specialty)	1	104	0%
LED 5W Candelabra (Specialty)	45	754	0%
LED 6W Globe (Specialty)	429	6,890	0%
LED 9W A-Type (Standard)	612	4,701	0%
Low-Flow Showerhead	957	209,250	8%
MF Direct Install	806	-	0%
Smart Thermostat	275	225,749	9%
Water Heater Pipe Insulation	1,537	34,452	1%
TOTAL	**7,998**	**2,565,353**	**66%**

Offering Budget and Savings

Table 9.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 728,976.82	$ 613,937.70	119%	2,565,353	903.81

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Thermostatic valve showerheads will also be introduced for direct installation. These devices support both hot water and electric savings, and our team will highlight the associated benefits—along with the operational and maintenance impacts property management should be aware of.

Neighborhood-Based Delivery Pilot

Offering Description

The targeted neighborhood offering provides customers with no-cost energy assessments designed to help them learn how to save energy and money in their homes along with follow-up energy-saving improvements installed at no cost. The program has used a community canvassing approach through which the team works closely with Entergy New Orleans and stakeholders to identify neighborhoods for targeting, works with community organizations to engage potential participants, and canvasses selected neighborhood to perform no-cost assessments and energy-saving product installations.

Offering Highlights

The Neighborhood-Based Delivery offering achieved 2,035,799 kWh in electric savings, reaching 46% of its goal. The Energy Smart team completed 486 income -qualified home energy assessments, with 19% of total savings coming from direct -install measures such as high -efficiency showerheads and aerators, smart power strips, pipe wrap, and smart thermostats. The remaining 81% of savings resulted from follow--up measures performed by Energy Smart–approved trade allies, including attic insulation, air sealing, and duct sealing, which were recommended in customers' assessment reports and delivered deeper energy efficiency improvements.

The Neighborhood-Based Delivery offering was launched in early 2025 as a strategic initiative to improve equitable access to services by bringing program resources directly into underserved communities. To identify areas with the greatest need, the program team conducted a data driven analysis across City Council districts, selecting neighborhoods based on factors such as poverty level, urban heat island exposure, and broadband accessibility. This process led to the selection of five priority neighborhoods: Desire/Florida 94 homes completed; Hoffman Triangle, BW Cooper, and Central City 46

homes completed; Hollygrove and Dixon 44 homes completed; Fischer Development 189 homes completed; and Read Blvd West 113 home completed.

Building on this foundation, the pilot implemented a multi-touchpoint engagement model that included direct mail invitations, neighborhood-hosted community events, targeted canvassing, and yard-sign visibility during active project work. Events were held in trusted, locally accessible venues—such as churches, community centers, and schools—and supported by partnerships with local organizations, small businesses, and neighborhood groups. Through this integrated approach, the pilot increased awareness, generated home-assessment participation, and strengthened relationships across the communities served. By meeting residents where they are, the Neighborhood-Based Delivery Pilot demonstrated a scalable and equitable framework for expanding service access citywide.

Importantly, two of the five selected neighborhoods include properties managed by the Housing Authority of New Orleans (HANO), presenting a meaningful opportunity to align service delivery with existing affordable-housing infrastructure. Leveraging this connection will enable more direct access to residents, streamline coordination with property managers, and further support the program's commitment to equitable and place-based service delivery.

Neighborhood Event Schedule

- Desire / Florida – May 8, 2025 – Giving Hope Community Center – 94 homes completed
- Hoffman Triangle, BW Cooper, Central City – July 9, 2025 – Castle Rock Church – 46 homes completed
- Hollygrove / Dixon – July 31, 2025 – Level Ground Community Church – 44 homes completed
- Fischer Development – September 23, 2025 – Calvary Baptist Church – 189 homes completed
- Read Blvd West – November 13, 2025 – Resurrection of Our Lord (School) - 113 homes completed.

Offering Budget and Savings

Table 10.1

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 973,199.96	$ 2,398,185.88	41%	2,035,799	1,092.45

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Looking ahead, the program team will continue to apply lessons learned from the pilot to refine and strengthen future community-based events. Early outcomes have highlighted opportunities to enhance outreach sequencing, deepen partnerships with neighborhood-level organizations, and expand communication channels to improve resident engagement. PY16 will include a larger emphasis on targeting community leaders whose voices resonate with the local community to help add legitimacy to outreach campaigns.

A/C Solutions

Offering Description

The A/C Solutions offering provides residential customers with a comprehensive set of options to help reduce energy consumption associated with cooling their homes during the summer months. Customers with functioning air conditioning systems can improve performance and efficiency through a comprehensive A/C tune-up or, when appropriate, by replacing their existing units with higher-efficiency models. The offering also includes the installation of Demand Response (DR)–enabled smart thermostats, which allow customers to better manage energy use while supporting grid reliability.

The program also focuses on strengthening the capabilities of the territory's HVAC contractor network, enabling contractors to offer enhanced, value-added services to customers. Eligibility for this offering is limited to individuals or households whose annual income exceeds 80% of Area Median Income (AMI), as defined by the annually updated federal guidelines published by the U.S. Department of Housing and Urban Development (HUD).

Offering Highlights

The A/C Solutions offering achieved 2,790,844 kWh in electric savings, reaching 128% of its annual goal. The offering served 621 customers. Air conditioner tune-ups generated 70% of total kWh savings, while duct sealing accounted for the remaining 30%. Multifamily -recommended A/C tune-ups played a significant role in the high savings achieved for PY15.

The program team continued to expand the local contractor network by actively recruiting new participants and highlighting the benefits of the offering, particularly the opportunity to upsell services and attract new customers. The team also worked to minimize participation barriers, making it straightforward for newly enrolled trade allies to meet program requirements, deliver high-quality work, and collect the data needed for program evaluation.

Table 11.1

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Central AC Replacement	1	784	0%
Central AC Tune-Up	2,983	2,009,580	71%
Central HP Replacement	2	3,170	0%
Duct Sealing	357	825,729	29%
TOTAL	**3,343**	**2,839,263**	**100%**

Offering Budget and Savings

Table 11.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 514,024.50	$ 562,150.50	91%	2,839,263	1,247.94

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

There are no planned or proposed changes to the A/C Solutions program for PY16.

A/C Solutions Income-Qualified

Offering Description

The A/C Solutions Income-Qualified offering provides residential customers with a comprehensive set of options to help reduce energy consumption associated with cooling their homes during the summer months. Customers with functioning air conditioning systems can improve performance and efficiency through a comprehensive A/C tune-up or, when appropriate, by replacing their existing units with higher-efficiency models. The offering also includes the installation of Demand Response (DR)–enabled smart thermostats, which allow customers to better manage energy use while supporting grid reliability.

The program also focuses on strengthening the capabilities of the territory's HVAC contractor network, enabling contractors to offer enhanced, value-added services to customers. Eligibility for this offering is limited to individuals or households whose annual income falls below 80% of Area Median Income (AMI), as defined by the annually updated federal guidelines published by the U.S. Department of Housing and Urban Development (HUD).

Offering Highlights

The A/C Solutions offering achieved 2,689,449 kWh in electric savings, reaching 90% of its annual goal. The offering served 925 customers. Air conditioner tune-ups generated 88% of total kWh savings, while duct sealing accounted for the remaining 12%. Multifamily -recommended A/C tune-ups played a significant role in the high savings achieved for PY15.

The program team continued to expand the local contractor network by actively recruiting new participants and highlighting the benefits of the offering, particularly the opportunity to upsell services and attract new customers. The team also worked to minimize participation barriers, making it straightforward for newly enrolled trade allies to meet program requirements, deliver high-quality work, and collect the data needed for program evaluation.

Offering Budget and Savings

Table 12.1

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Central AC Tune-Up	3,218	2,370,835	88%
Central HP Tune-Up	4	3,309	0%
Duct Sealing	138	315,305	12%
TOTAL	**3,360**	**2,689,449**	**100%**

Table 12.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 529,344.25	$ 891,241.82	59%	2,689,449	1,225.49

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

There are no planned changes for this program into PY16.

Behavioral Energy Efficiency

Offering Description

The Behavioral offering provides customers with Home Energy Reports/Scorecards (HERs). Residential customers receive monthly HERs that compare their energy usage to similar and efficient households, display their consumption trends over time, offer personalized energy-saving tips, and direct them to additional Energy Smart program offerings. Residential customers who have provided an email address are automatically enrolled and may opt out at any time. Customers without an email address may receive a printed HER on a quarterly basis.

Offering Highlights

The Behavioral offering in PY15 resulted in 13,462,745 kWh in energy savings. 1,023,521 emails HERs were sent and 115,270 HERs were mailed throughout the year. At its peak, the program treated 121,628 customers.

Home Energy Reports

Table 13.1

Usage Month of Data	YTD	24-Dec	25-Jan	25-Feb	25-Mar	25-Apr	25-May
Delivery / Send Date	PY15	1-25	2-27-25	3-12-25	4-21-25	5-14-25	6-27-25
Email Count - NC (FE1 +FE2)	1,023,521	78,531	98,789	92,140	91,471	89,923	86,249
Print Count - NC (FE1 + FE2)	115,270			29,488			28,324
Total HERs	1,138,791	78,531	98,789	121,628	91,471	89,923	114,573

Usage Month of Data	25-June	25-July	25-Aug	25-Sept	25-Oct	25-Nov
Delivery / Send Date	7-10-25	8-15-25	9-11-25	10-8-25	11-18-25	12-12-25
Email Count - NC (FE1 +FE2 + FE3*)	85,741	83,074	80,868	79,560	79,211	77,964
Print Count - NC (FE1 + FE2 +FE3*)			29,261			28,197
Total HERs	85,741	83,074	110,129	79,560	79,211	106,161

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

Offering Budget and Savings

Table 13.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ -	$ -	N/A	13,462,745	0.00

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Further investments in PY16 for additional HERs features by replenishment of customers and content optimizations, and evaluation considerations have been instituted with the idea of maximizing programmatic kWh savings.

Residential HVAC Midstream

Offering Description

The Residential HVAC Midstream program influences stocking and upselling of high-efficiency HVAC equipment. The program design included both heat pumps and air conditioners to allow for more broad participation and address the city's high demand for cooling. Unlike traditional downstream incentive programs, Midstream programs move incentive payments up the supply chain where a greater number of sales can be impacted. In place of issuing incentives to customers, incentives are provided to wholesale equipment distributors to motivate the stocking and sale of high efficiency equipment in place of standard efficiency equipment. Engaging distributors and having high efficiency units in-stock

overcomes a key barrier to capturing Replace-on-Burnout sales, which can account for up to 80% of sales in a region. The midstream program's flexible incentives provide participating distributors the agency to decide how the incentive is best utilized within their business model. The goal of the program is to enroll local distributors of high-efficiency equipment and incentivize the stocking and upselling of high efficiency units to make energy efficient equipment readily available to all Entergy New Orleans customers.

Offering Highlights

The program was announced to the market on April 22, 2025, and distributor enrollment was initiated in the weeks that followed. The program team identified 11 distributors targeted for initial enrollment. Eight of those distributors enrolled to participate in the program and six submitted claims in 2025. These enrolled distributors sold over 250 high efficiency HVAC units to over 240 unique residential customers with a limited release of the program to their dealers and contractors. While these impacts were smaller than anticipated, both participating and non-participating distributors indicated interest in the program noting that it could help overcome the market's current strong preference for code minimum equipment. The April 22nd launch pushed the initial program outreach into the peak summer cooling season, a period when distributors were understandably protective of their time and hesitant to divert resources toward new administrative tasks. Distributors were also dealing with the industry-wide transition to A2L refrigerants, which led to inventory and pricing uncertainty. Despite these challenges, there was interest in the midstream model and the flexibility of the incentives. Distributors valued the ability to choose how to apply the funds.

While the program successfully enrolled a high percentage of the market, the transition to active claim submission required more hands-on support. The key barriers that limited the participation of certain market actors included:

Data Gaps: Many distributors do not traditionally capture installation addresses or customer contact information at the point of sale, necessitating a manual and time-consuming data-reconciliation process with dealers or via warranty data from the manufacturer.

Program Longevity: Hesitancy among non-participating distributors often stemmed from the program's short one-year duration, which many felt did not justify training staff and modifying internal processes.

Geographic Limitations: Participation was further limited by the program's footprint only covering Orleans Parish. Many distributors found it difficult to confirm customer eligibility and felt the program would have a bigger impact if it included other parishes that are part of the New Orleans Metro Area.

Market feedback suggests that market adoption could increase with an expanded geographic footprint, allowing distributors to standardize the incentive process across their entire regional sales area.

Offering Budget and Savings

Table 14.1

MEASURE	COUNT OF MEASURES	GROSS KWH SAVINGS	% OF KWH CONTRIBUTION
Central AC Replacement	205	91,148	49%
Central HP Replacement	52	94,406	51%
TOTAL	**257**	**185,554**	**100%**

Table 14.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 60,100.00	$ 887,183.75	7%	185,554	139.97

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

There are no planned or proposed changes at this time. The intent is to continue the program and build from 2025 initial effort.

Energy Academy Education and School Kits

Offering Description

The Energy Academy program is a collaborative educational initiative within the NOLA Wise School Kits program and is currently closing in its third year. Through live, in-school events, the program supports participating school communities by launching a school-wide focus on energy efficiency and conservation. These engaging kick-off performances are presented to all grade levels at each participating school, creating a shared foundation of energy awareness among students and staff.

While the assemblies are school-wide, take-home residential energy efficiency materials are specifically distributed to 2nd, 5th, and 8th grade students and their teachers. These materials include printed bilingual educational resources as well as individual energy efficiency kits designed for household use. According to educator reports, these materials successfully reached students' homes at a rate of 94%, ensuring strong penetration into participating households.

Key highlights from 2025 to date include the successful distribution of more than 4,100 energy efficiency kits and visits to 28 schools across the New Orleans area. The program has actively engaged a diverse mix of charter, public, and private schools, reaching students and families throughout the community. Additionally, the program has observed a notable increase in completed Home Energy Surveys returned

from participating residences, indicating growing household engagement and awareness around energy use.

Offering Highlights

The NOLAWise School Kit program achieved:

- 672,358 kWh savings.
- Distribution of 4,104 energy-saving kits to 29 schools
- 42 in-school educational performances viewed by 6,082 students, enabling students to implement energy-saving practices at home.
- Collected 440 completed Home Energy surveys from residential participants.

School kits were provided to students and teachers in grades 2, 5 and 8.

- 1,502 take-home energy kits went to second graders.
- 1,478 take-home energy kits went to fifth graders.
- 1,124 take-home energy kits went to eighth graders.

Selected comments collected from the home energy surveys:

Teacher quotes

A student mentioned, "this is a save energy week in my house now!" after the program.
1st grade teacher, Lafayette Academy Lower School

My students learn energy saving tips that they could apply right away.
4th grade teacher, International School of Louisiana – Dixon Campus

The parents were able to participate with feedback from their children about how they benefited from the home kits.
Middle School Teacher, Alice M Harte Charter School

With Earth Day coming around the corner, this was an excellent way to introduce the Earth Day lessons. The actors made it very easy for the students to understand energy conservation and how to save energy at home and school.
5th grade teacher, Kipp Leadership

Parent quotes

It is great to know more about energy and how to save it.
The Energy Smart School kit program was fun for the whole family and a great kit that actually helps save money!

Thank you for teaching our children the value of taking care of energy.

It was very thoughtful to receive the items. They are nice. Showerhead works great.

Products are very useful. I enjoy the insight my child is able to pass on to me.

Great program that allowed me to utilize free updated products in my home.

I appreciated the Home Energy Giveaway. I bought an older home and the contents of this bag were helpful to us.

Student quotes

I liked helping my mom install the kit items because I'm helping my family save money and energy now.
Student, Fannie C Williams Charter School

The performance was really funny and made me want to help save energy at home!
Student, Mary Macleod Bethune Elementary

I loved everything about it! I'm a major energy saver now.
Student, Morris Jeff Community School – Elementary School

Educational Outreach

- 55% of the school sites served are classified as "over-burdened and under-served" (verified by CEQ tool developed for Justice40 Initiative, Executive Order 14008)
- NTC collected 27 complete Teacher Surveys from participating schools.
- Educators scored the educational value of the program at 6.33 out of 7 possible with 96% of them wanting to participate in the program again and recommending it to their colleagues, which allows for growth and sustainability of future programming.

Offering Budget and Savings

Table 15.1

TEACHER SURVEY QUESTION	RANKING ON A SCALE OF 7 (HIGH) TO 1 (LOW)
Rank the quality of educational materials	**88%**
Would you participate in the program again?	**96%**
How effective is the program in influencing your students' behavior?	**89%**
Would you recommend the program to your colleagues?	**96%**
Did the parents support the program?	**81%**
Overall educational value	**90%**

Table 15.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 94,000.00	$ 98,600.00	95%	639,999	68.61

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

NTC recommends updating the assembly event component of the program to reinvigorate interest among returning schools and encourage continued participation year over year. While the current assemblies remain effective as an introductory experience, refreshing the content will allow the program

to evolve alongside its audience and maintain a high level of engagement for students and educators who have previously participated.

Informed by direct feedback from teachers, the revised assembly script will more intentionally connect energy efficiency concepts to core STEM principles, reinforcing classroom learning and supporting academic outcomes. The updated content will align with relevant state and national education standards, helping educators more easily integrate program themes into existing science, technology, engineering, and mathematics curricula. By deepening these connections, the assemblies will not only inspire enthusiasm around energy conservation but also position the program as a valuable instructional resource that supports long-term learning objectives.

EasyCool

Offering 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 has 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.

Offering Highlights

EasyCool deployed eight events in ENO territory in the 2025 summer demand season. Event details are as shown in Table 12.1. For all events, device cooling offset was set to 3˚F, with a temperature ceiling of 85˚F, and a precooling period of 2˚F for 30 minutes.

Table 16.1: EasyCool BYOT Events

SMART THERMOSTAT EVENTS	
Date	6/12/2025
Start Time	14:00
End Time	18:00
# Devices Targeted	8,673

SMART THERMOSTAT EVENTS	
Date	7/22/2025
Start Time	16:00
End Time	18:00
# Devices Targeted	9,015

SMART THERMOSTAT EVENTS	
Date	7/23/2025
Start Time	15:00
End Time	18:00
# Devices Targeted	9,009

SMART THERMOSTAT EVENTS	
Date	7/28/2025
Start Time	16:00
End Time	18:00
# Devices Targeted	9,019

SMART THERMOSTAT EVENTS	
Date	7/29/2025
Start Time	14:00
End Time	16:00
# Devices Targeted	9,013

SMART THERMOSTAT EVENTS	
Date	8/19/2025
Start Time	16:00
End Time	18:00
# Devices Targeted	9,080

SMART THERMOSTAT EVENTS	
Date	9/16/2025
Start Time	15:00
End Time	19:00
# Devices Targeted	8,919

SMART THERMOSTAT EVENTS	
Date	9/23/2025
Start Time	17:00
End Time	19:00
# Devices Targeted	9,260

Offering Budget and Savings

Table 16.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Incentives Spent	Incentive Budget	% to Budget	Evaluated	Evaluated
$ 294,275.00	$ 315,425.00	93%	124,772	5,941.52

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Planned changes include virtual incentive delivery and an increased enrollment incentive of $75.

Peak Time Rebate Pilot

Offering 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 pilot utilized 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), rather it 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.

Offering Highlights

A total of 5,412 residential customers participated in the Pilot program in PY15.

Table 17.1: Peak Time Rebate Pilot Events

PEAK TIME REBATE PILOT EVENTS				
Date	7/22/2025	7/28/2025	7/29/2025	8/19/2025
Start Time	16:00	16:00	15:00	16:00
End Time	19:00	19:00	18:00	19:00

Offering Budget and Savings

Table 17.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Incentives Spent	Incentive Budget	% to Budget	Evaluated	Evaluated
$ 86,870.00	$ 89,964.00	97%	7,852	758.15

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Planned or Proposed Changes

The Peak Time Rebate Pilot program will be discontinued in PY16.

Battery Energy Storage Pilot

Offering Description

The Council authorized the continuation of the Battery Energy Storage System ("BESS") Pilot program on May 8, 2025. On December 18, 2025, the Council also approved a 3-year expansion of the program.

In PY15, incentive payments were determined by participant performance during demand response events. Residential participants are compensated at a rate of $125 per kW delivered, calculated as an average of all seasonal events, with a maximum incentive of $600. Commercial participants receive $250 per kW delivered, also averaged across events, with a total incentive cap of $1,800.

Offering Highlights

By the conclusion of PY15, 126 battery systems were enrolled in the program, including both residential and commercial customers. Most of these participants, totaling 110, utilized Tesla hardware, while 16 enrolled with Enphase systems. The demand response season remains active year-round, during which the program executed 6 specific events, each with a 2-hour duration. Throughout these events, the average discharge recorded per battery system was 5.5 kW.

Table 18.1

EVENT DAY	EVENT TIME	DEVICES	AVG DISCHARGE PER DEVICE (KW)	AVG TOTAL DISCHARGE (KW)
7/22/25	16:30-18:30	112	5.7	636.3
7/29/25	14:00-16:00	112	5.1	567.5
8/14/25	15:30-17:30	112	5.6	621.8
8/19/25	16:00-18:00	112	5.8	649.0
9/12/25	10:00-12:00	119	5.4	644.1
10/24/25	10:00-12:00	120	5.6	668.3

Table 18.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Incentives Spent	Incentive Budget	% to Budget	Evaluated	Evaluated
$ 61,221.00	$ 102,000.00	60%	0	167.82

Bring Your Own Charger (BYOC)

Offering Description

The BYOC program incentivizes Electric Vehicle (EV) owners to charge during preset off-peak hours without requiring the customer to purchase special hardware or install a secondary meter. By utilizing a "hardware-agnostic" approach, the program verifies eligibility and monitors behavior using Advanced Metering Infrastructure (AMI) data, allowing for a seamless, low-friction enrollment process. Enrolled customers receive a $7 monthly incentive, equivalent to approximately 2,100 miles of "free driving" per year.

Offering Highlights

- **Penetration & Growth:** Launched on July 18, 2023, the program grew to 383 vehicles and 350 active customers by the end of Program Year 15. The program added 109 EVs in 2025, maintaining a robust 39% annual growth rate.

- **Customer Retention:** In 2025, the program saw only three customers depart, achieving a 99.2% retention rate.

- **Significant Demand Reduction:** The program successfully delivered 167.82 kW in demand reduction. By leveraging AMI data to target "high-value" EVs—those that charge frequently and at high rates—the program captured approximately 30% of all grid-impacting EVs in the territory.

- **Participation Metrics:** The program reached 13% of all EVs in the territory, outperforming the 10% national benchmark for similar programs. This was achieved while offering one of the most cost-effective incentive structures in the country.

Offering Budget and Savings

Table 19.1

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Incentives Spent	Incentive Budget	% to Budget	Evaluated	Evaluated
$25,497.00	$88,200.00	29%	0	155.61

Planned or Proposed Changes

This offering will transition toward a program strategy that will leverage DERMS integration and ease of enrollment for customers through their customer facing OEM applications. To ensure a smooth transition final incentives were processed and issued to participants by year-end 2025.



Commercial & Industrial Offerings

Commercial & Industrial Portfolio Performance

Table 19.1

OFFERING	kWh SAVINGS	kWh GOAL*	% TO GOAL	kW SAVINGS	kW TARGET *	% TO GOAL	INCENTIVES	BUDGET	% TO BUDGET
Small Commercial & Industrial Solutions	4,397,311	6,032,088	73%	978.01	356.9	274%	$626,881	$881,990	71%
Large Commercial & Industrial Solutions	32,699,557	32,495,299	101%	7,928.05	2,370.9	334%	$4,314,307	$3,889,704	111%
Publicly Funded Institutions	1,218,144	4,571,303	27%	263.95	153.6	172%	$185,204	$709,316	26%
New Construction Code Compliance	180,212	804,227	22%	38.67	238.9	16%	$62,545	$124,848	50%
Large C&I Automated Demand Response	175,337			13,218.00	24,110.0	55%	$941,515	$219,800	428%
TOTAL	**38,670,561**	**43,902,917**	**88%**	**22,426.68**	**27,230**	**82%**	**$6,130,453**	**$5,825,658**	**105%**

**Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10,2024. Summary tables show savings achieved and incentive spend from 1/1/2025 through 12/31/2025.*

Small Commercial & Industrial Solutions

Offering Description

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

Offering Highlights

The Small Commercial & Industrial Solutions offering achieved 4,397,311 kWh in verified gross kWh savings in PY15, reaching 73% of the goal.

The focus for the Small Commercial & Industrial Solutions offering in PY15 was to increase the number of prescriptive and custom projects while maintaining a consistent stream of Small Business Energy Assessments throughout the program year. The Energy Smart team created email marketing to bring in a consistent stream of Small Business Energy Assessment sign-ups while focusing on connecting trade allies with customers who received an assessment and had additional projects identified during the assessment.

Overall, Small Business Energy Assessments made up a smaller percentage of the total Small Commercial & Industrial Solutions energy savings decreasing from over 18% in PY14 to 9% in PY15. The average energy savings per Small Business Energy Assessment increased from 3,807 kWh to 5,342 kWh between PY14 and PY15 while at the same time the average prescriptive and custom project size also increased, moving from 15,767 kWh in PY14 to 17,536 kWh in PY15. This trend is important to maintain as the Energy Smart team continues to focus on producing Small Commercial & Industrial energy savings via trade ally-initiated offerings rather than relying on program team direct installs through the Small Business Energy Assessment offering.

A total of 82 Small Business Energy Assessments were performed in PY15 which resulted in over 437,000 kWh worth of direct install savings. In addition to the savings achieved via direct installed measures, Energy Smart Energy Advisors identified additional project leads including exterior lighting, HVAC tune-ups and refrigeration measures such as gaskets. Over 440 Small Business Energy Assessments have been completed by the Energy Smart team since the offering was created and Energy Smart will leverage these leads to further increase overall participation and assist in trade ally recruitment efforts in future program years.

- A total of 35,797 measures were installed during the program year.
- The offering reached 73% of the goal, achieving 4,397,311 kWh.
- The offering reached 274% of the kW target, achieving 978.01 kW.

Table 20.1

PROJECT COMPONENTS	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
LED fixture	1,185,563	27.00%
AC tune-up	1,185,538	27.00%
BAS	258,186	5.90%
LED linear	577,980	13.20%
Weather Stripping	249,864	5.70%
VFD	163,043	3.70%
Chiller	151,647	3.50%
HVAC	136,665	3.10%
Interior LPD	100,981	2.30%
Chiller Tune-Up	45,566	1.00%
Door Gasket	99,548	2.30%
Smart Thermostat	104,806	2.40%
Insulation	19,580	0.40%
Night Cover	32,168	0.70%
Kitchen DCV	9,690	0.20%
Door Closer	16,250	0.40%
Occupancy Sensor	8,104	0.20%
Dishwasher	7,622	0.20%
Duct Sealing	5,733	0.10%
Strip Curtains	12,234	0.30%
Refrigeration Door	3,903	0.10%
Window	3,860	0.10%
Exterior LPD	1,663	0.00%
Window Film	1,580	0.00%
LED lamp	5,545	0.10%
APS	3,121	0.10%
Assessment (no savings)	0	0.00%
Total	**4,390,439**	**100%**

Table 20.2

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	$169,152.80	$376,403.43	45%
Custom Non-Lighting	$139,882.48	$2,432,664.39	6%
Prescriptive	$317,845.88	$3,183,512.18	10%
Total	**$626,881.16**	**$5,992,580.00**	**10%**

Table 20.3

PROGRAM COMPONENT	COUNT OF MEASURES	GROSS KWH SAVINGS
Prescriptive	271	1,748,587
Custom*	184	2,641,852
Total	**455**	**4,390,439**

*Custom measure count includes bonus measures

Chart 20.1

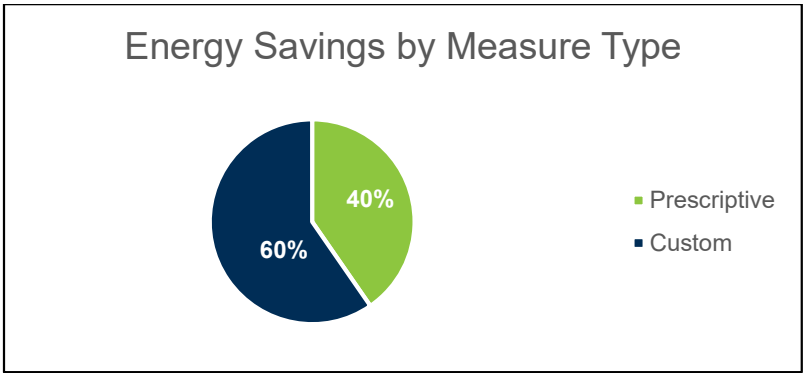
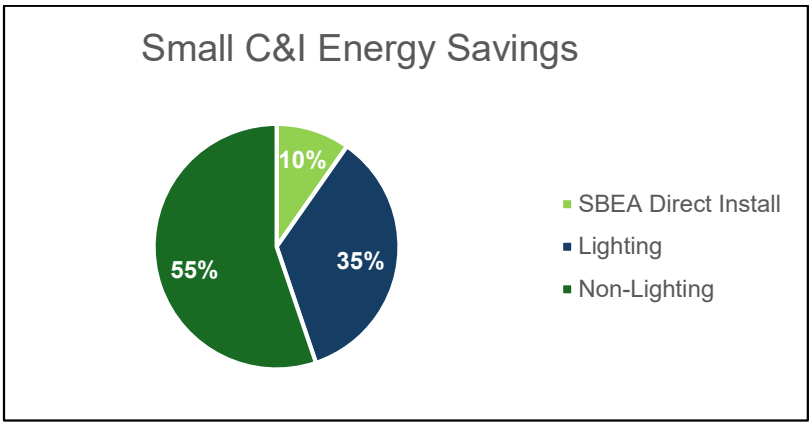


Chart 20.2



Offering Budget and Savings

Table 20.4

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	**Budget**	**%**	**Evaluated**	**Evaluated**
$ 626,881	$ 881,990	71%	4,397,311	978.01

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Energy Smart will re-introduce the Small Business Direct Install offering in 2026 which, in pre-COVID program years, was responsible for achieving a significant portion of the Small Commercial & Industrial Solutions energy savings. This trade ally-driven offering will include the highest prescriptive incentive rates available in the program and provides trade allies with a streamlined participation pathway in which pre-approval is not required for most projects. Small Business Direct Install trade allies will receive specialized training on offering requirements and will also be first to receive project leads identified by program technicians during Small Business Energy Assessments.

Large Commercial & Industrial Solutions

Offering Description

The Large Commercial & Industrial Solutions offering is designed to serve large (greater than 100 KW demand) non-residential customers who are seeking energy efficiency solutions through a prescriptive or custom approach. This offering aims to deliver substantial energy savings while fostering long-term market growth and developing delivery channels among key program stakeholders, including managed accounts, installation contractors, design-build professionals, equipment manufacturers and distributors, O&M contractors, and energy services companies (ESCOs).

Offering Highlights

The Large Commercial & Industrial Solutions offering delivered 32,699,557 kWh in verified gross energy savings in PY15, achieving 101% of its goal and representing an increase of more than 10M kWh over PY14. In PY15, the program distributed $4,314,307 in incentives across 317 Large Commercial & Industrial projects, averaging over $15,000 in incentives per project. Across the Large Commercial & Industrial portfolio, incentives represented approximately 10% of total project costs, with customer and third-party investment covering the remaining 90% of project costs, effectively leveraging $9 in private investment for every $1 in Large Commercial & Industrial incentives.

A total of 107,951 measures were installed across Large Commercial & Industrial projects during the program year. Custom and non-lighting measures drove the overwhelming majority of savings in PY15, with custom measures contributing 22.8 million kWh and prescriptive non-lighting measures adding another 9 million kWh, together accounting for over 95% of total energy savings, up from 89% in PY14. Select measures in PY15 included commercial AC and heat pump tune-ups; BAS upgrades; new pumps and VFDs; chiller tune-ups; and chiller plant optimization.

Taken together, these results illustrate an offering that is increasingly mature, targeted, and high-performing. The growth in gross savings, combined with the broad adoption of high-impact custom and non-lighting measures, demonstrates the program's ability to deliver both scale and meaningful results

across the Large Commercial & Industrial portfolio. Large Commercial savings achievement is also dependent on time to build project approval pipeline, and therefore the program achieves higher savings in the final program year of the three-year cycle.

Table 21.1

PROJECT COMPONENTS	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
AC tune-up Level 2	139,253	0.41%
ASH controller	164,154	0.49%
BAS	9,256,684	27.53%
brush seals	1,299,037	3.86%
chiller	1,900,585	5.65%
chiller tune-up	2,239,148	6.66%
AC Tune-up Level 1	4,766,450	14.17%
commissioning	2,883,252	8.57%
compressed air	164,676	0.49%
cool roof	397,019	1.18%
door closer	1,886	0.01%
door gasket	20,478	0.06%
GREM	9,940	0.03%
HVAC	932,859	2.77%
ice maker	11,745	0.03%
insulation	531,922	1.58%
Interior LPD	62,211	0.18%
kitchen DCV	171,998	0.51%
LED fixture	3,441,609	10.23%
LED lamp	18,986	0.06%
LED linear	2,338,744	6.95%
motor	148,824	0.44%
night cover	21,156	0.06%
occ sensor	5,844	0.02%
oven	3,975	0.01%
Screw in LED	9,945	0.03%
Smart thermostat	472	0.00%
strip curtain	15,894	0.05%
VFD	2,670,540	7.94%
Total	33,629,284	100%

Table 21.1

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	$534,200.69	$7,575,235.11	7%
Custom Non-Lighting	$2,233,467.37	$29,214,784.63	8%
Prescriptive	$1,546,639.41	$8,642,725.72	18%
Total	$4,314,307.47	$45,432,745.46	9%

Chart 21.1

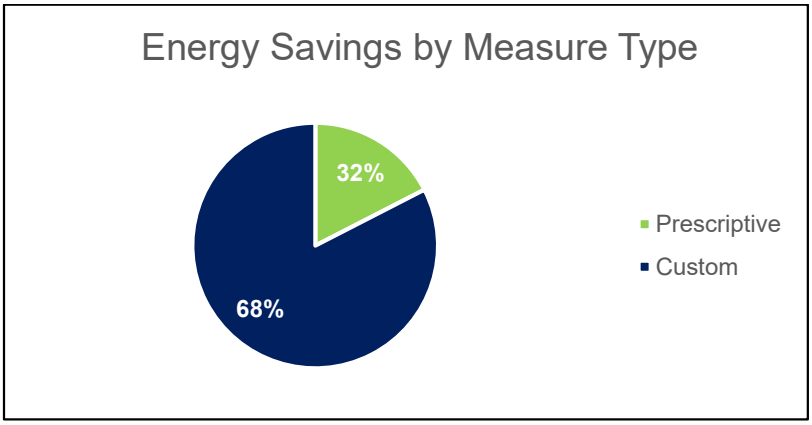
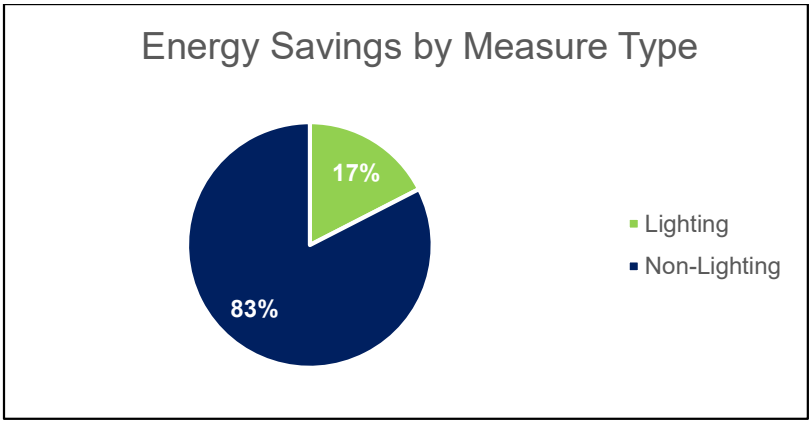


Chart 21.2



Offering Budget and Savings

Table 21.3

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	Budget	%	Evaluated	Evaluated
$ 4,314,307	$ 3,889,704	111%	32,699,557	7,928.05

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Energy Smart will continue to expand its Strategic Energy Management (SEM) sub-offering, building on its PY15 launch to further engage Large Commercial & Industrial customers. In PY16, the program will grow outreach to managed accounts and aims to integrate access to interval meter data to enable robust energy savings regression analyses and provide participating customers with a more precise understanding of their energy performance. Customers enrolled in SEM will continue to receive individual, in-person coaching to identify energy savings opportunities beyond prescriptive lighting and HVAC measures.

Publicly Funded Institutions

Offering Description

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

Offering Highlights

The PFI offering achieved 1,218,144 kWh in verified gross kWh savings in PY15, reaching 27% of the goal. A total of 51 Energy Smart projects were completed for PFI customers in PY15 including projects with the New Orleans Recreation Department, the New Orleans Criminal District Court, and various New Orleans fire stations. PFI customers received over $185,000 in program incentives in PY15 and 31 PFI projects received an Energy Smart incentive equal to the full project cost. The average percentage of project costs covered by Energy Smart increased to 78% for PFI customers in PY15, a significant increase from 61% in PY14.

Energy Smart worked with major PFI customers in PY15, including the Sewerage & Water Board and the Regional Transit Authority, to identify participation pathways outside of the standard Energy Smart process. During PY15, program staff suggested the program cover the cost of the installation as opposed to working with the various procurement departments to cover the cost of the equipment. In PY16 Energy Smart will work with these customers to identify projects, ensure selected equipment is eligible for Energy Smart incentives, and connect these customers with program trade allies who may be paid to complete the installation of energy efficiency measures.

Table 22.1

PROJECT COMPONENTS	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
Chiller tune-up	25,066	1.99%
AC tune-up level 2	22,288	1.77%
AC tune-up level 1	554,218	44.10%
HVAC	1,785	0.14%
BAS	653,237	51.98%
Total	**1,256,593**	**100%**

Table 22.2

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	0	0	N/A
Custom Non-Lighting	$98,785.55	$203,774.00	48%
Prescriptive	$86,418.76	$105,839.52	82%
Total	**$185,204.31**	**$309,613.52**	**60%**

Table 22.3

PROGRAM COMPONENT	COUNT OF MEASURES	GROSS KWH SAVINGS
Prescriptive	50	581,068
Custom	3	675,525
Total	**53**	**1,256,593**

Offering Budget and Savings

- A total of 1,686 measures were installed during the program year
- The offering reached 27% of the kWh goal, achieving 1,218,144kWh
- The offering reached 172% of the kW target, achieving 263.95 kW

Table 22.4

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	**Budget**	**%**	**Evaluated**	**Evaluated**
$ 185,204	$ 709,316	26%	1,218,144	263.95

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Beginning in PY16, Energy Smart will no longer have a standalone Publicly Funded Institutions energy savings goal or incentive budget. These existing PFI customers will still be eligible for standard prescriptive and custom incentives available via the Large Commercial & Industrial and Small Commercial offerings. The program will continue to engage PFI customers including the Sewerage & Water Board, the Regional

Transit Authority and all the various departments within the City of New Orleans to ensure appropriate attention is paid to these important customers as overall program success requires buy-in and participation from the customers previously classified as Publicly Funded Institutions.

New Construction Code Compliance

Offering Description

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.

Offering Highlights

The New Construction Code Compliance offering achieved 180,212 kWh in verified gross kWh savings in PY15 reaching 22% of the energy savings goal. Three Commercial & Industrial Construction Solutions projects were completed in PY15 including projects at two new grocery stores and a local beverage distribution center. Installed measures included interior and exterior LEDs and efficient HVAC equipment.

- The offering reached 22% of the kWh goal, achieving 180,212 kWh
- The offering reached 16% of the kW goal, achieving 38.67 kW

Table 23.1

PROGRAM COMPONENT	GROSS KWH SAVINGS	% OF SAVINGS CONTRIBUTION
HVAC	40,953	19.53%
Interior Lighting	128,628	61.34%
Exterior Lighting	40,125	19.13%
Total	**209,706**	**100%**

Offering Budget and Savings

Table 23.2

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Spend	**Budget**	**%**	**Evaluated**	**Evaluated**
$ 62,545	$ 124,848	50%	180,212	38.67

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

The New Construction Code Compliance offering will sunset at the end of PY15 and will no longer have a standalone budget or energy savings target. Ground-up new construction projects will still be eligible for Energy Smart's standard prescriptive and custom incentives throughout the program cycle. Trade allies who were previously submitting new construction projects will be notified and sent the standard workbook to replace the New Construction Code Compliance workbook used in previous program years.

Large Commercial & Industrial Demand Response

Offering Description

The Large Commercial & Industrial Demand Response (DR) offering launched with an objective to secure a total of 24.11 megawatts (MW) of commercial demand shed over term of the program cycle through PY15. Large commercial customers (exceeding 100kW peak demand) have been recruited and enrolled for an automated turn-key DR solution.

Concerto® is an advanced software platform that 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.

Offering Highlights

The Program Team conducted 10 site surveys including hospitals, secondary schools, commercial office space, university, and industrial sites totaling 6.07MW. The offering includes 38 enrolled customers totaling 18.13MW. There is currently one project in the installation and testing phase.

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

This year, the team also successfully enrolled one multi-family property into our program as part of a pilot initiative, consisting of 206 units. The installation was completed at the end of the summer season but based on our theoretical kW savings, we anticipate that by reducing temperatures by 3-5 degrees (Fahrenheit) during an event, we can achieve savings between 0.6 to 1.2 kW per event for each thermostat. If all 206 units participate in this effort, we can theoretically save between 125 to 247 kW per

event. This multi-family pilot initiative allowed both individual participants and property manager to receive one-time incentives, totaling $12,990 sent out.

In PY15, a contractor referral initiative was also launched to attract new customers, resulting in $70,000 in incentives paid out through this initiative. Energy Smart completed the non-summer season at the end of April 2025. One event was called. The average winter performance was 5,625.82 kW and a total of $56,258.20 were sent out.

Entergy called six C&I events during the Summer 2025 season (May – September). The average summer performance was 16,045.33 kW and a total of $802,266.78 in incentives were sent out.

Offering Budget and Savings

Table 24.1

COST			ENERGY SAVINGS (kWh)	DEMAND REDUCTION (kW)
Incentives Spent	**Incentive Budget**	**% to Budget**	**Evaluated**	**Evaluated**
$941,515	$219,800	428%	175,337	13,218

Table reflects verified gross energy savings achievement from TPE's EM&V findings.

Planned or Proposed Changes

Beginning in 2026, Honeywell will deploy a new software platform, Forge Performance+ for Utilities, to support the dispatch, control, optimization, and performance measurement of all demand response resources enrolled in the Program. Forge will be used for day-ahead forecasting and scheduling, fast dispatch, and ongoing measurement and verification of performance. This transition is intended to enhance overall program reliability for Entergy while improving the participant experience by ensuring customer preferences and operational limits are consistently respected.

The platform provides flexible, constraint-based dispatch capabilities that allow resources to ramp gradually, respond immediately during emergencies, or operate anywhere in between, while ensuring customer-defined limits are never exceeded. Forge supports multiple methods of asset connectivity, from customer-controlled to fully automated response, and allows participants to opt out of current or future events at any time. A two-way feedback loop enables real-time monitoring, verification, and continuous re-optimization of performance, while robust reporting and data download capabilities give Entergy visibility into event participation and asset status. The platform is also designed to adapt to emerging technologies such as batteries, electric vehicles, and distributed solar, helping ensure the long-term flexibility and durability of the Program.



Marketing & Outreach

Marketing, Outreach & Engagement

Residential Marketing and Outreach

Highlights

Throughout 2025 the Energy Smart team advanced its mission to help homeowners and renters across participating communities improve comfort, reduce energy waste, and lower monthly utility bills. Through a combination of targeted marketing, community-centered outreach, and strengthened partnerships, the program engaged more households than ever before and deepened awareness of available rebates, assessments, and energy-saving opportunities.

Program Year 15 kicked off with a refreshed Energy Smart website, complemented by new and enhanced offerings for residential customers. The team focused on updating program materials and developing new tools and customer communication methods, emphasizing the team's priority on customer experience.

Beginning in January, the Energy Smart team provides monthly article content for the Entergy Insights blog and the Circuit email newsletter, distributed by Entergy New Orleans. The first topic encouraged residential customers to start the new year with new savings. Highlighting the Online Marketplace and home energy assessment offerings with a subtle announcement of the new website, directing customers to take the new quiz available to help identify which assessment is best, resulting in 804 sessions on the Energy Smart website. Results are continued in chart below for all monthly Entergy Insights blog and Circuit Newsletter content.

Customer satisfaction emails launched in January 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.

The new Energy Smart website was officially announced to customers in February. To support the larger campaign, the team launched organic social ads and content on the Entergy website through a rotator slide ad, the Circuit Newsletter and on the Entergy Insights blog. The content announced new website features, new rebate offerings, enhanced visual appeal and a more user-friendly experience.

In February, the residential appliances team launched the new 'Rapid Rebates' tool. A replacement for the previous online rebates form, designed to easily submit rebates and reduce processing time, helping customers receive their rebates faster. This was reflected on the Energy Smart website and in partner stores through point-of-sale signage. In addition to updating the digital rebate submission process, the team simplified the print or mail-in option by creating a singular consolidated form that includes enhanced rebate information for income-eligible customers. This allows customers to easily submit a single rebate form for multiple products without having to repeat their personal information. The consolidated rebate form enables the Energy Smart team to share with community partners and customer care centers efficiently or to have on hand for customers at outreach events.

The team supported World Water Day in March by publishing content through Entergy New Orleans channels. Tactics included an article on the Entergy Insights blog, Circuit Newsletter and a homepage rotator ad. The content highlighted tips to save water at home, as well as ways to save at home appliance rebates, and on the online marketplace.

In April, Energy Smart expanded media outreach in a new partnership with Axios New Orleans. The digital sponsorship focuses on home energy assessments, the online marketplace, and general awareness. This effort is designed to reach customers on a platform that is part of their daily routine, highlighting the portfolio of Energy Smart residential offerings, from keeping your home cool to making simple changes and utilizing energy-efficient products. Campaign tactics included four weeks of native ads on the Axios New Orleans website from April 14 to May 9, two weeks of sponsored posts in the daily newsletter from April 14 to 18 to support Earth Day, and from May 5 to 9 to prepare for summer and home cooling. The Week 1 newsletter resulted in 75,000 email openings, garnering 322 clicks for an outstanding CTR of 0.43%. The week 2 newsletter resulted in 80,410 email opens, garnering 385 clicks for an outstanding CTR of 0.48%, performing slightly higher than week 1 content. Both weeks performed 2.5x higher than the Axios NOLA benchmark for newsletters.

In May, the Energy Smart team introduced a new neighborhood-based pilot initiative with a purpose to increase awareness of how the Energy Smart program can help customers make energy efficient home upgrades and reduce their energy bills. The initiative also strengthens community connections by building trust and collaborating with local organizations to connect residents with additional resources and support. As part of this pilot, the team launched a series of five neighborhood events throughout 2025, each designed to meet residents where they live and provide accessible, community-centered opportunities to learn about the program and its benefits.

COMMUNITY	DISTRICT	EVENT DATE	LOCATION	PARTNERS	# OF ASSESSMENTS
Desire/Florida	D	May 8, 2025	Giving Hope Community Center	JOB 1, DePaul Community Health	46
Hoffman Triangle, BW Cooper, Central City	B	July 9, 2025	Castle Rock Church	JOB 1, 311	94
Hollygrove/Dixon	A	July 31, 2025	Level Ground Community Church		44
Fischer	C	Sept. 23, 2025	Calvary Baptist Church		189
Read Blvd West	E	Nov. 13, 2025	Resurrection of Our Lord (School)	JOB 1, NOELA	113

The team held the pilot's first neighborhood event on May 8 at the Giving Hope Community Center in the Desire/Florida community in District D. To build awareness and drive participation, we conducted a broad outreach campaign leading up to the event. Marketing tactics included sending invitation and reminder emails, conducting in-person canvassing, and creating organic social posts. The event offered free food and refreshments to create a welcoming atmosphere and encourage engagement. A looping presentation about Energy Smart, energy-efficiency and the benefits, available upgrades, while staff answered questions and helped residents sign up on the spot for a free home energy assessment. Community partners added further value; JOB1 provided employment resources, and DePaul Community Health offered free health services and information. Together, these partners helped deliver a well-rounded, community-focused event that connected residents with multiple forms of support in one accessible setting. Overall, the event drew an engaged group of attendees, resulting in 15 customers signed up for home energy assessments for the first event.

Table 25.1: Desire/Florida Community - District D- Event #1 Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Invitation Email	05/07/2025	409	89	21.87%	7	1.72%
Post event Email	05/13/2025	414	79	19.13%	23	5.57%
Canvassing Flyers	05/07/2025	500				

In July, the team held two events. Turnout improved as outreach expanded, with targeted email invitations, neighborhood canvassing, and social posts helping build community awareness and drive participation. The first was held on July 9, in partnership with the Castle Rock Community Church for the Hoffman community. Approximately 25-30 attendees and 20 customers scheduling a home energy assessment.

Table 25.2: Hoffman Community – District B- Event #2 Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Invitation Email	07/02/25	471	70	14.86%	3	0.64%
Reminder Email	07/08/25	612	92	15.08%	3	0.49%
Post event Email	07/17/25	606	91	15.12%	1	0.17%
Canvassing Flyers	07/02/25	2,000				
Direct Mailer- Postcard	06/27/25	1,206				

The July 31st event, held in the Hollygrove community in District A, continued the upward momentum, driven by coordinated email outreach, on-the-ground canvassing, and organic social promotion to engage residents ahead of the event. The event had 44 customers sign up.

Table 25.3: Hollygrove Community – District A - Event #3 Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Invitation Email	07/25/25	1,002	184	18.44%	31	3.11%
Reminder Email	07/30/25	1,000	181	18.14%	47	4.71%
Post event Email	08/06/25	983	180	18.39%	75	7.66%
Canvassing Flyers						
Direct Mailer- Postcard	07/18/25	1,646	15			

Residents responded well to a coordinated outreach approach ahead of the September 23rd event, including event-specific emails, neighborhood canvassing, and organic social posts that increased visibility and encouraged participation. Held in the Fischer community in District C, this event generated 25 sign-ups.

Table 25.4: Fischer Community – District C- Event #4 Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Invitation Email	09/18/25	1,300	434	34.69%	1	0.08%
Reminder Email	09/22/25	1,268	320	25.6%	3	0.24%
Post event Email	09/30/25	1,256	277	22.37%	13	1.05%
Canvassing Flyers						
Direct Mailer- Postcard	09/16/25	2,226				

Many of the customers residing within the selected neighborhood communities have not provided email addresses. In an effort to reach those customers who were unable to attend events or had not yet scheduled their free assessment, a postcard was deployed, sent post event. The postcard reinforced program awareness, highlighted key benefits and encouraged residents to sign up for a free home energy assessment, helping extend engagement beyond the in-person events, resulting in an additional 50 scheduled assessments.

Table 25.5 Post-event postcard outreach – All Districts- Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS
Post-event postcard- Districts A, B, C, D	November 11, 2025	5,662

The final event, held on November 13 for the Read Blvd community in District E. In partnership with the Resurrection of Our Lord School, the team coordinated marketing outreach efforts via email, neighborhood door-to-door canvassing with handouts, placement on community calendars and organic social posts, resulting in 40 sign-ups.

Table 25.6: Read Blvd West Community – District E- Event #5 Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Canvassing handout	October 25, 2025	4,000				
Pre-event Postcard	November 5, 2025	2,207				
Invitation Email	November 6, 2025	1,394	132	9.7%	4	0.29%
Reminder Email	November 12, 2025	1,388	351	25.75%	9	0.66%
Post event Email	November 18, 2025	1,388	387	28.52%	33	2.43%
Post event Postcard	December 12, 2025	2,227				

Table 25.7: Circuit Newsletter/ Entergy Newsroom Energy Smart topics

MONTH	**TOPIC** / HEADLINE	OFFERINGS
January	New year, new savings	Home Performance with ENERGY STAR®, Income-Qualified Weatherization assessments and the Online Marketplace
February	Your game plan for home energy savings	Home Performance with ENERGY STAR®, Income-Qualified Weatherization assessments, Online Marketplace, Home appliance rebates, A/C Solutions and EasyCool
March	Every drop counts	Home appliance rebates and Online Marketplace
April	Small changes, big impact	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments, Home appliance rebates, Online Marketplace
April	Smarter ways to save, reduce energy use and get paid for your efforts	EasyCool and Online Marketplace
May	Is your attic costing you money?	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
June	Energy Smart helps New Orleans customers save with new rebates on home appliances	Home appliance rebates
June	Smart choices. Real savings.	Peak time rebate and EasyCool
July	Save on your home energy bills with air sealing	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
August	Beat the heat and boost your savings with Energy Smart	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments, Home appliance rebates, Online Marketplace
September	Energy Smart offers free HEPA air purifiers to income-eligible New Orleans residents	Income-qualified retail appliances
October	Low- to no-cost energy-saving strategies from Energy Smart	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments
November	End of year HVAC savings through Energy Smart	A/C Solutions
December	Year-end savings reminders for New Orleans residents	Home Performance with ENERGY STAR® and Income-Qualified Weatherization assessments, home appliance rebates and Online marketplace.
December	Energy Smart launches winter savings initiative	Income-qualified Online Marketplace

Table 25.8: Axios New Orleans Native Ad Metrics

Ad Topic	Impressions	Clicks	CTR
Apex 1: Reduce energy waste, lower bills and create a cleaner NOLA with these simple changes at home	7,790	7	0.09%
Apex 2: Energy Smart offers free home energy assessments for New Orleans residents.	7,686	7	0.09%
Mid Story 1: Reduce energy waste, lower bills and create a cleaner NOLA with these simple changes at home	4,246	14	.33%
Mid Story 2: Energy Smart offers free home energy assessments for New Orleans residents.	4,208	22	.52%
Smart Post 1: Keep your cool: Lower your energy bills during the heat of summer	3,072	5	.16%
Smart Post 2: Reduce energy waste—and lower your bills—with simple changes at home.	2,999	10	.33%

Table 25.9: Axios New Orleans Newsletter Metrics

In-market dates*	Impressions/ sends	Opens	Open rate	Clicks	CTR	Creative - Mid Unit	Clicks	Creative - End Unit	Clicks
April 14, 2025	56,659	15,089	27%	73	0.48%	Small changes, big impact: Energy savings at your fingertips	40	Cooling costs make up more than 55% of your energy bill—How to lower it	33
April 15, 2025	56,953	15,664	28%	45	0.29%	Cooling costs make up more than 55% of your energy bill—How to lower it	27	Small changes, big impact: Energy savings at your fingertips	18
April 16, 2025	57,432	15,241	27%	70	0.46%	Small changes, big impact: Energy savings at your fingertips	40	Cooling costs make up more than 55% of your energy bill—How to lower it	30
April 17, 2025	57,866	14,850	26%	67	0.45%	Cooling costs make up more than 55% of your energy bill—How to lower it	31	Small changes, big impact: Energy savings at your fingertips	36
April 18, 2025	58,257	14,180	24%	67	0.47%	Small changes, big impact: Energy savings at your fingertips	44	Cooling costs make up more than 55% of your energy bill—How to lower it	23
May 5, 2025	63,247	15,951	25%	99	0.62%	Reduce energy waste—and lower your bills—with simple changes at home	57	Cooling costs make up more than 55% of your energy bill—How to lower it	42
May 6, 2025	63,631	16,265	26%	68	0.42%	Cooling costs make up more than 55% of your energy bill—How to lower it	37	Reduce energy waste—and lower your bills—with simple changes at home	31
May 7, 2025	63,974	16,039	25%	89	0.55%	Reduce energy waste—and lower your bills—with simple changes at home	45	Cooling costs make up more than 55% of your energy bill—How to lower it	44
May 8, 2025	64,209	16,022	25%	85	0.53%	Cooling costs make up more than 55% of your energy bill—How to lower it	39	Reduce energy waste—and lower your bills—with simple changes at home	46

May 9, 2025	64,443	16,133	25%	44	0.27%	Reduce energy waste—and lower your bills—with simple changes at home	18	Cooling costs make up more than 55% of your energy bill—How to lower it	26

In August, the Energy Smart team launched the A/C tune-up summer campaign. The campaign targeted customers who participated in the A/C tune-up offering previously but had not completed an A/C tune-up in the past two years. Additional postcards were also sent to customers who have never had an A/C tune-up and were higher energy usage or arrears. The campaign included a lead generation email, a reminder email and a direct mail postcard, resulting in 123 sessions on the A/C tune-up webpage.

Table 25.11: A/C tune-up Summer Campaign Metrics

TACTIC	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Lead Generation Email	August 7, 2025	1,092	361	33.43%	89	8.24%
Remarketing Email	August 14, 2025	1,083	328	30.43%	112	10.39%
Direct Mail- Postcard	August 12, 2025	6,586				

In September, the team held the Trade Ally Advisory Group- Fall Meeting, continuing to grow and support the residential trade ally network. At this time, the team also distributed two new co-branded marketing materials; a bilingual door hanger, encouraging customers to sign up for assessments, while reminding customers to select the trade ally referral and the second piece is a customer feedback card, allowing the customer to provide feedback on their experience with the specific trade ally. Enabling the team to capture additional insight on areas of success, opportunity, and personal kudos. Through December, the survey cards garnered 16 responses, across 5 trade allies with a 100% net promoter score and comments from customers highly recognizing positive experiences.

In the Fall, the team produced a thirty second customer testimonial ad spot highlighting the voice and real-life experience from the customer's point of view. The ad spot ran 19 times over 10 days on WVUE Fox 8 and in addition to the ad spot, the team secured an interview on Fox 8 NOLA NOW show, increasing awareness about upcoming events, how Energy Smart is here to help and how customers can participate. These broadcast media efforts contributed to a 16.09% increase in traffic to the Energy Smart website; 1,919 sessions vs.1,653 sessions prior week (Nov. 7-17). From Nov. 10- Dec. 9, a total of 335 assessments were scheduled. To embrace the season of celebration and express gratitude, in December the Energy Smart team sent a thank you email to customers who participated in the program throughout the year.

Date	WVUE Fox 8 Programming
November 12	NOLA Now Interview
November 18	NOLA Now Interview (re-air)
November 19-21	WVUE News (:30 spot aired 10 times)
November 24- 28	WVUE News (:30 spot aired 9 times)

Table 25.12: Trade Ally Newsletters and Emails

EMAIL NAME	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
Q2 Newsletter	June 27, 2025	44	16	38.1%	87	100%
Q3 TAAG Meeting: Save the Date	September 16, 2025	42	27	67.5%	18	45%
Q3 TAAG Meeting: Post event	September 29, 2025	41	20	50%	12	30%
Q4 Newsletter	December 15, 2025	55	29	52.73%	24	43.64%

Table 25.13: End of year/ Customer participation thank you

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	OPENS	CLICKS	CLICK-THROUGH RATE
Email	December 23, 2025	4,985	1,655	32	.66%

Table 25.14: Residential Customer Satisfaction Survey Emails

EMAIL NAME	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
OLM Survey- December 2024	January 16, 2025	60	23	38.46%	6	10.17%
IQW Survey- December 2024	January 16, 2025	57	34	60.00%	4	7.14%
HPwES Survey- December 2024	January 16, 2025	42	32	76.00%	3	7.14%
A/C tune-up Survey- December 2024	January 16, 2025	28	22	80.00%	0	0.00%
OLM Survey- Feb/March 2025	April 24, 2025	98	32	33.80%	4	4.17%
IQW Survey- Feb/March 2025	April 24, 2025	64	52	81.25%	13	20.31%
HPwES Survey- Feb/March 2025	April 24, 2025	72	32	45.83%	10	14.49%
A/C tune-up Survey- Feb/March 2025	April 24, 2025	23	15	63.64%	0	0.00%
OLM Survey- April 2025	May 6, 2025	52	11	21.95%	3	6.00%
IQW Survey- April 2025	May 6, 2025	47	19	40.63%	5	10.87%
HPwES Survey- April 2025	May 6, 2025	80	20	25.42%	7	8.97%
A/C tune-up Survey- April 2025	May 6, 2025	21	11	53.85%	1	4.76%
OLM Survey- May 2025	June 11, 2025	36	6	16.67%	2	5.71%
IQW Survey- May 2025	June 11, 2025	64	33	51.11%	12	18.75%
HPwES Survey- May 2025	June 11, 2025	66	22	34.00%	7	10.94%
A/C tune-up Survey- May 2025	June 11, 2025	47	15	31.91%	3	6.38%
OLM Survey- June 2025	July 25, 2025	33	17	51.52%	6	18.18%
IQW Survey- June 2025	July 25, 2025	185	71	38.59%	23	12.5%
HPwES Survey- June 2025	July 25, 2025	61	18	30.51%	5	8.47%
A/C tune-up Survey- June 2025	July 25, 2025	54	20	37.04%	11	20.37%
OLM Survey- July 2025	August 7, 2025	52	6	11.54%	4	7.69%
IQW Survey- July 2025	August 7, 2025	56	26	46.43%	12	21.43%
HPwES Survey- July 2025	August 7, 2025	66	27	40.91%	7	10.61%
A/C tune-up Survey- July 2025	August 7, 2025	52	5	9.62%	6	11.54%
OLM Survey- Aug/Sept 2025	October 9, 2025	89	42	47.73%	8	9.09%
IQW Survey- Aug/Sept 2025	October 9, 2025	403	114	29.23%	19	4.78%
HPwES Survey- Aug/Sept 2025	October 9, 2025	150	59	40.41%	10	6.85%
A/C tune-up Survey- Aug/Sept 2025	October 9, 2025	167	45	27.44%	14	8.54%
OLM Survey- October 2025	November 25, 2025	27	7	28%	4	16%
IQW Survey- October 2025	November 25, 2025	198	35	18.42%	10	5.26%
HPwES Survey- October 2025	November 25, 2025	60	19	32.2%	2	3.39%
A/C tune-up Survey- October 2025	November 25, 2025	75	19	26.39%	2	2.78%
OLM Survey- November 2025	December 5, 2025	19	9	50%	1	5.56%
IQW Survey- November 2025	December 5, 2025	53	17	32.69%	3	5.77%
HPwES Survey- November 2025	December 5, 2025	31	23	76.67%	1	3.33%
A/C tune-up Survey- November 2025	December 5, 2025	38	11	29.73%	0	0%

Peak Time Rebate

In preparation for the PY15 marketing campaigns, the Energy Smart team updated the existing email template with animation and repurposed that creative for organic social and banner ads for the Entergy New Orleans website. The existing pre-season notice, eligibility notice, 24-hour SMS and email event reminder communications and 1-hour SMS and email event reminder communications were updated to reflect the 2025 legal disclaimer and new UTM codes for tracking.

PY15 recruitment efforts began May 19 and ended on June 27. Four recruitment emails were deployed, with click through rates exceeding the industry benchmark of .03%. The offering was featured as one of the demand response offerings on the Entergy New Orleans newsroom that ran June 2 and June Circuit Newsletter that was in market on June 18. Between June 2-18, the newsroom article and Circuit Newsletter generated 223 sessions to the Energy Smart website and resulted in 13 clicks on the Peak Time Rebate enrollment submission form. The rotator banner ads were posted on the Entergy New Orleans website on June 1 generated 547 sessions to the website and 51 clicks on the Peak Time Rebate enrollment submission form. Lastly, on May 28, animated organic social posts launched on the Entergy New Orleans social media pages generating 49 sessions to the website and resulting in 5 clicks on the Peak time Rebate enrollment submission form.

As a result of these marketing initiatives, the Peak Time Rebate landing page was the fifth highest viewed landing page on the Energy Smart website with a total of 3,739 views and average engagement time of 1 minute 49 seconds. Despite being a seasonal offering, the campaign generated 723 key events (clicks on the enroll now CTA), making it the second ranked key event on the website. In terms of sessions on the website, the Peak Time Rebate landing page had 4,290 sessions with 688 coming from new users.

In late July, the program team stopped accepting new enrollments and updated the website to message that the Peak Time Rebate offering was no longer accepting new participants. Per approval from the New Orleans City Council, the Peak Time Rebate offering will no longer be available from the Energy Smart program. An email notifying Peak Time Rebate participants was developed in December and deployed January 8, 2026.

Table 25.15: Peak Time Rebate Email Recruitment Metrics

Channel	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Welcome back email	May 1, 2025	4,070	1,500	38%	244	6%
Email 1: Recruitment	May 19, 2025	18,856	5,454	32%	557	3%
Email 2: Remarket to DNO's	May 22, 2025	12,182	2,014	17%	106	1%
Email 3: Remarket to DNO's	June 6, 2025	10,128	570	6%	87	1%
Email 4: Recruitment to non-Energy Smart participants	June 27, 2025	1,484	433	31%	7	1%
Eligibility Notice email	June 12, 2025	16	4	31%	0	0%
Eligibility Notice email	July 7, 2025	36	27	77%	3	9%
Eligibility Notice email	July 9, 2025	2	1	50%	0	0%
Welcome to PTR email	June 5, 2025	185	134	73%	2	1%
Welcome to PTR email	June 9, 2025	9	4	44%	0	0%
Welcome to PTR email	June 12, 2025	31	11	38%	0	0%
Welcome to PTR email	July 7, 2025	20	8	47%	0	0%
Welcome to PTR email	July 9, 2025	7	4	57%	0	0%
Welcome to PTR email	July 25, 2025	17	9	53%	0	0%

Table 25.16: Peak Time Rebate Event Communication Metrics

Channel	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Event 1: 24-hour notice email	7/21/2025	4,691	3,010	66%	111	2%
Event 1: 1-hour notice email	7/22/2025	4,678	3,091	68%	34	1%
Event 1: 24-hour notice text	7/21/2025	2,424			749	32%
Event 1: 1-hour notice text	7/22/2025	2,409			0	0%
Event 2: 24-hour notice email	7/27/2025	4,676	2,850	63%	69	2%
Event 2: 1-hour notice email	7/28/2025	4,668	2,827	62%	19	1%
Event 2: 24-hour notice text	7/27/2025	2,410			530	23%
Event 2: 1-hour notice text	7/28/2025	2,406			0	0%
Event 3: 24-hour notice email	7/28/2025	4,668	2,801	62%	55	1%
Event 3: 1-hour notice email	7/29/2025	4,663	2,854	63%	21	1%
Event 3: 24-hour notice text	7/28/2025	2,405			515	22%
Event 3: 1-hour notice text	7/29/2025	2,394			0	0%
Event 4: 24-hour notice email	8/18/2025	4,636	2,654	59%	44	1%
Event 4: 1-hour notice email	8/19/2025	4,627	2,829	63%	19	1%
Event 4: 24-hour notice text	8/18/2025	2,383			518	23%
Event 4: 1-hour notice text	8/19/2025	2,380			0	0%

*1-hour notice texts did not include a link for customers to click, therefore no data can be provided for clicks and click-through rate.
*No open or open rate data available for event text messages in PY15.

EasyCool

During PY15, the EasyCool offering was promoted through a variety of marketing tactics to include new banner ads on the Residential Online Marketplace; 12 email campaigns; OLM retargeting emails to customers that purchased a smart thermostat without the EasyCool enrollment option added a check-out; article in the June Circuit Newsletter; organic social posts and messaging from OEM's such as Honeywell and Sensi.

EasyCool marketing efforts launched April 16, 2025, with an Earth Day email campaign, targeting customers that received a smart thermostat in PY14 and PY15, but have not enrolled them in EasyCool. The email was resent on April 22 to the list of did not opens from the first email. The Earth Day emails generated an average open rate of 30.4% and a click-through-rate of 3%. While the open rates fell short of the utility industry benchmark average of 41.4%, the click-through-rates exceeded the .03% benchmark.

Entering the demand response season, a pre-season email was sent on May 1 to 5,255 customers enrolled in EasyCool. To increase enrollments and meet the PY15 BYOT goal of 10,001 total devices, the Energy Smart team launched a limited-time $100 enrollment incentive campaign that ran from May 5 – June 30. This campaign was supported with emails and an article in the June Circuit Newsletter.

The first acquisition email was deployed on May 6 and then resent on May 9. The target audience for this campaign included all residential customers from PY13-PY15 with smart thermostats not enrolled in EasyCool. On June 10, the target audience was expanded to include all residential customers that never participated in the Energy Smart program. That list had over 186,000 customer contacts, ranked according to their 2-year kWh usage. The June emails were sent in waves. The first wave, deployed

June 10, was sent to 1,489 contacts. Wave 2 was sent June 11 to 1,605 contacts. Wave 3 was sent June 13 to 4,908 contacts and Wave 4 was sent on June 20 to 8,168 contacts.

The enrollment incentive offers reverted back to $50 on July 1. The program team developed two new creative concepts for the July email campaigns. The emails were deployed simultaneously and split evenly between the customers that did not open the emails from the April – June campaigns. The purpose of sending two emails to different audiences was to test which creative generated more engagement. The result of that A/B creative test was neither creative option outperformed. Both emails had similar results with open rates and click through rates on par with the industry benchmarks.

Automated remarketing emails targeting customers that purchased smart thermostats from the online marketplace without the EasyCool enrollment incentive were implemented in June. These emails promoted the $100 limited-time enrollment incentive through June and then the $50 enrollment incentive starting July 1.

Lastly, EasyCool was featured in the June 18 Circuit Newsletter and June 2 blog post on the Entergy Newsroom with the additional mention of the Peak Time Rebate offering. Between June 2 – 18 the article generated 223 sessions to the Demand Response landing page and resulted in 23 clicks on the enroll now CTA on the EasyCool landing page.

EasyCool landing page views pre-campaign from January 1 – April 15 (pre-campaign initiatives), was 393 and 89 clicks on the enroll button. As a result of the marketing initiatives that ran April 16 – December 31, 2025, the page views were 1,598 with 234 clicks on the enroll button – a 307% increase in views and 163% increase in clicks.

Table 25.17: EasyCool Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	AUDIENCE REACH/ OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email: Earth Day Lead Gen	April 16, 2025	259	110	45%	10	4%
Email: Earth Day DNO Remarket	April 22, 2025	139	11	8%	2	1%
Pre-season letter	May 1, 2025	5,255	1,648	32%	13	.3%
Email: $100 LTO	May 6, 2025	450	151	36%	17	4%
Email: $100 LTO Remarket	May 9, 2025	269	20	8%	3	1%
Email: $100 LTO Wave 1	June 10, 2025	1,489	446	31%	30	2%
Email: $100 LTO Wave 2	June 11, 2025	1,605	405	27%	11	.7%
Email: $100 LTO Wave 3	June 13, 2025	4,908	1,020	22%	34	.7%
Email: $100 LTO Wave 4	June 20, 2025	8, 168	1, 297	17%	55	.7%
Email: $50 V1 Creative	July 15, 2025	4,088	1,136	28%	40	1%
Email: $50 V2 Creative	July 15, 2025	4,086	1,214	30%	33	1%
Email:$50 V1 Creative Remarket	July 24,2025	2,870	194	7%	7	1%
Email: $50 V2 Creative	July, 24, 2025	2,961	196	7%	12	

Remarket	

Energy Smart Online Marketplace / Retail appliances

Throughout the year, the team has focused on implementing new tactics and offers to optimize customer experience. Primary tactics included email marketing, blog, and newsletter content, organic and paid ads, and homepage banners. New tactics include rotator slide ads on the Entergy New Orleans residential page, additional placement on the Energy Smart website and new media partnerships. These tactics helped to increase awareness for marketplace offerings, product promotions, and educated customers on the savings and benefits of energy-efficient products. In March, the first rotator ad was launched that focused on the online marketplace, resulting in a 41.49% engagement rate and led 94 user sessions to the online marketplace. In April, the Axios campaign resulted in 5,372 visits to the marketplace and 84 orders, over 100% increase vs. April the previous year, doubling the number of site visits and orders. The success of the PY14 'Free Air Purifier' campaign continues to drive traffic and additional orders from returning customers to the marketplace. During the first half of the year the total efforts to date have resulted in a 66.13% increase in site traffic and a 22% increase in orders compared to prior year. The Simple Conserve Replacement Air Filter is the number one product sold on the marketplace.

A new strategy in PY15 introduced separate appliance rebate and retail savings goals for market-rate and income-qualified customers. In June, Energy Smart launched the first of three free product offers exclusively for income-eligible customers, an initiative designed to minimize barriers and expand access to energy-saving products. The team collaborated with the call center to enable customers to place orders by phone without requiring an email address, ensuring participation was as simple and accessible as possible.

The first offer, a free Simply Conserve tabletop air purifier, launched in June and was supported by emails to more than 20,000 customers, 7,000 postcards and several hundred printed handouts at community events. Additional awareness was driven by media placements on the Entergy website, a program press release, and a feature as the lead article in the September issue of the Circuit email newsletter. These coordinated tactics resulted in 2,606 air purifiers ordered within six days and more than 5,000 total orders for the promotion.

In October, the offer transitioned to a free energy-saving bundle, which continued to see high traffic from earlier outreach. Residents placed 935 bundle orders, and across both the purifier and bundle promotions. Approximately 1,600 orders were submitted through the call center alone, highlighting the importance and potential of removing digital access barriers. The final income-qualified offer, a free Google Nest thermostat, launched in December and generated 108 orders in one month as the team tested new ways to educate and engage customers around smart thermostat technology.
Collectively, these retail and rebate efforts not only drove significant customer participation but also helped the program exceed its appliance savings goals, achieving over 100% of the target for PY15.

Table 25.18: Exclusive Income-Eligible Free Offers

PROMOTION NAME	RUN DATES	TOTAL ORDERS
Free Simply Conserve Tabletop Air Purifier	June – October 2025	5,086
Free Energy Saving Bundle	October - December, 2025	935
Free Google Nest Thermostat	December, 2025	108

Table 25.19: Free Simply Conserve Tabletop Air Purifier

EMAIL	IN-MARKET DATE	IMPRESSIONS/ SENDS	OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Email: Lead gen (list #1)	June 9, 2025	1,499	470	31.86%	121	8.2%
Email: Did not open (list #1)	June 16, 2025	1,285	117	9.24%	28	2.21%
Email: Lead gen (list 2)	June 17, 2025	1,540	127	8.31%	8	.52%
Email: Lead gen (list #3)	July 1, 2025	7,205	1,294	18.11%	99	1.39%
Postcard: Lead gen (list #4)	July 14, 2025	7,232	-	-	-	-
Postcard	July 11, 2025	902	153	17.09%	38	4.25%
Email: Lead gen (list #5)	August 8, 2025	1,499	470	31.86%	121	8.2%
Email: Lead gen (list #6)	June 9, 2025	1,285	117	9.24%	28	2.21%

Table 25.21: Free Google Nest Offer Metrics

EMAIL	IN-MARKET DATE	IMPRESSIONS/ SENDS	OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Lead Generation Email	December 12, 2025	12,550	1,491	12.13%	70	.57%
Remarketing Email	December 16, 2025	12,663	1,547	12.49%	56	.45%
Last Chance Email	December 22, 2025	15,553	4,668	30.55%	223	1.46%
Press Release	December 15, 2025					
Display Ad Campaign	December 15, 2025	17,365			1,412	8.13%
Postcard	December 18, 2025	9,263				

Table 25.22: Online Marketplace Promotions

PROMOTION NAME	RUN DATES	PRODUCTS PROMOTED
Kick Off with Savings	January 15-21, 2025	Simply Conserve LEDs (all types) and Air Purifier
Celebrate Savings	February 6- March 19, 2025	Honeywell Home Wi-Fi Color 7 Day thermostat and Sensi Smart thermostats
World Water Day	March 12- 25, 2025	Evolve Showerstart TSV
Earth Day	April 9-28, 2025	Simply Conserve LEDs (all types), advanced power strip and air purifier. Sensi, Sensi lite, Sensi touch 2 thermostats, Google Nest Learning and Google Nest thermostats, ecobee premium, essential and enhanced thermostats
Memorial Day	May 2- June 2, 2025	Simply Conserve advanced power strip and Sensi, Sensi lite, Sensi touch 2 thermostats.
Summer of Savings	June 17- August 31, 2025	Sensi smart thermostat, Sensi Lite, Sensi Touch 2, Honeywell home T9 and Honeywell home Color Touch

Fourth of July	June 30- July 18, 2025	Google Nest Learning and Google Nest thermostats, ecobee3 lite, ecobee Enhanced, ecobee Premium,
Back to School	August 1- 31, 2025	Simply Conserve Tabletop Air Purifier and Advanced Power Strip
Fall Savings	September 3- 23, 2025	Simply Conserve Flood LEDs
Energy Awareness	September 22- October 21, 2025	Simply Conserve LEDs and Pipe wrap, Google Nest Thermostat, Google Nest Learning Thermostat, Sensi smart thermostat, Sensi Touch 2, Sensi lite, ecobee3 lite, ecobee Enhanced, ecobee Premium
Black Friday/ Cyber Monday	November 12- December 7, 2025	Simply Conserve Advanced Power Strip and Tabletop Air Purifier, Google Nest Thermostat, Google Nest Learning Thermostat, Sensi smart thermostat, Sensi Touch 2, Sensi lite, ecobee3 lite, ecobee Enhanced, ecobee Premium, Honeywell Wifi Color, Indoor water savers
Holiday	December 10- 30, 2025	Google Nest Thermostat, Google Nest Learning Thermostat, Simply Conserve LEDs

Table 25.23: Online Marketplace Digital Ad Metrics

CHANNEL	IN-MARKET DATE	IMPRESSIONS/ SENDS	CLICKS	CLICK-THROUGH RATE
Google Shopping Ads –True Shopping		37,523	481	1.28%
Google Shopping Ads- Performance Max		21,815	466	2.14%
Search Ads- Earth Day		8,792	435	4.95%
Search Ads- Memorial Day	May 14- June 2, 2025	1,564	93	5.95%

Table 25.24: Online Marketplace Email Metrics

EMAIL	IN-MARKET DATE	IMPRESSIONS/ SENDS	OPENS	OPEN RATE	CLICKS	CLICK-THROUGH RATE
Kick off Savings– Lead Generation	January 16, 2025	97,505	17,619	18.18%	327	.34%
Celebrate Savings – Lead Generation	February 13, 2025	56,693	10,208	18.14%	102	.18%
Celebrate Savings– Remarketing	February 20, 2025	54,657	9,061	16.69%	49	.09%
Earth Day– Lead Generation #1	April 10, 2025	58,994	7,533	12.88%	1,171	2%
Earth Day– Lead Generation #2	April 17, 2025	93,221	16,307	17.61%	490	.53%
Memorial Day- Lead Generation	May 28, 2025	97,032	19,285	20.03%	1,041	1.08%
Memorial Day- Remarketing	June 2, 2025	79,545	4,315	5.47%	329	.42%
Fourth of July- Lead Generation	June 18, 2025	2,305	251	10.93%	47	2.05%
Fourth of July- Lead Generation	June 26, 2025	2,317	420	18.19%	32	1.39%
Fourth of July- Remarketing	July 2, 2025	12,110	1,971	16.53%	453	3.8%
Summer of Savings- Lead Generation	July 25, 2025	72,941	15,540	21.44%	1,194	1.65%
Summer of Savings- Remarketing	July 31, 2025	69,910	12,587	18.1%	636	.91%

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.

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Marketing Tactics

- Owned media
    - Energy Smart website content
    - Email
    - Entergy organic social
    - Circuit e-newsletter content
    - Entergy Newsroom content
- Paid media
    - Digital search and display advertising
    - Digital shopping ads
    - Paid social media
- Direct mail
    - Postcards
    - Bill insert
- Community outreach
    - Energy efficiency kit materials

    - Neighborhood canvassing
- Air purifier Campaign materials
- Home Performance with ENERGY STAR® Campaign Materials
- A/C Solutions Campaign Materials
- Online Marketplace Promotions
- EasyCool emails
- Peak Time Rebate acquisition email
- Peak Time Rebate event notification email and SMS
- Trade Ally Emails

Residential Customer Satisfaction

Understanding program performance and customer satisfaction are vital to the success of the Energy Smart program. The team surveyed customers to gauge satisfaction with various elements such as the program in general, process for participating, the staff or trade ally they worked with and their energy-efficient upgrade. The team reviews customer satisfaction survey results quarterly to ensure that program satisfaction remains high and continuously improves the customer journey. Customer satisfaction across all programs showed positive responses, with most customers highly likely to recommend Energy Smart to their friends or colleagues. Detailed customer responses highlighted their appreciation of the professionalism and knowledge of the Energy Advisor, their satisfaction with the offerings and their interest in additional opportunities to lower their bills and save more energy.

Across the residential offerings, customer satisfaction regarding the service, installation and safety averaged scores between seven and ten, with ten indicating very high satisfaction. The team will use the motivational responses and commented feedback shared by customers in PY15 to inform strategies to increase customer engagement in PY16. These motivators included saving money on their utility bill, the no-cost direct install items and assessment, and helping the environment. Customer home assessment report emails, appointment confirmation, and follow up emails will continue to provide additional opportunities in PY16.

Table 25.25: Customer Satisfaction Survey Results – HPwES/IQW/MF

QUESTION	HPWES	IQW	MF
Overall, how satisfied are you with the offering?	7.6	8.7	9.9
How satisfied were you with the professionalism of the energy advisor?	8.8	9.1	9.9
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	8.3	9.1	9.9
How satisfied are you with the safety measures taken by the energy advisor? (Used ladder, wore gloves, had on safety glasses, etc.).	8.8	9.0	10.0
How likely are you to implement changes recommended by the energy advisor?	7.9	8.9	N/A
How satisfied were you with the enrollment and scheduling process?	7.8	9.0	N/A
How likely is it that you would recommend the program to a friend or colleague?	7.8	9.2	N/A
Top motivation for participating in the offering.	Wanted to reduce my utility bill.	Wanted to reduce my utility bill.	Items and audit were free.

**Scoring is based on question response average.*

Table 25.26 EasyCool Customer Satisfaction Survey Results

QUESTION	EASYCOOL SCORES*
Overall, how satisfied are you with the offering?	8.6
How satisfied were you with the enrollment process?	9.3
How satisfied were you with the time it took to receive your incentive?	8.7
How likely is it that you would recommend the offering to a friend or family member?	9.0
What was your top motivation for participating in the offering?	Wanted to reduce my utility bill.

**Scoring is based on question response average*

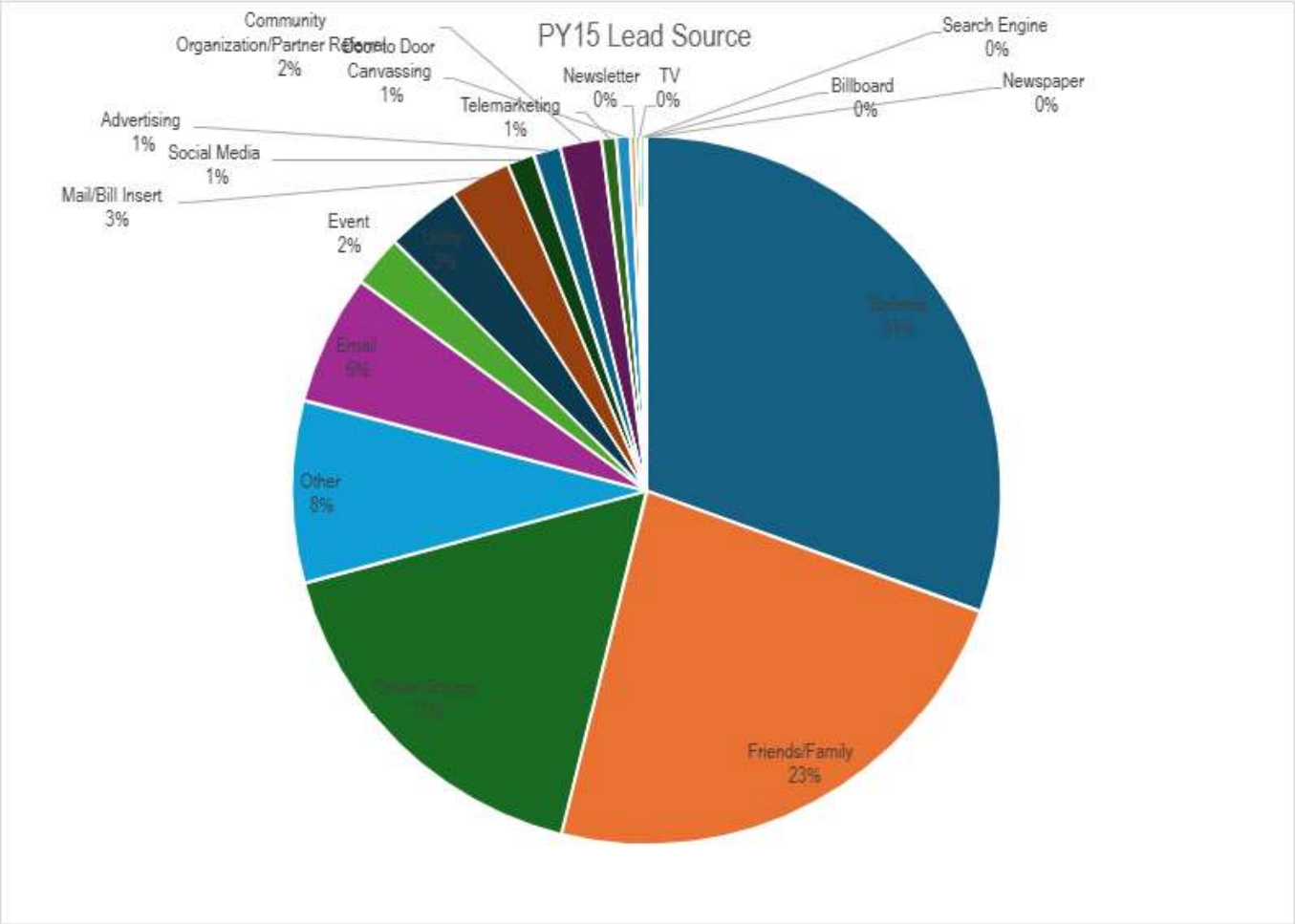
Table 25.27: A/C Tune-Up Customer Satisfaction Survey Results

QUESTION	A/C TUNE-UP SCORES*
Overall, how satisfied are you with the A/C Tune-Up offering?	8.1
How satisfied were you with the professionalism of the trade ally?	8.3
How satisfied were you with the quality of service provided by your trade ally?	8.0
How satisfied were you with the enrollment and scheduling process?	8.1
How likely is it that you would recommend the program to a friend or colleague?	8.1
How satisfied were you with the trade ally's knowledge and ability to answer your questions?	8.2
How satisfied are you with the safety measures taken by the trade ally? (Used ladder, wore gloves, had on safety glasses, etc.)	8.5
Top motivation for participating in the offering.	Wanted to reduce my utility bill.

Table 25.28: Online Marketplace Customer Satisfaction Survey Results

QUESTION	ONLINE MARKETPLACE SCORES*
Overall, how satisfied were you with your Online Marketplace order and experience?	9.2
How satisfied were you with the item(s) you purchased from the marketplace?	9.3
How satisfied were you with the turnaround time it took to receive your item(s)?	8.9
How satisfied were you with the ordering process?	9.2
How likely is it that you would recommend the program to a friend or colleague?	9.2
How likely are you to shop on the Energy Smart Online Marketplace again?	9.1
How satisfied were you with the ease of installing the item(s) ordered?	8.5
Top motivation for participating in the offering.	Items ordered were free/discounted.

Graph 25.1: Lead Sources



The Energy Smart team tracked residential customer participation using identified lead marketing sources for customers that included community events/outreach, tabling at customer care centers, email, friends and family/word-of-mouth marketing, direct mail, utility referrals, social media, the Energy Smart website and traditional advertising. The highest performing lead sources for PY15 included referral sources such as trade ally contractors and family and friends. Online sources, email and direct mail continued to be popular and consistent channels through PY15. The team will continue to expand customer reach via outreach, community engagement, and digital channels to drive traffic to the program website.

Planned or Proposed Changes

Across the portfolio of residential offerings, the team will continue to deepen customer engagement by leveraging cross-promotional opportunities and refining every touchpoint in the customer journey. The team plans to expand the out of home and broadcast media presence. The goal is to elevate both the experience and the value the Program delivers. To highlight the personal and human nature of residential energy efficiency, the team will develop content that builds trust, showcases expertise, and introduces customers to the dedicated energy professionals working in their homes.

For the Home Performance with ENERGY STAR® and Income-Qualified Weatherization programs, the team will expand partnerships with local and community-based organizations and strengthen presence

through in-person outreach. This year, the team will also launch another series of neighborhood-focused community events designed to meet customers where they are.

To further empower our partners, the team will develop a set of new resources including a marketing toolkit and an overview training to ensure every ambassador of the Energy Smart program is equipped to represent the team with clarity, confidence, and consistency.

The Residential appliances offering, will continue to utilize point-of-purchase signs for qualified energy-efficient products, and reintroduce shelf tags for additional visibility in-store.

The Energy Smart Online Marketplace will continue to focus on increased energy-saving opportunities with manufacturer promotions and testing custom offers for customers who had ordered an air purifier.

The Peak Time Rebate offering will be retired in 2026.

Community Outreach

The PY15 community outreach strategy consisted of tabling at both customer care centers, City Council Town Hall meetings and partnering with existing and new community program partners, to increase awareness of the program and secure customer leads for program participation.

The Energy Smart team increased its presence at the two customer care centers in PY15 by tabling the first week and third week of each month at both locations. The team also re-engaged with the staff at Total Community Action to discuss opportunities to reach the community they serve. Home Assessment overviews were provided and the team tabled at the Total Community Action Utility Assistance event in August, reaching hundreds of low-income residents that attended the event. In addition to the TCA partnership, The Energy Smart program team secured partnerships with Job 1, Healthnet 504 and New Orleans East Community Health Center. Job 1 and New Orleans East Community Health Center provided tabling opportunities during their sponsored events and tabled at the Energy Smart Neighborhood Based Delivery events throughout PY15.

In the second half of the year, the Energy Smart team sponsored two assessments, participated in several of the Office of Neighborhood Engagement Community Office Hours events, focusing primarily on tabling at the Gentilly and New Orleans East libraries and Pontilly Coffee. On October 4-5, Energy Smart tabled in Entergy's "Meet the Candidate" tent at the Fried Chicken Festival, marking the first year that Energy Smart participated in a festival of that magnitude.

PY15 community outreach efforts resulted in Energy Smart participating in 155 events, a 23% increase vs. PY14, and acquiring 867 customer leads for free home energy assessments.

Table 25.29: Community Outreach Events by Council District

COUNCIL DISTRICT	NUMBER OF EVENTS
A	10
B	72
C	32
D	14
E	8
Combined	19
Total	155

Planned or Proposed Changes

Installation of new signage for the Entergy Customer Care Centers developed in Q4 will be installed during Q1 of PY16. The new signage consists of an outdoor vinyl banner with refreshed creative for the Canal Street location and 24”x 36” poster display stand with brochure holders for placement inside two customers care centers and at Total Community Action.

Commercial Marketing and Outreach

Highlights

The PY15 Commercial and Industrial Marketing Strategy began with a focused effort to engage commercial customers through a targeted email campaign highlighting the launch of the new Energy Smart website. This initiative aimed to drive awareness of available incentives, improve the overall customer experience and provide businesses with easier access to program information and resources. By promoting the website as a user-friendly hub, the campaign served as the foundation for broader commercial outreach efforts throughout the first half of the year. During the period of January through June, twenty-two targeted email campaigns were deployed reinforcing Energy Smart’s commitment to meeting businesses where they are with actionable energy solutions.

The marketing team launched a super-bowl themed email campaign to promote the new website and engage commercial customers. Leveraging the excitement around New Orleans’ iconic Superdome hosting the big game, the campaign consisted of a strategic three-part email series. The first email, “Get in the Game,” introduced customers to the revamped Energy Smart website and its new user-friendly features. The second email, “Game-changing highlights,” showcased real customer success stories, case studies and energy-saving opportunities, all presented through football-inspired graphics and playbook visuals. To further drive action, a third targeted follow-up email was triggered for recipients who engaged with the second email. The final “Touchdown” message encouraged interested customers to connect with an energy, positioning it as the final step to reaching the end zone of energy savings. The campaign served as both an awareness-building initiative and a direct lead generation effort for commercial offerings to kick-off the year.

In addition to the email campaign, Energy Smart supported the website launch through a press release and organic social media posts. The press release provided an overview of the Energy Smart program highlighting available energy-saving opportunities for both residential and commercial customers. Organic social posts with Entergy New Orleans leveraged our efforts to further promote the website launch and reinforced the program’s commitment to helping the New Orleans community save energy and lower utility costs.

Immediately following the website launch email campaign, Energy Smart shifted its focus to more targeted outreach for small commercial customers. In February, a dedicated email campaign promoted the Small Business Energy Assessment, encouraging eligible businesses to take advantage of this no-cost opportunity. This targeted approach generated 24 leads directly from the email campaign. Overall, Energy Smart received a total of 30 webform leads across commercial offerings in February, an increase of 21 leads compared to February from the previous year, driven by a combination of tactics including email, website engagement and outreach.

Building on that momentum, Energy Smart expanded its commercial outreach in March with a general business solutions email. This email targeted both small and large commercial customers reinforcing

Energy Smart's role as a trusted resource for reducing energy costs and improving building performance. Additionally, March emails also promoted the upcoming "Tax saving of Energy Efficiency" presentation, breakfast and networking event held at the BioInnovation Center on April 2, which features four expert speakers, including a representative from the Energy Smart team.

In April, Energy Smart distributed the Q1 Commercial trade ally newsletter, providing trade allies with program updates, recognizing new trade allies, training opportunities and Workforce development updates to support ongoing engagement with the program. Both Residential and Commercial trade ally newsletters received cohesive and revamped hero images. That same month, the team secured a Bronze Sponsorship with Love Your City, a local initiative that aligns with Energy Smart's mission to support sustainability and community impact. Additionally, after reviewing email heat map data, the team identified that customers were consistently engaging with Entergy's logo. In response to this observation, Energy Smart provided the Entergy New Orleans team updated messaging and creative assets to update the Entergy New Orleans website with any content mentioning Energy Smart, reinforcing the credibility and trustworthiness of the program as an official energy efficiency offering supported by Entergy New Orleans and the City Council.

May continued the expansion of Energy Smart's commercial visibility and strategic partnerships. The program received earned media coverage in both the Love Your City newsletter and the City of New Orleans Economic Development newsletter, helping to further establish credibility and broaden awareness among local businesses. To strengthen engagement within the hospitality sector, Energy Smart also became a member of the greater New Orleans Hotel & Loging Association. In support of inclusive outreach efforts, the Energy Smart team developed a Spanish Commercial Overview to better serve the community. May marked the beginning of early planning for the upcoming Office Building Sector campaign, with initial strategy development focused on targeting energy-saving opportunities for large office spaces across the city. In parallel, the program continued its targeted efforts for small commercial customers by distributing customized Small Business Energy Assessment emails to specific segments within Orleans Parish. The specific segments included beauty shops, eating places and places of worship to drive awareness and participation in energy-saving opportunities tailored to their needs.

In June, Energy Smart launched targeted outreach as part of the Office Building Sector campaign, which included a lead generation email and a follow-up remarket email to re-engage interested recipients. The campaign was further amplified through earned media placements, including a feature in the City of New Orleans Office of economic development newsletter, as well as dedicated content on Entergy New Orleans' Facebook page and a newsroom blog post, all reinforcing Energy Smart's value for commercial customers. The Q2 Commercial trade ally newsletter was also distributed, highlighting key program updates, recognizing new trade allies, upcoming trade ally advisory group meeting, training feedback, chiller tune-up reminders and workforce development initiatives.

During the second half of PY15, Energy Smart continued to build on earlier commercial outreach efforts through targeted email campaigns, sector-based messaging and seasonal engagement strategies designed to support sustained customer awareness and participation.

Through earned media and community partnerships, including Love Your City, the Downtown Development District and the NOLA Business Ecosystem, Energy Smart continued to strengthen its connection with the local business community during the second half of the year. These placements helped reinforce program credibility and extend awareness among commercial audiences.

Email remained a primary driver of commercial engagement during the second half of the year. Campaign performance benefited from continued audience segmentation, sector-specific messaging and strategic remarketing to previously engaged recipients. Targeted follow-up emails and smaller,

highly relevant audience segments consistently generated strong engagement, reinforcing the effectiveness of delivering timely, tailored content aligned with customer needs.

Sector-based email outreach continued to support engagement across both small and large commercial customers. Campaigns focused on Small Business Energy Assessments, grocery and office-related initiatives, and seasonal energy-saving opportunities helped maintain interest and provided clear pathways for customer action. Remarketing efforts further strengthened performance by re-engaging recipients who had previously opened or interacted with Energy Smart communications.

Seasonal campaigns launched in the fall and early winter months supported ongoing program visibility, including Energy Awareness Month, incentive availability and energy-saving reminders. These campaigns aligned with customer planning cycles and reinforced Energy Smart's role as a trusted energy efficiency resource during key decision-making periods.

Commercial webform activity reflects email, word-of-mouth referrals and direct outreach remained key pathways for customers to connect with the program.

Overall, second-half performance reflects consistent commercial engagement driven by targeted email outreach, sector-specific strategies, remarketing, earned media and seasonal messaging. These combined efforts helped maintain program awareness, strengthen customer relationships and position Energy Smart for continued engagement into the next program year.

Email Reporting

Table 25.31: Email Campaign Results

EMAIL NAME	AUDIENCE	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
Website Launch Lead Gen	Small & Large	2/5/2025	7113	2341	34.4%	40	0.6%
Website Launch Energy Smart Highlights	Small & Large	2/6/2025	7104	2196	32.3%	47	0.7%
Website Launch Score savings (Trigger)	Small & Large	2/6/2025	N/A	N/A	N/A	N/A	N/A
February SBEA CLEAResult Leads	Small C&I	2/10/2025	34	11	33.3%	0	0%
February SBEA Lead Gen	Small C&I	2/10/2025	6706	2351	36.4%	61	0.9%
February SBEA	Small C&I	2/21/2025	6693	2440	37.9%	137	2.1%
February SBEA Remarket Opened & Did not click	Small C&I	3/7/2025	2463	1893	77.6%	28	1.1%
Feb. SBEA Remarket Did not open	Small C&I	3/7/2025	4565	491	10.8%	11	0.2%
Business Solutions Tell us about your project	Small & Large	3/14/2025	7529	2469	34.2%	66	0.9%
Equipment Replacement Claim your incentives	Large C&I	4/14/2025	648	253	44.5%	16	2.8%
April SBEA Earth Day	Small C&I	4/22/2025	6277	2478	40.1%	155	2.5%
Equipment Replacement Lighting	Large C&I	4/25/2025	645	237	42%	45	8%
May SBEA Beauty Shop	Small C&I	5/9/2025	24	9	37.5%	0	0%
May SBEA Eating places	Small C&I	5/9/2025	69	29	43.3%	2	3%
May SBEA Remarket	Small C&I	5/12/2025	6461	2283	35.9%	60	0.9%
May SBEA Generic	Small C&I	5/21/2025	6414	2627	41.5%	74	1.2%

June SBEA Place of worship	Small C&I	5/28/2025	81	40	54.1%	3	4.1%
Office Sector Lead Gen	Small & Large	6/13/2025	124	70	62.50%	10	8.9%
Office Sector Remarket: Opened or clicked	Small & Large	6/19/2025	61	52	85.2%	11	18%
June SBEA Summer Lull Eating places	Small C&I	6/27/2025	68	24	35.3%	0	0%
SBEA Add to cart	Small C&I	7/10/2025	6412	2675	42.70%	131	2.10%
July SBEA Remarket	Small C&I	7/15/2025	2244	2045	91.90%	49	2.20%
July SBEA DNO	Small C&I	7/15/2025	4023	761	19.00%	159	4.00%
SBEA	Small C&I	8/15/2025	156	62	56.90%	10	9.20%
SBEA Summer Lull	Small C&I	8/15/2025	6368	2696	43.20%	38	0.60%
Grocery Sector Lead Gen	Large C&I	8/15/2025	25	5	27.80%	0	0.00%
Grocery Sector Refrigeration	Large C&I	8/20/2025	25	9	42.90%	1	4.80%
August Coolsavers	Large C&I	8/26/2025	2407	1267	55.90%	22	1.00%
Grocery Sector Remarket	Large C&I	8/29/2025	22	7	33.30%	0	0.00%
SBEA	Small C&I	9/10/2025	704	328	49.60%	31	4.70%
Energy Smart Fund	Small & Large	9/16/2025	987	443	50.00%	44	5.00%
SBEA Let the good times roll	Small C&I	9/23/2025	2418	1050	46.60%	24	1.10%
Energy Smart Fund	Large C&I	9/30/2025	1178	546	53.40%	67	6.60%
SBEA	Small C&I	10/7/2025	2355	1016	46.50%	45	2.10%
IFMA Golf Contacts	Small & Large	10/13/2025	22	7	36.80%	0	0.00%
Energy Awareness Month Lead	Small & Large	10/14/2025	1167	534	52.30%	22	2.20%
Energy Awareness Month	Small & Large	10/21/2025	1165	465	46.70%	18	1.80%
Holiday Prep 1	Small C&I	10/29/2025	1176	459	45.20%	20	2.00%
Holiday Prep 2	Small C&I	11/4/2025	1162	463	45.60%	12	1.20%
Holiday Prep 3	Small C&I	11/12/2025	1176	457	45.00%	17	1.70%
Energy Smart Fund Remaining	Small & Large	11/25/2025	1174	465	45.60%	21	2.10%
SBEA Holiday Gift	Small C&I	12/2/2025	695	307	47.60%	14	2.20%
SBEA Holiday	Small C&I	12/9/2025	692	314	49.00%	12	1.90%
2025 Holiday Card	Program team/Partners	12/15/2025	346	137	41.50%	1	0.30%

Trade Ally Reporting

Table 25.32: Trade Ally Newsletters and Emails

EMAIL NAME	AUDIENCE	IN-MARKET DATE	SENDS	OPENS	OPEN RATE	CLICKS	CTR
2025 TA kick-off invite	C&I/Res	1/3/2025	159	90	58.8%	35	22.9%
Q4 2024 Newsletter	C&I TA's	1/3/2025	120	60	52.2%	5	4.3%
2025 TA kick-off	Inactive TA's	1/3/2025	77	24	38.7%	3	4.8%
2025 TA kick-off: Reminder	C&I/Res	1/10/2025	159	93	59.6%	23	14.7%
2025 TA kick-off: Reminder	C&I/Res	1/13/2025	233	121	56.8%	21	9.9%
2025 TA Kick-Off Post-event	C&I/Res	1/27/2025	170	118	72.8%	29	17.9%
Tax Savings: Lead gen	C&I TA's	3/10/2025	474	242	54%	28	6.3%
Tax Savings: Email 2	C&I TA's	3/19/2025	472	213	48.1%	18	4.1%
Tax Savings: Email 3	C&I TA's	3/24/2025	265	72	27.5%	21	8%
Tax Savings: Email 3 Opened & DNC	C&I TA's	3/25/2025	147	138	94.5%	14	9.6%
Tax Savings: Email 4	C&I TA's	3/31/2025	264	75	28.7%	17	6.5%
Q1 Newsletter	C&I TA's	4/1/2025	188	103	55.7%	2	1.1%
Q2 Newsletter	C&I TA's	6/19/2025	203	126	64.3%	25	12.8%
TA Advisory Group Meeting	C&I TA's	9/12/2025	207	107	53%	31	15.3%
Sales training	C&I TA's	9/19/2025	203	109	54.8%	16	8%
Q3 Newsletter	C&I TA's	9/24/2025	227	109	50.9%	5	2.3%
Benchmarking: What it means for you	C&I TA's	10/23/2025	789	317	47.2%	39	5.8%
Q4 Newsletter	C&I TA's	12/29/2025	229	117	52.9%	12	5.4%
2026 TA kick-off save the date	C&I/Res TA's	12/31/2025	229	130	58.8%	30	13.6%

Marketing Tactics

- Animations/Video
- Customer testimonials
- Email
    - Owned
- Social posts
    - Organic
- Paid sponsorships
    - Love Your City
- Earned media
    - Love Your City
    - Downtown Development District
    - NOLA Business Ecosystem
    - Entergy New Orleans
        - Organic social
        - Newsroom blog posts



Trade Allies

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.

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 26.1: Trade Ally Engagement

CATEGORY	# OF COMPANIES
C&I Network	94
Residential Network	22
Total Engagement	**116**

Contractor Participation

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

Table 26.2: Trade Ally Participation

CATEGORY	# OF COMPANIES
C&I Network	33
Residential Network	21
Total Engagement	**54**

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.

In Q1 the Energy Smart team hosted a training at the BioInnovation Center called Unlocking the Tax Advantages of Energy Efficiency in which consultants from CSSI Services discussed cost segregation, the 179D tax deduction and other ways large-commercial businesses can benefit from energy-efficiency upgrades.

In Q1 Energy Smart facilitated a webinar between trade allies and Mechanical Engineering instructor Solomon Yin of UL-Lafayette regarding the development of building automation curriculum at the university.

In Q2 Energy Smart began hosting a series of trade ally luncheons with higher-performing trade allies to review potential projects that can be submitted in 2025. Program staff met with four trade allies.

In Q4 Energy Smart hosted a commercial sales training led by Sandler Sales, focused on traditional sales strategies like overcoming objectives and understanding behavioral tendencies of personality types.

In Q4 Energy Smart hosted a Benchmarking discussion for trade allies and facility directors to learn from the city's Office of Resilience and Sustainability about the citywide benchmarking ordinance as well as from research that LSU has conducted on the effectiveness of benchmarking on commercial buildings.

Table 26.3: C&I Trade Ally Tiers

Tier	# of Trade Allies
Platinum	3
Gold	13
Silver	21
General	53

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 Program Year 14
- Overview of budget and goals Program Year 15
- Summary of program outreach efforts to small and large commercial customers
- Updated trade ally tier rankings and the benefits associated with the tiers
- Summary of technical training opportunities throughout the year
- Workforce development representatives from a range of agencies and universities
- Marketing co-branding opportunities
- Application process updates regarding chiller tune-ups
- Air-conditioning tune-up offering through CoolSaver

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
- HVAC Trade Ally of the Year
- Customer Service Trade Ally of the Year

On June 27 the team hosted the mid-year 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
- Small Business Energy Assessments
- Barriers to trade ally and customer participation

On September 24 the team hosted the Q4 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
- Citywide benchmarking ordinance guest presentation.
- Promotion of Small Business Direct Install incentives.
- Promotion of upcoming offerings such as sales training and the Benchmarking Discussion.

Residential Trade Ally Network

The Residential Trade Ally Network held the Trade Ally Kick-Off and Awards on January 16th. The Energy Smart team discussed the following topics:

- Program Incentives and Savings goal for PY14
- Updated program Incentives and Savings goal for PY15
- No-shows and missed-appointments discussion
- Deferral opportunities
- Interaction with customers
- Neighborhood Canvassing and event participation.
- Self-Scheduling Trade Ally Referrals for the three programs; Income Qualified weatherization, Home Performance with Energy Star, and AC Solutions
- Efficiency Navigator Rebate Submission Review
- Marketing Cobranding materials.
- Badges.
- Safety and awareness.
- Development of a uniform trade ally report for customers.

Energy Smart provided the following awards to trade allies:

- Home Performance with ENERGY STAR® trade ally of the year
- Income-Qualified Weatherization trade ally of the year
- Multifamily Solutions trade ally of the year
- A/C Solutions trade ally of the year
- Customer Service trade ally of the year
- Trade Ally of the year

In Q1, the Energy Smart team hosted refresher training on using the different assessment self-scheduling tools available through the updated Energy Smart Website. Later in Q1, the A/C Solutions self-scheduling tool was created and published on the Energy Smart Website. The method of communication for this training included a PowerPoint presentation sent to trade allies and one on one setup for those trade allies who needed clarity.

In Q1, Navigator was updated with the new incentives for the 2025 rebates along with new consolidated rebate forms. Trade allies were introduced to the new forms and examples were provided to demonstrate how to fill out the updated forms via email.

In Q2, Energy Smart created training for trade allies to promote the program by participating in outreach tasks. This training was offered to a select group of experienced trade allies with strong capabilities to represent the program. The training included best practices to approach multifamily complexes and property managers introducing the Multifamily Solutions program.

Planned or Proposed Changes

Energy Smart has several changes planned regarding trade ally participation, training and workforce development in Program Year 16:

- Energy Smart will continue to facilitate relationships between trade allies and workforce development partners. Eight workforce development partners will be invited to attend the Energy Smart Kick-Off in January and promote their employee network as well as have the ability to propose partnerships in areas such as building automation.
- Energy Smart will build upon the financial training it provided in program year 15 on the topic of tax advantages related to energy efficiency.
- Energy Smart will create a Facility Operation Data Collection tool that energy advisors can use to help consultants collect data that the Energy Smart engineering department can use to estimate savings for automation projects.

The program will continue other recent efforts that have proved valuable in training and workforce development:

- Continue to participate as a member of the LA Green Corps Employee Advisory Council.
- Present to LSU Industrial Assessment students about careers in energy efficiency.
- Partner with the local chapter of American Institute of Architects to offer presentations that provide continuing-education credits.
- Present to the local chapter of the International Brotherhood of Electrical Workers and to the Southeast Chapter of the National Electrical Contractor's Association.

Program Training

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.

Training Topics

Energy Smart provided onboarding training to 31 new Commercial & Industrial trade allies Program Year 15. The onboarding of individual Commercial & Industrial trade allies consisted of the following overview of the application process:

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

On April 2 Energy Smart hosted the training entitled Unlocking the Tax Advantages of Energy Efficiency. Representatives from CSSI Services presented on:

- Cost Segregation – identification of commercial building components eligible for accelerated depreciation.
- Section 179D Energy Efficiency Deduction – allows for the expensing of $0.30 to $1.80 per square foot for qualifying projects.
- Research & Development Tax Services – tax credits for innovative product development.
- Green Zip Tape – a patented drywall tape that allows you to reduce tax liabilities.

On October 14 Energy Smart hosted a sales training led by Sandler Sales. Topics covered were:

- Overcoming objections
- Lead management
- Behavioral profile characteristics
- Sales cycle statistics

On November 13 Energy Smart hosted a Benchmarking Discussion with guests from the city of New Orleans Office of Resilience and Sustainability as well as LSU Engineering. Topics covered were:

- City Benchmarking ordinance requirements and exemptions
- Benchmarking benefits with regard to emissions and workforce development
- Consequences for non-compliance
- Data preparation and submission process
- Benchmarking case studies from other states
- The role of AI and sensors in continuous benchmarking

Energy Smart provided onboarding training to 5 new Residential trade allies for Program Year 15. The onboarding of individual residential trade allies consisted of the following overview of the application process:

- Review rebate applications and understanding incentives.
- An overview of the items required for project submission, including rebate submission, photos, and using the rebate tool.
- Reviewing program policies, safety, and best practices.
- Scheduling customer during outreach efforts with self-scheduling tools.
- Proper canvassing techniques and usage of lawn signs.
- Training on communicating effectively about all Energy Smart offerings, including services which the individual trade allies do not offer themselves.

Chart 26.1: Training by Audience Type

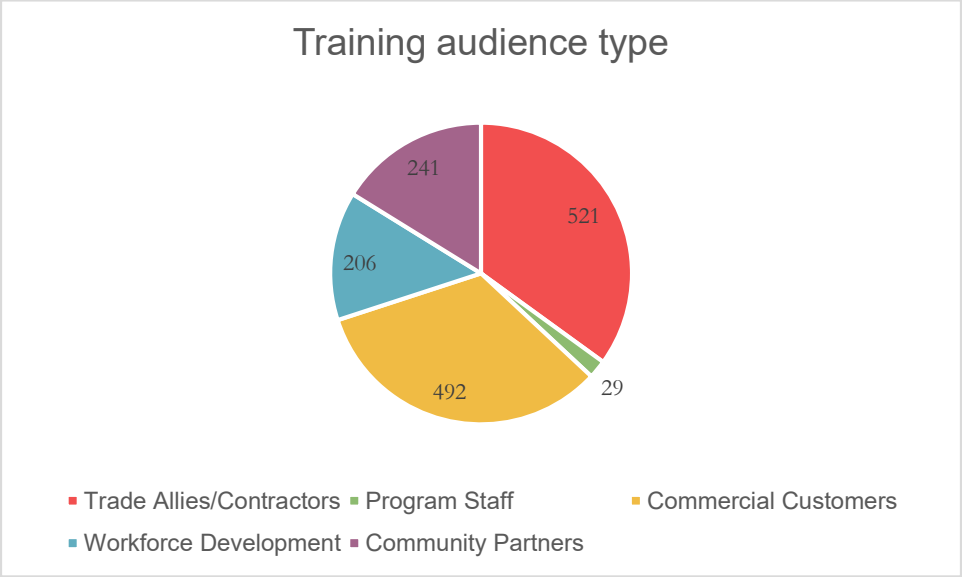
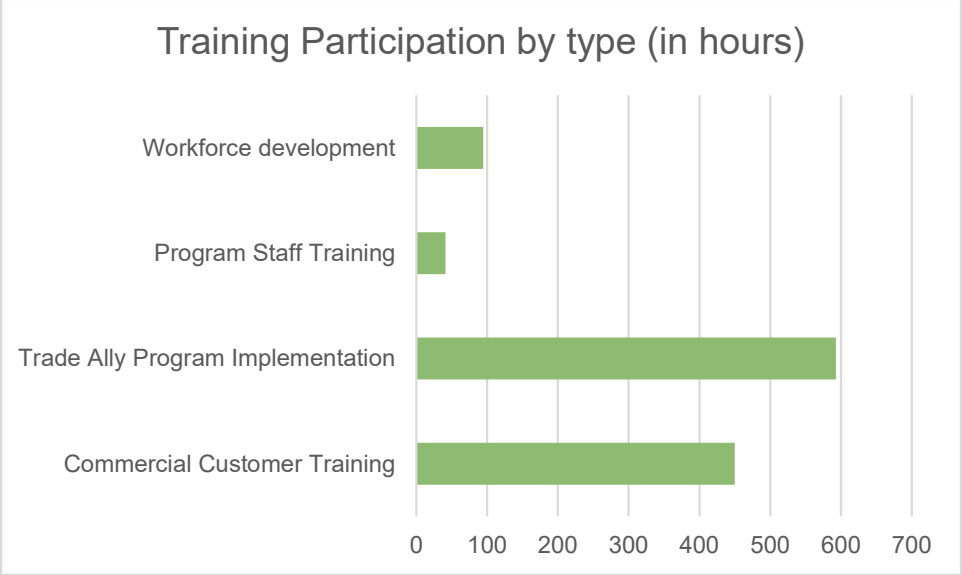


Chart 26.2: Training by Participation Type



Training Objective

The objective of commercial trade ally training is to review the steps for customers to submit projects to the program, understand the timeline for incentives and assist commercial customers in securing products and services from trade allies. The objective of trade ally training is to ensure that trade allies are confident in their ability to communicate accurately and effectively about the program and to submit projects efficiently with the appropriate documentation.

The objective of the residential trade ally training is to ensure participants clearly understand the end-to-end process for customers to submit projects, the associated incentive timelines, and how to effectively support different types of residential customers in accessing services provided by trade allies. The training is to educate trade allies with the knowledge and confidence to communicate accurately about the program, deliver services in accordance with program standards, and submit project documentation efficiently and correctly.

Initiatives

Workforce Development

The program has maintained its efforts in workforce development:

- Welcomed staff members of Louisiana Green Corps, STEM NOLA, Goodwill Workforce Development One, the New Orleans Career Center, and Job 1 of the City of New Orleans Career Center to speak to trade allies regarding potential employees within their networks.
- Surveyed trade allies regarding their hiring needs.
- Held four in-person meetings associated with the Bayou Chapter of the Association of Energy Engineers, a clean-energy networking group which invites trade allies and facility directors as well as students and professionals seeking careers in clean energy to attend in-person meetings and webinars aimed at networking and education.
- Represented Energy Smart on March 18 at the Dillard University H2theFuture Business Summit which highlights career development in the clean-energy sectors throughout Louisiana.
- Presented to undergraduate and graduate students associated with the LSU Industrial Assessment Center on April 7 about careers in energy efficiency, with a particular focus on automation.
- Facilitated a meeting between Trane Technologies and engineering instructor Solomon Yin of UL-Lafayette regarding the potential of Trane to hire trained UL-Lafayette students and the potential of Trane to host a Building Automation 101 class that workforce-development representatives could attend to learn about the field.
- Spoke about careers in the Trade Ally Network to the Small Business Opportunities Recap & Resource Fair as well as the Lincoln Beach Industry Day, two events focused on development of Disadvantaged Businesses.
- Met with the Recruiting Manager for the Tulane Freeman School of Business about careers within the Trade Ally Network and ways to connect Tulane students with higher-performing trade allies.
- Represented Energy Smart and spoke about career options within the Trade Ally Network at the spring New Orleans Apprenticeship Administrators & Directors meeting on May 22. During this meeting Energy Smart staff connected with the Louisiana Green Corps, Delgado Workforce Development, the International Brotherhood of Electrical Workers and the Mechanical Contractors' Association of Louisiana.



Financial Performance

Incentive Budget Highlights

Table 27.1

OFFERING	INCENTIVES	BUDGET*	% TO BUDGET
Small Commercial & Industrial Solutions	$626,881	$881,990	71%
Large Commercial & Industrial Solutions	$4,314,307	$3,889,704	111%
Publicly Funded Institutions	$185,204	$709,316	26%
New Construction Code Compliance	$62,545	$124,848	50%
Large C&I Automated Demand Response	$941,515	$219,800	428%
Home Performance with ENERGY STAR	$775,675	$957,923	81%
Neighborhood-Based Delivery Pilot	$973,200	$2,398,186	41%
Retail Appliances	$135,256	$122,111	111%
Retail Appliances Income-Qualified	$789,193	$828,375	95%
Multifamily Solutions	$373,599	$376,810	99%
Multifamily Solutions Income-Qualified	$728,977	$613,938	119%
Income Qualified Weatherization	$3,672,905	$2,398,186	153%
A/C Solutions	$514,025	$562,151	91%
A/C Solutions Income-Qualified	$529,344	$891,242	59%
Residential HVAC Midstream	$60,100	$887,184	7%
School Kits & Community Outreach	$94,000	$98,600	95%
Behavioral Energy Efficiency	$0	$0	N/A
EasyCool BYOT	$317,625	$315,425	101%
Peak Time Rebate Pilot	$86,870	$89,964	97%
EV Charging BYOC	$25,497	$88,200	29%
Battery Pilot	$61,221	$102,000	60%
TOTAL	**$15,267,939**	**$16,555,951**	92%

** Budgets are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10,2024.*

Summary table shows energy efficiency incentive spend from January 1, 2025, through December 31, 2025.

Table 27.2

		ENERGY SMART EXPENSES/INVOICES				FUNDING SOURCES	
YEAR	Month	Program Year 14	Program Year 15	Program Year 16	Total	EECR	Total Ending Balance
2025	January	$1,136,528			$1,136,528	$2,029,725	($8,238,012)
2025	February	$2,467,927	$100,000		$2,567,927	$1,932,992	($7,603,077)
2025	March	$730,003	$4,338,598		$5,068,601	$1,588,247	($4,122,724)
2025	April		$2,268,857		$2,268,857	$1,545,343	($3,399,210)
2025	May		$492,676		$492,676	$1,858,979	($4,765,513)
2025	June	$521,060	$3,443,611		$3,964,671	$2,262,368	($3,063,210)
2025	July	$68,492	$1,922,195		$1,990,687	$2,701,488	($3,716,520)
2025	August	$271,785	$2,222,559		$2,494,344	$2,673,881	($3,896,057)
2025	September	$113,306	$1,817,307		$1,930,614	$2,542,283	($4,507,726)
2025	October		$3,237,680		$3,237,680	$2,165,252	($3,435,298)
2025	November	$(6,003)	$3,442,664		$3,436,662	$1,580,739	($1,579,376)
2025	December		$2,971,315		$2,971,315	$1,678,807	($286,868)
2026	January		$1,989,467		$1,989,467	$2,007,233	($17,766)
2026	February		$61,755	$1,368,036	$1,429,791	$2,093,085	($681,060)
2026	March		$ (422)	$3,313,304	$3,312,882	$1,728,929	$902,893
2026	April		$1,720,647	$1,306,631	$3,027,278	$1,686,933	$2,243,239
2026	May		$575,250	$2,414,008	$2,989,258	$1,905,074	$3,327,423

Net Savings Summary

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

The Energy Smart program achieved 73,626,363 in Net kWh savings and 38,826.78 in Net kW reductions. These values represent savings net-of-free-ridership, compared to the filed goals.
Table 28.1

	NET kWh SAVINGS**	kWh GOAL*	% TO SAVINGS GOAL	NET kW REDUCTIONS**	kW TARGET*	% TO kW TARGET
Small Commercial & Industrial Solutions	3,653,363	6,032,088	61%	812.55	357	228%
Large Commercial & Industrial Solutions	32,163,472	32,495,299	99%	7,798.07	2,371	329%
Publicly Funded Institutions	1,131,824	4,571,303	25%	245.28	154	160%
New Construction Code Compliance	122,977	804,227	15%	26.39	239	11%
Large C&I Automated Demand Response	175,337			13,218.00	24,110	55%
Home Performance with ENERGY STAR	2,659,294	2,118,135	126%	961.89	842	114%
Neighborhood-Based Delivery Pilot	2,035,799	4,339,616	47%	1,092.45	3,329	33%
Retail Appliances	482,907	392,098	123%	90.35	7	1,278%
Retail Appliances Income-Qualified	1,750,058	1,893,099	92%	203.41	17	1,172%
Multifamily Solutions	1,517,535	1,988,849	76%	413.61	1,019	41%
Multifamily Solutions Income-Qualified	2,565,353	3,112,124	82%	903.81	1,586	57%
Income Qualified Weatherization	5,501,358	4,339,616	127%	3,373.13	3,329	101%
A/C Solutions	2,790,844	2,179,679	128%	1,230.67	968	127%
A/C Solutions Income-Qualified	2,689,449	2,985,538	90%	1,225.49	1,285	95%
Residential HVAC Midstream	151423	2,047,121	7%	139.97	0	
School Kits & Community Outreach	639,999	797,088	80%	68.61	0	
Behavioral Energy Efficiency	13,462,745	20,051,684	67%	-	0	
EasyCool BYOT	124,772			5,941.52	10,885	55%
Peak Time Rebate Pilot	7,852			758.15	1,250	61%
Ev Charging BYOC	-			155.61	1,580	10%
Battery Pilot	-			167.82	0	
Total	**73,626,361**	**90,147,564**	**82%**	**38,827**	**53,328**	**73%**

** Goals are reflective of the Energy Smart approved goals for Plan PY 15 in Council Resolution R-24-570 on October 10,2024.*
***Savings reflect verified net energy savings as documented in TPE's EM&V report.*

The Energy Smart program achieved a Net-to-Gross Ratio (NTGR) of 97.5% in Net kWh savings relative to the verified gross kWh savings and a kW NTGR of 99%.

Table 28.2

	VERIFIED GROSS KWH	NET KWH SAVINGS*	KWH NTGR	VERIFIED GROSS KW	NET KW REDUCTION*	KW NTGR
Small Commercial & Industrial Solutions	4,397,311	3,653,363	83%	978.01	812.55	83%
Large Commercial & Industrial Solutions	32,699,557	32,163,472	98%	7,928.05	7,798.07	98%
Publicly Funded Institutions	1,218,144	1,131,824	93%	263.95	245.28	93%
New Construction Code Compliance	180,212	122,977	68%	38.67	26.39	68%
Large C&I Automated Demand Response	175,337	175,337	100%	13,218.00	13,218.00	100%
Home Performance with ENERGY STAR	2,672,480	2,659,294	100%	962.25	961.89	100%
Neighborhood-Based Delivery Pilot	2,035,799	2,035,799	100%	1,092.45	1,092.45	100%
Retail Appliances	613,151	482,907	79%	115.83	90.35	78%
Retail Appliances Income-Qualified	1,750,058	1,750,058	100%	203.41	203.41	100%
Multifamily Solutions	1,769,877	1,517,535	86%	458.74	413.61	90%
Multifamily Solutions Income-Qualified	2,565,353	2,565,353	100%	903.81	903.81	100%
Income Qualified Weatherization	5,501,358	5,501,358	100%	3,373.13	3,373.13	100%
A/C Solutions	2,839,263	2,790,844	98%	1,247.94	1,230.67	99%
A/C Solutions Income-Qualified	2,689,449	2,689,449	100%	1,225.49	1,225.49	100%
Residential HVAC Midstream	185,554	151423	82%	139.97	139.97	100%
School Kits & Community Outreach	639,999	639,999	100%	68.61	68.61	100%
Behavioral Energy Efficiency	13,462,745	13,462,745	100%	-	0.00	
EasyCool BYOT	124,772	124,772	100%	5,941.52	5,941.52	100%
Peak Time Rebate Pilot	7,852	7,852	100%	758.15	758.15	100%
Ev Charging BYOC	-	-		155.61	155.61	100%
Battery Pilot	-	-		167.82	167.82	100%
Total	**75,528,271**	**73,626,361**	**97%**	**39,241.41**	**38,826.78**	**99%**

**Net savings as documented in TPE's EM&V report.*

Appendices

Appendix A: School Kits & Education Summary
Appendix B: Community Outreach Summary
Appendix C: Training and Education
Appendix D: Marketing Assets

Appendix A: School Kits & Education

SCHOOL NAME	KWH/SCHOOL	# OF KITS	ENROLLMENT OFFERING
Alice M Harte Charter School	47,183.04	288	Charter
Benjamin Franklin Middle	17,693.64	108	Public
Bishop McManus Academy	11,795.76	72	Private
Calvary Baptist School - New Orleans	5,897.88	36	Private
Christian Brothers School - Canal Street Campus	17,693.64	108	Private
Dr. King Charter School	35,387.28	216	Charter
Edward Hynes Charter School - Parkview	23,591.52	144	Charter
Edward Hynes Charter School - UNO	35,387.28	216	Charter
Fannie C Williams Charter School	35,387.28	216	Charter
Harriet Tubman Charter School	35,387.28	216	Charter
Holy Cross School	35,387.28	216	Private
Holy Name of Jesus School	23,591.52	144	Private
Homer A Plessy Community School - French Quarter	17,693.64	108	Charter
International School of Louisiana - Dixon Campus	17,693.64	108	Charter
Isidore Newman School	41,285.16	252	Private
KIPP Leadership	58,978.80	360	Charter
Martin Behrman Charter School	35,387.28	216	Charter
Noble Minds Institute For Whole Child Learning	17,693.64	108	Private
Resurrection of Our Lord School	11,795.76	72	Private
Saint Andrew The Apostle School	17,693.64	108	Private
Saint Andrews Episcopal School	11,795.76	72	Private
Saint Benedict The Moor School	5,897.88	36	Private
Saint Dominic School	29,489.40	180	Private
Saint Mary's Academy	17,693.64	108	Private
Saint Paul's Episcopal School	17,693.64	108	Private
Saint Pius X School	23,591.52	144	Private
Saint Stephen Catholic School	11,795.76	72	Private
Waldorf School of New Orleans	11,795.76	72	Private
TOTAL	**672,358.32**	**4,104**	

Appendix B: Community Outreach

DATE	EVENT	LEADS
1/14/2025	Hollygrove Heat Workshop	
2/1/2025	Super Tax Day Event - St. Maria Goretti Parish Church	32
2/5/2025	Audubon Riverside Neighborhood Association	
2/8/2025	Super Tax Day Event - University of Holy Cross	
2/15/2025	Super Tax Day – Dryades YMCA	10
2/17/2025	CCC - Algiers	
2/26/2025	HANO Financial Fitness Workshop - Thrive 9th Ward	19
3/3/2025	CCC - Canal St	20
3/5/2025	CCC - Algiers	18
3/15/2025	Super Tax Day Event - New Orleans East Regional Library	
3/17/2025	CCC - Canal St	
3/17/2025	CCC - Algiers	
3/22/2025	Super Tax Day Event - Algiers Regional Library	
3/22/2025	St. Roch Neighborhood Event	12
3/26/2025	District B Walk Down	
3/28/2025	Home & Garden Show	
3/29/2025	17th Annual Housing, Health & Community Resource	59
3/29/2025	Home & Garden Show	
3/30/2025	Home & Garden Show	26
4/1/2025	CCC - Canal St	
4/3/2025	CCC - Algiers	
4/14/2025	CCC - Canal St.	
4/16/2025	JOB1 Young Adult Job Expo	16
4/19/2025	Sampson Park- Easter Event	18
5/1/2025	CCC - Canal St	
5/5/2025	CCC - Algiers	
5/8/2025	NBD Event - Florida/Desire Neighborhood - Giving Hope Community Center	
5/12/2025	CCC - Algiers	
5/12/2025	CCC - Canal St	
5/12/2025	Mid-City Neighborhood Association Town Hall	
5/16/2025	Senior Fest	21
5/17/2025	Endangered Species Day	3
5/21/2025	ENO Storm Prep Meeting	2
5/22/2025	Desire Parent's Event	

5/31/2025	Unity in the Community	17
5/24/2025	District C Crawfish Boil - Council man Freddie King event	
6/2/2025	CCC - Canal St	10
6/3/2025	CCC - Algiers	14
6/7/2025	Party for the Planet - Aquarium	3
6/10/2025	Mayor's Neighborhood Engagement Office Hurricane Preparedness - Pontchartrain Center	19
6/14/2025	Eastshore Community Market	
6/16/2025	CCC - Canal St.	
6/16/2025	CCC - Algiers	
6/17/2025	Job 1 Young Adult Mental Wellness Workshop and Resource Fair	
6/24/2025	Hospitality Health Fair	39
6/28/2025	Rep. Willard Town Hall - Dillard University	2
6/28/2025	Pollination Celebration - Insectarium	8
7/7/2025	CCC - Canal St.	
7/9/2025	Neighborhood Based Delivery Event 2 - Castle Rock Community Church	
7/14/2025	CCC's - Canal and Westbank	
7/14/2025	District A Neighborhood Walk-Down	
7/15/2025	District D Neighborhood Walkdown	
7/22/2025	CCC - Westbank	11
7/24/2025	NOPD 6th Youth Engagement Day - Rosenwald Rec Center	5
7/26/2025	St. Roch Neighborhood BTS Event	15
7/31/2025	NBD Event 3 - Level Ground Community Church	
8/1/2025	CCC - Canal St.	11
8/2/2025	St. James Cares Community Event - 222 N. Roman St.	
8/5/2025	CCC - Westbank	6
8/6/2025	Job 1 Walk-In Wednesday	16
8/6/2025	Senior Center Directors Meeting	25
8/9/2025	Energize NOLA Community Fair & Back-to-school Event - 3815 St. Bernard Ave.	37
8/16/2025	Total Community Action Utility Assistance event	11
8/18/2025	CCC - Canal St	13
8/18/2025	CCC - Algiers	
8/18/2025	Town Hall Meeting - Algiers Library	
8/19/2025	Town Hall Meeting - Delgado Community College	
8/20/2025	Town Hall Meeting - Treme Center	
8/23/2025	Office of Engagement Katrina Event	11
8/25/2025	Community Office Hours - Pontilly Coffee 4000 Chef Menteur Hwy	5

8/25/2025	Town Hall Meeting - Xavier University	
8/26/2025	Town Hall Meeting - TEP Center	
8/27/2025	Community Office Hours - Pontilly Coffee	2
8/28/2025	Town Hall Meeting - Lower 9th Ward	
8/30/2025	Sanchez Center Event	10
9/2/2025	CCC - Westbank	16
9/3/2025	Community Office Hours - Pontilly Coffee	
9/5/2025	CCC - Canal St.	
9/6/2025	NOLA Smart Surfaces Workshop and Resource Fair	15
9/15/2025	CCC's - Canal St. and Westbank	20
9/16/2025	New Hope Baptist Church 2025 Annual Night Out in the Community	
9/17/2025	Job 1 Career and Training Fair	23
9/20/2025	World Clean-Up Day - Loyola University	7
9/23/2025	Neighborhood Based Delivery Event - Resurrection of our Lord	
9/27/2025	3rd QTR Neighborhood Leaders Roundtable	
9/27/2025	Dillard Improving Health Through Music Event	11
10/1/2025	CCC - Canal St.	
10/3/2025	CCC - Algiers	
10/4/2025	Fried Chicken Festival	10
10/5/2025	Fried Chicken Festival	7
10/13/2025	CCC's - Canal St. and Westbank	
10/15/2025	Office of Neighborhood Engagement Community Office Hours - Pontilly Coffee	13
10/17/2025	Office of Neighborhood Engagement Office Hours - Pontilly Coffee	4
10/17/2025	Office Hours Community Outreach - McDonalds 6005 Bullard Ave.	15
10/20/2025	Norman Mayer Library - 3001 Gentilly Blvd.	12
10/21/2025	Trunk or Treat Fischer Playground	
10/21/2025	Trunk or Treat in New Florida	
10/21/2025	Night Out Against Crime - Springlake Neighborhood NOLA East	31
10/25/2025	Super STEM Saturday at Isidore Newman School	9
10/29/2025	NO East Farmer Market	5
11/1/2025	Office of Neighborhood Engagement Resource Fair - Convention Center	
11/3/2025	CCC - Canal St.	
11/4/2025	CCC - Westbank	
11/9/2025	TEP Anniversary Event - 5909 St. Claude Ave.	13
11/17/2025	CCC - Canal St	
11/17/2025	CCC - Algiers	

11/17/2025	504 HealthNet Resource Fair	14
11/21/2025	New Orleans East Library	2
11/22/2025	Drivers License Clinic	3
12/1/2025	CCC - Canal St.	2
12/1/2025	Pontilly Coffee	
12/1/2025	Norman Mayer Library - 3001 Gentilly Blvd.	
12/2/2025	Pontilly Coffee	
12/3/2025	CCC - Westbank	10
12/3/2025	Pontilly Coffee	
12/3/2025	New Orleans East Library	
12/4/2025	Pontilly Coffee	1
12/5/2025	Pontilly Cafe	1
12/5/2025	New Orleans East Library	
12/8/2025	Pontilly Coffee	
12/8/2025	Canal Street	10
12/8/2025	Norman Mayer Library - 3001 Gentilly Blvd.	
12/9/2025	Pontilly Coffee	2
12/10/2025	CCC - Algiers	12
12/10/2025	New Orleans East Library	
12/10/2025	Job 1 & Goodwill Job Fair	9
12/11/2025	Pontilly Coffee	
12/12/2025	Pontilly Coffee	15
12/12/2025	New Orleans East Library	1
12/12/2025	Thrive T9 Center	11
12/15/2025	CCC - Canal St.	
12/15/2025	CCC - Algiers	
12/15/2025	Thrive NOLA T9	1
12/15/2025	504 HealthNet Hospitality Event - Broadside	8
12/16/2025	CC's Coffee - 2800 Esplanade	1
12/16/2025	Thrive NOLA T9	
12/17/2025	CC's Coffee, Esplanade	1
12/17/2025	Thrive NOLA T9	
12/17/2025	Norman Mayer Library	
12/18/2025	Thrive NOLA T9	
12/19/2025	CC's Coffee, Esplanade	
12/19/2025	Thrive NOLA T9	
12/19/2025	New Orleans East Library	

12/19/2025	Pontilly Coffee	
12/20/2025	New Orleans East Regional Hospital	
12/20/2025	2929-31 Audubon St - Gert Town	
12/22/2025	CC's Coffee, Esplanade	4
12/22/2025	Norman Mayer Library	
12/22/2025	Thrive NOLA T9	
12/22/2025	Pontilly Coffee	
12/23/2025	Pontilly Coffee	
12/23/2025	CC's Coffee, Esplanade	
12/23/2025	Thrive NOLA T9	
12/29/2025	CC's Coffee, Esplanade	1
12/30/2025	Pontilly Coffee	
12/31/2025	CC's Coffee, Esplanade	
12/31/2025	Pontilly Coffee	1
	TOTAL	**867**

Appendix C: Training & Education

DATE	TITLE	AUDIENCE	NO. OF ATTENDEES	LENGTH OF SESSION	TRAINING DESCRIPTION
1/8/2025	Staff training -- sales	Program Staff	1	60	Strategies for selling energy-efficiency projects.
1/10/2025	Contractor -- Engie Impact	C&I Trade Allies/Contractors	1	30	Burlington Coat Factory renovation to include LED lighting; this call covered planning for the walkthrough and lighting count.
1/14/2024	Customer -- Morial Convention Center	C&I Customer	1	30	Green coast Enterprises advises Energy Smart staff
1/14/2024	Contractor -- Trane Technologies	C&I Trade Allies/Contractors	1	15	Discuss incentives for First Baptist Church
1/14/2024	Customer -- Hotel Provincial	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for a hotel.
1/14/2024	Contractor -- Powers of Louisiana	C&I Trade Allies/Contractors	2	45	Review the investigation phase incentive, measurement & verification incentive, and the customer incentive for RCx.
1/14/2024	Contractor -- all trade allies	C&I Trade Allies/Contractors	35	90	Welcome meeting for Program Year 15: trade allies learn about updates to the program, receive awards for the prior year, and network with workforce-development professionals.
1/16/2025	Workforce Development: Association of Energy Engineers	Workforce Development	5	30	Bayou Chapter meeting planning the official kickoff meeting of the chapter.
1/19/2024	Customer -- Jesuit High School	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives

					available for a high school.
1/17/2025	Contractor -- Rexel	C&I Trade Allies/Contractors	1	30	Burlington Coat Factory renovation to include LED lighting; this call covered planning for the walkthrough and lighting count.
1/22/2025	Staff training -- sales	Program Staff	1	60	Strategies for selling energy-efficiency projects.
1/22/2025	Customer: Sewerage and Water Board	C&I Customer	1	30	New employee overview of incentives.
1/29/2025	Customer -- NOMA	C&I Customer	1	45	Review of potential projects that NOMA can submit in 2025.
1/29/2025	Customer: SUNO	C&I Customer	1	45	Webinar call with Arlean Wehle, Vice-Chancellor for Administration and Finance, regarding all of the ways SUNO can take advantage of the program.
1/30/2025	Workforce Development: Association of Energy Engineers	Workforce Development	24	60	Bayou Chapter meeting official kickoff meeting at Las Cruces Restaurant; team-building activities and planning.
1/31/2025	Customer -- City Park	C&I Customer	1	60	Review of lighting project at PanAmerican Stadium.
1/31/2025	Customer -- NOCHI	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for a training center.
1/31/2025	Customer: City Park	C&I Customer	1	45	In-person meeting with Jake Webster, Director of Capital Projects, regarding a sports-field lighting project.

2/3/2025	Contractor -- Vath's Lighting	C&I Trade Allies/Contractors	1	30	Check-in meeting with trade ally regarding potential lighting projects in Orleans Parish, including Livingston School.
2/4/2025	Customer -- New Orleans Country Club	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives available for a country club.
2/4/2025	Contractor -- Sharkey Mechanical	C&I Trade Allies/Contractors	3	45	Review program incentives with new trade ally Sharkey Mechanical, which provides services in automation, motors/pumps, chillers, and refrigeration.
2/4/2025	Contractor -- Atlas Copco	C&I Trade Allies/Contractors	1	45	Review program incentives with new trade ally Atlas Copco, which provides services in compressed air leak remediation.
2/5/2025	Staff training -- sales	Program Staff	1	60	Strategies for selling energy-efficiency projects.
2/5/2025	Customer -- SWB	C&I Customer	1	30	Monthly meeting with Sewerage and Water Board
2/6/2025	Customer -- Centrio	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives available for an industrial center.
2/6/2025	Customer -- Hotel Provincial	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for a hotel.
2/6/2025	Contractor -- Bernhard	C&I Trade Allies/Contractors	1	30	Review program incentives with existing trade ally Bernhard and discuss potential customers for 2025.
2/11/2025	Customer -- Hilton Riverside	C&I Customer	1	15	Check-in call about 2025 projects.

2/11/2025	Customer -- Urban South	C&I Customer	1	60	Check-in call about 2025 projects.
2/12/2025	Customer -- NOMA	C&I Customer	1	30	Review of documentation needed for project submittal
2/12/2025	Staff training -- AP Tracks	Program Staff	1	30	Review of database strategies for tracking customer success.
2/12/2025	Contractor -- mechanical and electrical contractors	C&I Trade Allies/Contractors	4	5	Attended the Port NOLA Contractor event at Nunez Community College regarding the Louisiana International Terminal Site.
2/14/2025	Customer -- Culinary and Hospitality Institute	C&I Customer	1	60	Check-in call about 2025 projects.
2/14/2025	Customer -- Newman	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for a school.
2/14/2025	Customer -- Harriet Tubman Charter School	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives available for a school.
2/17/2025	Customer: Collegiate Academies	C&I Customer	1	45	Webinar meeting with Kathleen Welch, Facilities Director with Collegiate Academies, regarding the chiller tune-ups and chiller replacements.
2/17/2025	Customer -- EMR	C&I Customer	1	60	Check-in call about 2025 projects.
2/17/2025	Customer: Orleans Parish School Board	C&I Customer	1	45	Program incentive overview with Greg Narlock, the facility director for Orleans Parish Public Schools.

2/17/2025	Contractor -- One Atlas	C&I Trade Allies/Contractors	1	45	Meeting with Senior Project Manager and Licensed Architect with One Atlas, Kristin McAllister
2/17/2025	Contractor -- Manning Architects	C&I Trade Allies/Contractors	2	45	Meeting with two architects from Manning regarding Orleans Parish School improvements that can count toward new construction.
2/18/2025	Customer -- Chamber of Commerce	C&I Customer	10	10	Introduction to Energy Smart for variety of small businesses.
2/18/2025	Customer -- NORD	C&I Customer	1	30	Check-in call about 2025 projects.
2/18/2025	Workforce Development: Dillard University	Workforce Development	2	45	Discuss potential of creating a career guidebook with Dillard and Xavier regarding career paths in renewable energy and energy efficiency.
2/19/2025	Staff training -- sales	Program Staff	1	60	Strategies for selling energy-efficiency projects.
2/19/2025	Customer: Holy Cross High School	C&I Customer	5	60	Discuss all manner of ways Holy Cross High School could benefit from the program.
2/19/2025	Trade Ally: Bernhard	C&I Trade Allies/Contractors	3	60	Discuss all manner of ways Holy Cross High School could benefit from the program.
2/19/2025	Workforce Development: Association of Energy Engineers	Workforce Development	5	30	Bayou Chapter meeting reviewing the official kickoff meeting of the chapter and planning the second in-person meeting.
2/20/2025	Customer -- International Council of Facility Managers	C&I Customer	10	10	Review of incentives that facility directors can benefit from with respect to building automation.

2/20/2025	Staff Training: Building Automation	Staff Training	4	90	Outreach and workforce development staff members attend the CIS Building Automation lecture geared toward engineering-adjacent professionals.
2/21/2025	Customer: Sojourner Truth School	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for a school.
2/24/2025	Customer -- EMR Recycling	C&I Customer	1	60	Check-in call about 2025 projects.
2/25/2025	Customer -- NORD	C&I Customer	1	30	Check-in call about 2025 projects.
2/26/2025	Contractor -- International Brotherhood of Electrical Workers	C&I Trade Allies/Contractors	2	30	Discuss potential tabling/vendor opportunities for Energy Smart to connect with contractors in the local IBEW network.
2/26/2025	Contractor -- Corporate Mechanical Contractors	C&I Trade Allies/Contractors	1	30	Discuss custom incentives for chiller tune-ups and building automation.
2/27/2025	Staff Training: Strategic Energy Management	Staff Training	5	60	Presentation by Harris Energy Solutions regarding the software and training that will be used during the 6-month SEM program.
2/28/2025	Customer -- Burlington Coat Factory	C&I Customer	1	30	Review of lighting incentives at Burlington Coat Factory.
2/28/2025	Customer -- 1010 Common	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for an office tower.
3/5/2025	Staff training -- sales	Program Staff	1	60	Strategies for selling energy-efficiency projects.

3/5/2025	Contractor -- Calcasieu Mechanical Contractors	C&I Trade Allies/Contractors	1	30	Discuss incentives for chiller tune-ups and custom incentives.
3/6/2025	Contractor -- A-1 Signs	C&I Trade Allies/Contractors	1	30	Discuss incentives and application process.
3/6/2025	Contractor -- Ideal Lighting	C&I Trade Allies/Contractors	1	30	Discuss incentives and application process.
3/6/2025	Contractor -- Constellation Energy	C&I Trade Allies/Contractors	1	30	Discuss incentives and application process.
3/10/2025	Workforce Development: UL-Lafayette	Workforce Development	1	30	Engineering instructor Solomon Yin reviewed ways to collaborate with trade allies and promote careers in energy efficiency.
3/11/2025	Staff Training: Team brainstorm session	Staff Training	10	120	Division-wide review of outreach strategies toward customer sectors and trade allies.
3/12/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives available for an office tower.
3/12/2025	Staff Training: Small Business Assessment	Staff Training	1	45	Met with Legacy installer at AZ Express to review assessment process and train staff on incentives outside of the assessment.
3/13/2025	Workforce Development: UL-Lafayette	Workforce Development	15	45	Building automation trade allies have the opportunity to speak with Solomon Yin, engineering instructor who is creating curriculum in building automation.
3/17/2025	Contractor -- Moses Engineering	C&I Trade Allies/Contractors	1	30	Check-in call about 2025 projects.
3/17/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives

					available for an office tower.
3/18/2025	Staff Training	Staff Training	2	60	Best practices training on state energy scorecard.
3/18/2025	Workforce Development: H2Future Business Summit	Workforce Development	15	20	Energy Smart promotes careers within the trade ally network to economic development officials in attendance at this Dillad University event.
3/19/2025	Staff training -- sales	Program Staff	1	60	Strategies for selling energy-efficiency projects.
3/19/2025	Customer -- Sewerage and Water Board	C&I Customer	1	30	Check-in call about 2025 projects.
3/19/2025	Workforce Development: Association of Energy Engineers	Workforce Development	5	30	Bayou Chapter meeting plan the second in-person meeting which will take place in May.
3/20/2025	Customer -- WWL	C&I Customer	1	60	Check-in call about 2025 projects.
3/20/2025	Customer: Napoleon House	C&I Customer	1	60	In-person meeting with the facility director of Napoleon House and other Brennan restaurants about the Equipment Incentive list and trade allies.
3/21/2025	Customer -- Kingsley House	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives available for a community center and housing complex.
3/21/2025	Contractor -- Trane Technologies	C&I Trade Allies/Contractors	1	30	Incentive review for Clover.
3/23/2025	Contractor -- Hussman	C&I Trade Allies/Contractors	1	30	Potential for Aldi projects in refrigeration and kitchen equipment.
3/24/2025	Contractor -- Ameresco	C&I Trade Allies/Contractors	1	60	Check-in call about 2025 projects.

3/24/2025	Customer: Rouses	C&I Customer	1	60	In-person meeting with the facility director of all Rouses locations about the Equipment incentive list and custom incentives.
3/25/2025	Customer -- Chamber of Commerce	C&I Customer	10	10	Introduction to Energy Smart for variety of small businesses.
3/26/2025	Customer: Greater New Orleans Hotel and Lodging Association	C&I Customer	30	15	Presentation to general managers of a few dozen hotels at a quarterly meeting of hoteliers.
3/27/2025	Staff Training: Entergy staff	Program Staff	10	15	Review of program incentives and application staff to Entergy staff members.
3/31/2025	Trade Ally: Trane	C&I Trade Allies/Contractors	1	30	Custom incentive application process review for hotel automation projects.
3/31/2025	Customer -- churches	C&I Customer	2	60	St. Charles Avenue Baptist Church and First Grace Baptist Church: a program incentive overview.
3/31/2025	Customer -- Southeast Louisiana Flood Protection Authority	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives available for a. public entity/warehouse.
4/2/2025	Staff training -- sales	Program Staff	1	60	Strategies for selling energy-efficiency projects.
4/2/2025	Contractor -- Trade Ally Network	C&I Trade Allies/Contractors	12	120	Kathy Ferguson and CSSI Services team present on the tax advantages of making energy-efficiency improvements in commercial buildings.
4/2/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives during an

					economic-development forum.
4/2/2025	Customer -- Facility directors	C&I Customer	15	120	Kathy Ferguson and CSSI Services team present on the tax advantages of making energy-efficiency improvements in commercial buildings.
4/3/2025	Customer -- St. Maria Goretti	C&I Customer	1	60	Walk-through of a school that can benefit from lighting, HVAC, and kitchen incentives.
4/3/2025	Contractor -- Delta Insulation	C&I Trade Allies/Contractors	2	60	Review incentives regarding insulation, HVAC, and refrigeration with Delta Insulation.
4/7/2025	Workforce Development: LSU Industrial Assessment Center	Workforce Development	18	60	Reviewed careers within the trade ally network as well as the application process and program incentives.
4/8/2025	Contractor -- Francois Powerhouse Electric	C&I Trade Allies/Contractors	1	30	Review of potential project at Big Chief Laundry in New Orleans East.
4/9/2025	Contractor -- Doyle Electric	C&I Trade Allies/Contractors	1	30	Recruitment conversation with potential trade ally Doyle Electric about incentives and application process.
4/9/2025	Contractor -- Trane Technologies	C&I Trade Allies/Contractors	3	90	Review of 2025 projects, the equipment incentive list, custom incentives, and chiller tune-ups.
4/10/2025	Customer -- WW2 Museum	C&I Customer	1	60	Check-in about potential projects to be completed in 2025.

4/10/2025	Staff Training: Entergy staff	Program Staff	7	30	Review of program incentives and application staff to Entergy customer service representatives.
4/11/2025	Contractor -- Daikin	C&I Trade Allies/Contractors	2	60	Review of 2025 projects, the equipment incentive list, custom incentives, and chiller tune-ups.
4/15/2025	Customer -- Dillard	C&I Customer	1	15	Check-in call about 2025 projects.
4/16/2025	Customer -- St. Augustine High School	C&I Customer	1	30	Review of program incentives and application process for a school.
4/17/2025	Customer -- St. Martin de Porres	C&I Customer	1	60	Walk-through of a school that can benefit from lighting, HVAC, and kitchen incentives.
4/17/2025	Customer -- WWL	C&I Customer	1	30	Check-in call about 2025 projects.
4/17/2025	Customer -- Maloney Storage	C&I Customer	1	30	Review of program incentives and application process for a storage facility.
4/17/2025	Contractor -- M3 Services	C&I Trade Allies/Contractors	1	30	Review of existing projects, the process for sending leads to M3, and marketing materials.
4/18/2025	Workforce Development: Trane Technologies	Workforce Development	2	60	Review of workforce initiatives with two Trane automation employees and ways to connect with UL-Lafayette.
4/21/2025	Workforce Development: Tulane Freeman School of Business	Workforce Development	2	60	Review of careers in building automation with specialists from Tulane.
4/22/2025	Contractor -- CIS	C&I Trade Allies/Contractors	2	60	Review of Convention Center projects and the application process for submitting projects.

4/23/2025	Customer -- Life City participants	C&I Customer	20	20	Discuss incentives for small businesses.
4/23/2025	Customer -- Ben & Burka	C&I Customer	3	60	Review of potential collaboration between Energy Smart and the commercial properties run by Ben & Burka.
4/28/2025	Customer -- NASA	C&I Customer	1	60	Review of 2025 projects.
4/28/2025	Customer -- Greater St. Stephen Gospel Church	C&I Customer	1	30	Review of the items the program needs to close out a lighting project with Greater St. Stephen Gospel Church.
4/30/2025	Customer -- Maloney Storage	C&I Customer	1	30	Review of program incentives and application process for a storage facility.
4/30/2025	Customer -- HRI Properties	C&I Customer	1	30	Review of incentives and application process for an asset manager of large commercial buildings.
5/1`2025	Customer -- Smoothie King Arena	C&I Customer	1	15	Review of 2025 projects.
5/2/2025	Customer -- 1000 Howard	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for an office tower.
5/5/2025	Customer -- St. Francis of Assisi	C&I Customer	1	60	Discussion of incentives the church can take advantage of.
5/5/2025	Customer -- New Orleans Athletic Club	C&I Customer	2	60	Discussion with the chief engineer regarding ways Loyola can participate in the program.
5/6/2025	Customer -- Loyola	C&I Customer	1	60	Review of the Equipment incentive list and the custom incentives Loyola can take advantage of this year.

5/6/2025	Contractor -- Daikin	C&I Contractor	2	45	Review of chiller projects and automation projects Daikin can submit in 2025.
5/6/2025	Contractor -- Gallo	C&I Trade Allies/Contractors	1	60	Review of calculations Energy Smart requires for customer projects associated with equipment upgrades.
5/7/2025	Contractor -- Salas O'Brien	C&I Trade Allies/Contractors	1	45	Discussion of potential projects Salas O'Brien could submit in 2025.
5/7/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives to an economic development forum.
5/8/2025	Contractor -- Powers of Louisiana	C&I Trade Allies/Contractors	1	30	Review of calculations Energy Smart requires for customer projects associated with equipment upgrades.
5/8/2025	Contractor -- Triple H	C&I Trade Allies/Contractors	1	30	Recruitment conversation with potential trade ally Triple H about incentives and application process.
5/8/2025	Customer -- Tulane	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives to a university.
5/8/2025	Customer -- Loyola	C&I Customer	1	60	Review of the Equipment incentive list and the custom incentives Loyola can take advantage of this year.
5/8/2025	Workforce Development: Association of Energy Engineers	Workforce Development	26	90	Bayou Chapter meeting in-person second meeting -- presentation by Jenny Netherton of

					Southeast Wind Coalition.
5/12/2025	Customer -- Sewerage and Water Board	C&I Customer	1	30	Review of 2025 projects.
5/12/2025	Contractor -- Battco Construction	C&I Trade Allies/Contractors	1	30	Discussion about the New Orleans Fire Department lighting incentives.
5/12/2025	Contractor -- Rollins and Sons	C&I Trade Allies/Contractors	1	30	General program overview for a former trade ally.
5/12/2025	Contractors -- electrical and mechanical contractors	C&I Trade Allies/Contractors	6	15	General program overview for potential trade allies at the City of New Orleans Small Business Opportunities Recap & Resource Fair
5/12/2025	Customers -- varied	C&I Customer	6	15	General program overview for potential customers at the City of New Orleans Small Business Opportunities Recap & Resource Fair
5/14/2025	Staff Training: Trane Technologies BAS informal training	Staff Training	5	60	Review of the ways that Trane approaches building-automation consultations with customers and how it calculates first-year energy savings.
5/15/2025	Customer -- Sewerage and Water Board	C&I Customer	1	30	Review of 2025 projects.
5/15/2025	Customer -- 1615 Poydras	C&I Customer	1	90	Review of program incentives available for office tower on Poydras.
5/15/2025	Contractors -- electrical and mechanical contractors	C&I Trade Allies/Contractors	10	15	General program overview for potential trade allies at the City of New Orleans

					Lincoln Beach Industry Day Part II
5/15/2025	Workforce Development: STEM NOLA	Workforce Development	1	30	Discussion with Jakara Bachus, STEM NOLA Fellows Manager, about planned outreach to the Trade Ally Network.
5/15/2025	Contractor -- Johnson Controls	C&I Contractor	1	30	Focus on building automation controls projects that JCI can submit in 2025
5/15/2025	Customer -- Burlington Coat Factory	C&I Customer	1	30	Spec sheet overview, planning the walk-through, and discussing the trade ally portal.
5/19/2025	Customer -- Dillard	C&I Customer	1	15	Review of 2025 projects.
5/19/2025	Customer -- Burlington Coat Factory	C&I Customer	1	30	Spec sheet overview, planning the walk-through, and discussing the trade ally portal.
5/20/2025	Contractor -- CIS Industries	C&I Contractor	1	30	General program overview for potential trade ally.
5/20/2025	Customer -- Fairgrounds	C&I Customer	1	30	Review of potential projects in 2025.
5/20/2025	Contractor -- Legacy Restoration	C&I Contractor	1	30	General program overview for potential trade ally Legacy Restoration, which had been a trade ally until 2022.
5/21/2025	Staff Training: Entergy staff	Program Staff	10	15	Review of program incentives and application staff to Entergy staff members.
5/21/2025	Customer -- Federal Reserve Bank	C&I Customer	1	30	Review of potential 2025 projects.
5/21/2025	Contractor -- Daikin	C&I Contractor	2	45	Review of chiller projects and automation projects Daikin can submit in 2025.

5/21/2025	Staff training -- window manufacturer	Program Staff	1	30	Presentation on efficient windows by a manufacturer.
5/21/2025	Contractor -- The Kitchen Guys	C&I Contractor	1	45	General program overview for potential trade ally The Kitchen Guys, specializing in kitchen and refrigeration.
5/22/2025	Customer -- WWL	C&I Customer	1	30	Assistance with an application.
5/22/2025	Contractor -- The Kitchen Guys	C&I Contractor	1	45	General program overview for potential trade ally The Kitchen Guys, specializing in kitchen and refrigeration.
5/22/2025	Customer -- Small Business Development Center	C&I Customer	1	30	Review of ways that small businesses can benefit from the Energy Smart program.
5/23/2025	Customer -- Bourbon Orleans Hotel	C&I Customer	1	30	Review of ways that Bourbon Orleans can benefit from the Energy Smart program.
5/27/2025	Customer -- Liberty Banks	C&I Customer	1	15	Review of potential 2025 projects.
5/27/2025	Customer -- Sewerage and Water Board	C&I Customer	2	60	Phone call with SWB and Trane regarding 2025 projects.
5/27/2025	Contracotr -- Jerry Cummings with JTE Electrical	C&I Contractor	1	30	General program overview for potential trade ally JTE Electrical, focusing on lighting incentives.
5/27/2025	Customer -- Carrollton Playground	C&I Customer	1	30	Walkthrough of the outdoor playground lighting.
5/27/2025	Customer -- New Orleans Convention Center	C&I Customer	5	60	Review of ways custom incentives and the Equipment Incentive List with the entire facilities staff of the New Orleans Convention Center.

5/28/2025	Customer -- Veterans Affairs Hospital	C&I Customer	1	60	Review of ways custom incentives and the Equipment Incentive List with the chief engineer in the facilities department.
5/28/2025	Customers -- varied	C&I Customer	10	30	Review of ways custom incentives and the Equipment Incentive List with various restaurant representatives on the City of New Orleans "Optimize Your Restaurant Operations" webinar.
5/29/2025	Customer -- 1000 Howard	C&I Customer	1	30	Review of Equipment Incentive List and custom incentives available for an office tower.
6/2/2025	Contractor -- CM Mockbee	C&I Contractor	1	20	General program overview for potential trade ally CM Mockbee, focusing on lighting incentives.
6/2/2025	Contractor -- Robin Services	C&I Contractor	1	30	General program overview for potential trade ally Robin Service, focusing on lighting incentives.
6/2/2025	Contractor -- Vath's Lighting	C&I Contractor	1	30	General program overview for potential trade ally Vath's Lighting, focusing on lighting incentives.
6/2/2025	Contractor -- Johnson Controls	C&I Contractor	4	60	Review of custom incentives in building automation as well as the Equipment Incentive List with four representatives on their sales team.
6/4/2025	Contractor -- NOLA LED	C&I Contractor	1	30	Review 2025 projects.
6/4/2025	Customer -- City of New Orleans Business Ecosystem	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives to an economic

					development forum.
6/4/2025	Customer -- Franklin Avenue Baptist Church	C&I Customer	1	90	Walkthrough of the church for lighting and chiller tune-ups.
6/4/2025	Contractor -- Daikin	C&I Contractor	2	45	Review of chiller projects and automation projects Daikin can submit in 2025.
6/5/2025	Customers -- SEM Kickoff	C&I Customer	6	180	First in-person session led by Harris Energy Solutions
6/6/2025	Customer -- Franklin Avenue Baptist Church	C&I Customer	1	90	Internal and external lighting count for non-LED lights that will be converted in 2025.
6/6/2025	Customer -- New Orleans Convention Center	C&I Customer	1	30	Review incentive phases for the customer and for the service provider.
6/9/2025	Workforce Development -- Xavier University	Workforce Development	1	45	Discussing the next step toward the creation of a Clean Energy Careers Guidebook, without assistance from the federal grant.
6/9/2025	Workforce Development -- Louisiana Green Corps	Workforce Development	3	30	Discussion with the Career Specialist via LA Green Corps, as well as the Executive Director, about building automation; connections with trade allies who can speak to their students.
6/10/2025	Customer -- Regional Transit Authority	C&I Customer	1	30	Review of custom incentives and Equipment Incentive List.
6/10/2025	Customer -- Financial Services (4946 Bullard)	C&I Customer	1	45	General program overview and Equipment Incentive List overview for Lang Le of Financial Services.

6/10/2025	Contractor -- Corporate Mechanical Solutions	C&I Contractor	1	45	General program overview and Equipment Incentive List overview for Lang Le of Financial Services.
6/11/2025	Customer -- VIET	C&I Customer	2	45	General program overview and Equipment Incentive List overview for Vietnamese Initiatives in Economic Training.
6/16/2025	Contractor -- Industrial and Mechanical Contractors	C&I Contractor	1	30	General program overview and Equipment Incentive List overview for potential trade ally.
6/18/2025	Customer -- Aquarium	C&I Customer	1	120	Walkthrough of the aquarium for prescriptive and custom incentives.
6/19/2025	Staff Training: Excel Energy	Staff Training	4	60	Review of how Excel Energy implemented strategic energy management and the lessons learned.
6/19/2025	Contractor -- Daikin	C&I Contractor	2	45	Review of chiller projects and automation projects Daikin can submit in 2025.
6/19/2025	Contractor -- Synergy	C&I Contractor	4	60	Review of automation projects that Synergy could submit in 2025.
6/25/2025	Customer: Greater New Orleans Hotel and Lodging Association	C&I Customer	30	5	Presentation to general managers of a few dozen hotels at a quarterly meeting of hoteliers.
6/25/2025	Customer -- Jesuit High School	C&I Customer	1	60	Review of Equipment Incentive List and custom incentives available for a high school.
6/25/2025	Customer -- New Orleans East Hospital	C&I Customer	2	60	Walk-through of the first floor of New Orleans East

					Hospital for a lighting project.
6/26/2026	Trade Ally Recruitment	C&I Trade Allies/Contractors	20	10	Recruit Entergy Solutions trade allies to become Energy Smart trade allies.
6/27/2026	Trade ally meeting	C&I Trade Allies/Contractors	1	30	Lighting incentive overview
7/1/2025	Trade Ally Advisory Group	C&I Trade Allies/Contractors	20	30	Program updates to commercial trade allies
7/1/2025	Customer -- Hilton Garden Inn	C&I Customer	1	30	Program incentive overview
7/2/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	2	30	Bi-weekly overview of projects
7/8/2025	Customer -- Customer Service rep from Entergy	C&I Customer	1	30	Overview of program incentives for small businesses with customer service representative
7/10/2025	Customer -- Superdome	C&I Customer	1	60	General program overview and building walkthrough
7/10/2025	Trade ally -- National Electrical Contractors' Association	C&I Trade Allies/Contractors	10	10	Incentive overview to potential trade allies at electrical association
7/10/2025	Trade ally -- CIS	C&I Trade Allies/Contractors	2	45	Building automation incentive overview
7/11/2025	Customer -- Small Business Development Center	C&I Customer	1	30	Program overview to a Small Business Development Center representative
7/14/2025	Trade Ally -- Hospitality Energy Consultants	C&I Trade Allies/Contractors	2	30	Program overview to a potential trade ally
7/15/2025	Customer -- Sheraton	C&I Customer	1	30	Program incentive overview with Sheraton Hotel
7/15/2025	Customer -- strategic energy management	C&I Customer	6	300	Strategic energy management led by Harris Energy Solutions
7/16/2025	Customer -- strategic energy management	C&I Customer	5	120	Strategic energy management led by Harris Energy Solutions

7/16/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	2	30	Bi-weekly overview of projects
7/17/2025	Trade ally -- RWE	C&I Trade Allies/Contractors	1	45	Program overview to potential trade ally who has VA as a customer
7/18/2025	Customer -- Expo for small businesses	C&I Trade Allies/Contractors	10	10	"Connecting the Dots" Small Business Expo -- program overview to small businesses
7/22/2025	Trade ally -- Melink	C&I Trade Allies/Contractors	1	30	Overview of program incentives for The Westin
7/23/2025	Customer -- VA Hospital	C&I Customer	1	60	Chiller tune-up incentive overview and lighting overview
7/24/2025	Trade ally -- HVAC	C&I Trade Allies/Contractors	6	10	HVAC incentive overview to contractors in Elmwood
7/28/2025	Workforce -- Tulane	Workforce Development	2	30	Trade ally network overview to Tulane Business School
7/29/2025	Community partner -- Office of Resilience and Sustainability	C&I Customer	1	30	Benchmarking city ordinance overview
7/30/2025	Trade ally -- El Centro	C&I Trade Allies/Contractors	6	60	Program overview along with workforce development opportunities to El Centro staff
8/1/2025	Trade ally -- Guillory Sheet Metal	C&I Trade Allies/Contractors	1	30	Overview of HVAC incentives
8/4/2025	Customer -- Hilton Riverv	C&I Customer	1	60	Retro-commissioning overview
8/5/2025	Customer -- strategic energy management	C&I Customer	6	300	Strategic energy management led by Harris Energy Solutions
8/7/2025	Trade ally -- Procuremenet Fair	C&I Trade Allies/Contractors	10	10	Program overview to potential trade allies
8/8/2025	Trade ally -- Opportunities Outlook	C&I Trade Allies/Contractors	30	10	Program overview to the Urban League audience of contractors
8/12/2025	Customer -- Dominican	C&I Customer	1	30	Meeting with lead decision-maker at Dominican about variety of projects

8/12/2025	Trade Ally -- Gootee	C&I Trade Allies/Contractors	1	60	Meeting with Gootee at Dominican High School about HVAC projects
8/12/2025	Customer -- Xavier University	C&I Customer	1	60	Program overview and building walkthrough
8/13/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	2	30	Bi-weekly overview of projects
8/13/2025	Customer -- Sewerage and Water Board	C&I Customer	1	60	Monthly check-in with S&WB facilities staff about potential projects
8/14/2025	Trade ally -- D-Unit	C&I Trade Allies/Contractors	1	30	Recruitment phone call for electrician D-Unit; program incentive overview
8/15/2025	Trade ally -- Cooler Air Equipment	C&I Trade Allies/Contractors	1	30	Review of lighting incentives application for potential IHOP application
8/15/2025	Trade ally -- JEDCO event	C&I Trade Allies/Contractors	8	15	Presentation on program incentives to potential trade allies at Jefferson Parish Chamber of Commerce event
8/21/2025	Trade ally -- Gasket Guy	C&I Trade Allies/Contractors	1	30	Assistance with a refrigeration application
8/21/2025	Customer -- Tulane	C&I Customer	1	30	Lab renovation overview applicable to incentives
8/22/2025	Customer -- Woldenberg Village	C&I Customer	1	60	Program incentive overview
8/25/2025	Customer -- Dodie's Jazz Club	C&I Customer	8	5	Program presentation to small businesses at a Broad Street event
8/26/2025	Community partner -- Office of Resilience and Sustainability	C&I Partner	1	30	Benchmarking city ordinance overview
8/27/2025	Customer -- Cabrini High School	C&I Customer	1	30	Program overview at Cabrini high school; walk-through with trade ally
8/28/2025	Customer -- NASA	C&I Customer	1	30	NASA Cool roof project
9/2/2025	Trade ally -- Singleton AC	C&I Trade Allies/Contractors	1	30	Program overview with a/c trade ally

9/3/2025	Customer -- University of New Orleans	C&I Customer	1	60	Walkthrough of lighting project on campus
9/3/2025	Trade ally -- NanoTech	C&I Trade Allies/Contractors	2	60	Review of a potential new AI-based energy savings model by NanoTech; engineering review
9/8/2025	Customer -- Life City participants	C&I Customer	1	30	Program incentive overview with community partner Life City
9/8/2025	Trade Ally -- M3 Services	C&I Trade Allies/Contractors	1	30	Review of lighting incentives for the Convention Center
9/8/2025	Trade Ally -- Associated Builders and Contractors	C&I Trade Allies/Contractors	1	30	Program overview for Associated Builders, a network of contractors
9/8/2025	Trade ally -- Cooler Air Equipment	C&I Trade Allies/Contractors	1	30	Incentive overview regarding lighting project at IHOP
9/10/2025	Community Partner -- NOLA Business Ecosystem	Community Partner	15	10	Stakeholder engagement withing the economic development community via the city of New Orleans
9/10/2025	Staff training -- Tulane Energy Forum	Staff Training	4	120	Tulane Business School holds Energy Forum on various future-of-energy topics
9/17/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	2	30	Bi-weekly overview of projects
9/10/2025	Community partner -- Regional Planning Commission	C&I Trade Allies/Contractors	10	10	Program overview to community partners like ORS and other organizations
9/17/2025	Trade ally -- Harris Energy Solutions	C&I Trade Allies/Contractors	3	30	Discuss RCx potential at Loyola
9/17/2025	Customer -- United Methodist Church	C&I Customer	1	60	Program incentive overview and walkthrough of building
9/17/2025	Customer -- Sewerage and Water Board	C&I Customer	1	60	Monthly check-in with S&WB facilities staff about potential projects

9/18/2025	Trade ally -- Legacy Professional Services	C&I Trade Allies/Contractors	3	30	Review the duct sealing application and incentives
9/19/2025	Community Partner -- El Centro	Workforce Development	6	30	Review program incentives with workforce partner El Centro
9/19/2025	Trade ally -- Clear Result	C&I Trade Allies/Contractors	4	30	Review of what it will take to accept air-infiltration projects at cold-storage facilities
9/22/2025	Trade ally -- IFMA Golf Tournament	C&I Trade Allies/Contractors	10	15	Meeting with several potential trade allies at golf tournament
9/23/2025	Customer -- Hilton Riverside	C&I Customer	1	30	General check-in about potential projects
9/24/2025	Customers -- Love Your City	C&I Customer	5	15	Review of program incentive to partners of Life City
9/24/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	2	30	Bi-weekly overview of projects
9/25/2025	Trade Ally -- TAAG meeting	C&I Trade Allies/Contractors	30	60	Program updates as well as guest speaker from Office of Resilience and Sustainability
9/26/2025	Trade ally -- Guillory Sheet Metal	C&I Trade Allies/Contractors	1	30	HVAC incentive overview
9/28/2025	Customer -- NASA	C&I Customer	1	45	General check-in about potential projects
9/29/2025	Workforce development -- Tulane Energy Management	Workforce Development	1	30	Meeting with Lorraine Landry about the trade ally network
9/30/2025	Community parnter -- ORS	Community Partner	1	45	Benchmarking city ordinance overview
10/1/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	1	60	Aquarium project overview
10/1/2025	Community Partner -- NOLA Business Ecosystem	Community Partner	15	10	Stakeholder engagement withing the economic development community via the city of New Orleans

10/2/2025	Trade ally -- Legacy Professional Services	C&I Trade Allies/Contractors	3	30	Second review of requirements for duct sealing of small commercial businesses
10/3/2025	Customer -- Small Business Development Center	Community Partner	1	30	Program incentive overview with the director of the Small Business Development Center
10/6/2025	Trade Ally -- A1 LED	C&I Trade Allies/Contractors	2	30	Lighting incentive overview with new trade ally
10/8/2025	Customer -- Sewerage and Water Board	C&I Customer	1	60	Monthly check-in with S&WB facilities staff about potential projects
10/8/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	2	30	Bi-weekly overview of projects
10/14/2025	Trade Ally -- Several	C&I Trade Allies/Contractors	14	180	Sales training led by Sandler Selling
10/15/2025	Trade ally -- NanoTech	C&I Trade Allies/Contractors	2	60	Technical Deep Dive in AI-based savings
10/16/2025	Staff training: Strategic Energy Management	Staff Training	5	300	Presentation by Harris Energy Solutions regarding the software and training that will be used during the 6-month SEM program.
10/16/2025	Customer -- strategic energy management	C&I Customer	5	300	Presentation by Harris Energy Solutions regarding the software and training that will be used during the 6-month SEM program.
10/22/2025	Trade Ally -- Antoine Services	C&I Trade Allies/Contractors	1	30	Program incentive overview with new trade ally
10/22/2025	Workforce development -- Tulane Energy Management	Workforce Development	1	30	Meeting with Mallory Asp about the trade ally network
10/22/2025	Customer -- 300 Bourbon Street	C&I Customer	2	45	Meeting regarding Energy Smart incentives
10/22/2025	Trade Ally -- Daikin	C&I Trade Allies/Contractors	2	30	Bi-weekly overview of projects

10/23/2025	Trade Ally -- Contractor network	C&I Trade Allies/Contractors	20	10	Presentation to the Southeast Chapter of the National Electrical Contractors' Association
10/23/2025	Customer -- Inkwell Press	C&I Customer	1	30	Program incentive overview
10/28/2025	Customer -- Greater New Orleans Hotel and Lodging Association	C&I Customer	20	5	Program incentive overview to general managers of hotels in Orleans Parish
11/5/2025	Community Partner -- NOLA Business Ecosystem	Community Partner	15	10	Stakeholder engagement withing the economic development community via the city of New Orleans
11/7/2025	Customer -- Convention Center of New Orleans	C&I Customer	5	60	Program incentive overview with the facilities staff of Convention Center
11/12/2025	Workforce Development -- Dr. Pang of LSU	C&I Customer	1	30	Overview of the trade ally network and prep session for benchmarking event
11/12/2025	Customer -- strategic energy management	C&I Customer	5	120	Virtual bi-monthly Strategic Energy Management call
11/13/2025	Staff Training: Benchmarking	Staff Training	10	60	Overview of citywide benchmarking ordinance by Office of Resilience and by Dr. Pang of LSU
11/13/2025	Customer: Benchmarking	C&I Customer	25	60	Overview of citywide benchmarking ordinance by Office of Resilience and by Dr. Pang of LSU
11/13/2025	Trade allies: benchmarking	C&I Trade Allies/Contractors	30	60	Overview of citywide benchmarking ordinance by Office of Resilience and by Dr. Pang of LSU
11/19/2025	Customer -- Sewerage and Water Board	C&I Customer	1	60	Walkthrough of the St. Joseph Building of S&WB

11/19/2025	Trade Ally -- A1 LED	C&I Trade Allies/Contractors	2	30	Lighting incentive overview with new trade ally
11/20/2025	Customer -- New Orleans Terminal	C&I Customer	1	60	Program overview and building walkthrough
11/26/2025	Trade Ally -- Seruntine	C&I Trade Allies/Contractors	1	45	Program overview of refrigeration incentives for potential trade ally
11/26/2025	Trade Ally -- A-Bear Refrigeration	C&I Trade Allies/Contractors	1	45	Program overview of refrigeration incentives for potential trade ally
12/2/2025	Trade Ally -- UMS	C&I Trade Allies/Contractors	2	45	Program overview and application process
12/2/2025	Trade Ally -- National LED	C&I Trade Allies/Contractors	1	30	Program overview and application process
12/2/2025	Trade Ally -- Star Service	C&I Trade Allies/Contractors	1	30	Building automation overview regarding Lycee Francais
12/3/2025	Customer: Greater New Orleans Hotel and Lodging Association	C&I Customer	15	5	Presentation to general managers of a few dozen hotels at a quarterly meeting of hoteliers.
12/3/2025	Community Partner -- Life City	Community Partner	15	10	Regional Sustainability Committee Meeting
12/3/2025	Community Partner -- NOLA Business Ecosystem	Community Partner	15	10	Stakeholder engagement withing the economic development community via the city of New Orleans
12/4/2025	Customer -- Agenda for Children	C&I Customer	1	60	Program overview and building walkthrough
12/4/2025	Trade Ally -- A-Bear Refrigeration	C&I Trade Allies/Contractors	1	45	Program overview of refrigeration incentives for potential trade ally
12/9/2025	Customer -- NASA	C&I Customer	1	45	Walkthrough of building 103 for potential projects
12/10/2025	Workforce Development -- Goodwill Career Fair	Workforce Development	20	10	Discussion of careers within the trade ally network to job seekers

12/10/2025	Customer -- Sewerage and Water Board	C&I Customer	1	60	Review of potential projects at SW&B properties
12/11/2025	Workforce Development -- Goodwill Liaison for Workforce Development	Workforce Development	1	60	Program overview and a review of the trade ally network
12/17/2025	Customer -- strategic energy management	C&I Customer	5	120	Virtual bi-monthly Strategic Energy Management call
12/19/2025	Workforce Development -- Job Corps	Workforce Development	1	45	Program overview and a review of the trade ally network

Appendix D: Marketing Assets

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Residential Collateral

Energy Smart Overviews

Residential Overview



EnergySmart
A New Orleans Program

Home energy assessments

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® assessment** is a whole-house approach to help improve your energy efficiency. **Let's get started with a free home energy assessment.**

HOME PERFORMANCE WITH ENERGY STAR

How it works

1. An Energy Smart energy advisor will come to your home to complete an hour walk-through and identify areas where you could be saving energy.
2. During the assessment, receive **free** energy-efficient products to help you **start saving immediately**, such as:
   - Advanced power strips
   - Sensi™ smart thermostat
   - Pipe wrap insulation
   - Faucet aerators
   - Water-saving showerheads

3. At the end of your assessment, you'll receive a personalized home energy report and recommendations for follow-up home improvements to help you **save in the future**, such as:
   - Air sealing
   - Duct sealing
   - Attic insulation
   - A/C tune-up
4. After the assessment, we will connect you with an approved trade ally contractor to provide an estimate and schedule any follow-up services you choose. You may also receive **instant rebates to lower or cover the cost**.

Income-eligible customers

Based on your income, you may also qualify to receive additional rebates. See chart below.

Individuals per household	2025 maximum annual household income
1	$50,300
2	$57,500
3	$64,700
4	$71,850
5	$77,600
6	$83,350
7	$89,100
8	$94,850

Sign up today

Call **504-229-6868** or visit **energysmartnola.com/residents**.

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More ways to save

Learn more about Entergy New Orleans offerings exclusive to you.

Online Marketplace

Receive instant discounts when you shop for energy-efficient products such as water-savers, power strips, air-purifiers, dehumidifiers, smart thermostats and more. Shop now and save at **shop.energysmartnola.com**.

A/C Solutions

Optimize your home's heating and cooling systems, and save all year long. Receive discounts on central A/C or heat pump tune-up or rebates when you upgrade to a high efficiency system. Learn more at **energysmartnola.info/a-c-solutions**.

HVAC system replacement rebates

System type	Rebate amount
Central air conditioner	Up to $200 rebate per system
Air source heat pump (ducted)	Up to $250 rebate per system
Mini-split heat pump (ductless)	Up to $500 rebate per system

A/C tune-up

Save up to $200 per unit on an Energy Smart A/C tune-up.

- Improve the efficiency of your air conditioner by up to 30%.
- Improved air flow and better humidity control.
- Longer-lasting, more reliable air conditioning.

Home appliance rebates

Get rebates and instant discounts on qualifying ENERGY STAR® certified appliances. Learn more at **energysmartnola.info/residential-appliances**.

Appliance type	Rebate amount	Appliance type	Rebate amount	Appliance type	Rebate amount
Window A/C units	$50	Water coolers	$50	Heat pump water heaters	Up to $1,000 new
Refrigerators	$25	In ground pool pumps	Up to $300	Clothes washer	$25 new
Freezers	$25	Smart thermostats	Up to $100	Clothes dryer (electric)	$25 new
Dehumidifiers	$25	Air purifiers	$50	Clothes dryer (heat pump)	Up to $300 new

For more information about Energy Smart and the energy efficiency offerings available to you, call **504-229-6868**, visit **energysmartnola.com** or email **info@energysmartnola.com**.

Outreach QR Code



Outreach Door Hanger



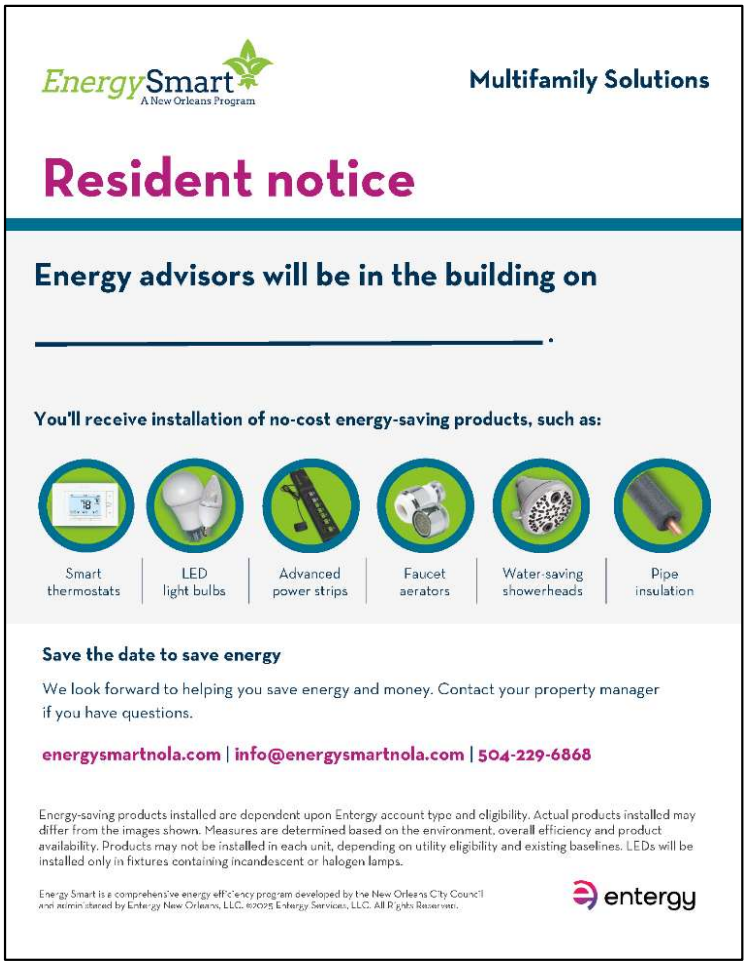
Vehicle Magnet



Multifamily Overview



Multifamily Tenant Notification Form



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A New Orleans Program

Multifamily Solutions

Resident notice

Energy advisors will be in the building on

_____.

You'll receive installation of no-cost energy-saving products, such as:

Smart thermostats | LED light bulbs | Advanced power strips | Faucet aerators | Water-saving showerheads | Pipe insulation

Save the date to save energy

We look forward to helping you save energy and money. Contact your property manager if you have questions.

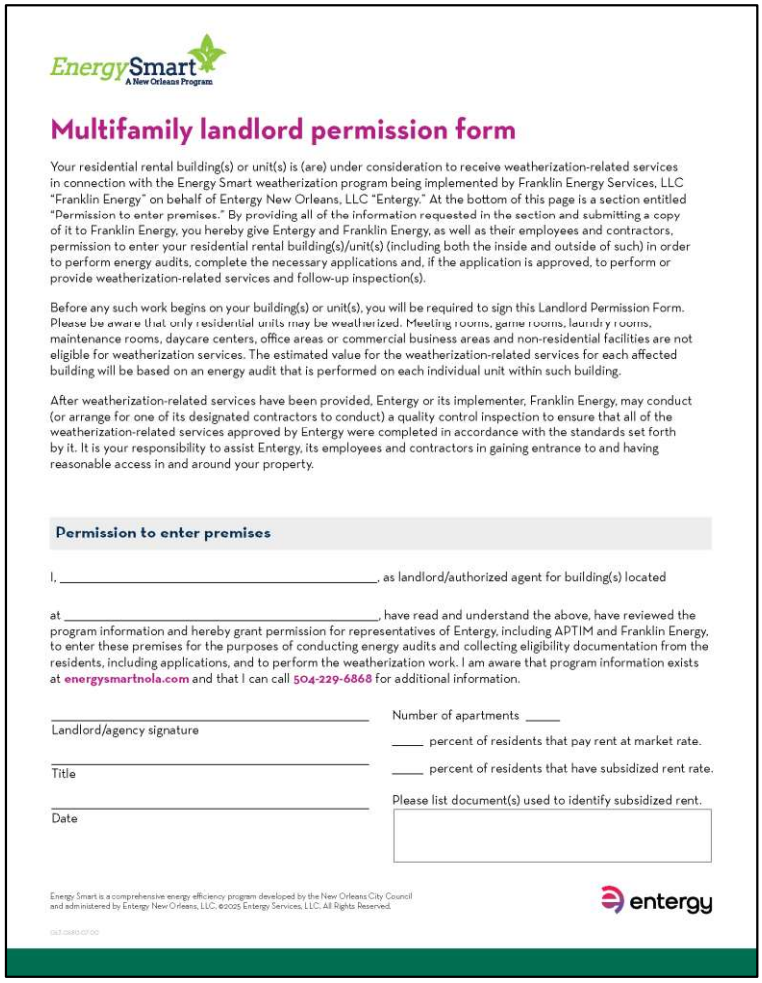
energysmartnola.com | info@energysmartnola.com | 504-229-6868

Energy-saving products installed are dependent upon Entergy account type and eligibility. Actual products installed may differ from the images shown. Measures are determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit, depending on utility eligibility and existing baselines. LEDs will be installed only in fixtures containing incandescent or halogen lamps.

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Multifamily Landlord Permission Form



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A New Orleans Program

Multifamily 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" on behalf of Entergy New Orleans, LLC "Entergy." At the bottom of this page is a section entitled "Permission to enter premises." By providing all of the information requested in the section and submitting a copy of it to Franklin Energy, you hereby give Entergy and Franklin Energy, as well as their employees and contractors, permission to enter your residential rental building(s)/unit(s) (including both the inside and outside of such) in order to perform energy audits, 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, Entergy or its implementer, Franklin Energy, may conduct (or arrange for one of its designated contractors to conduct) a quality control inspection to ensure that all of the weatherization-related services approved by Entergy were completed in accordance with the standards set forth by it. It is your responsibility to assist Entergy, its employees and contractors in gaining entrance to and having reasonable access in and around your property.

Permission to enter premises

I, _____, as landlord/authorized agent for building(s) located

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

_____
Landlord/agency signature

_____
Title

_____
Date

Number of apartments _____

_____ percent of residents that pay rent at market rate.

_____ percent of residents that have subsidized rent rate.

Please list document(s) used to identify subsidized rent.

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Multifamily Direct Install Service Agreement



EnergySmart
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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 notify the residents of program participation through various means, including, but not limited to, notices, posters in common areas and letters distributed to each unit or residence. Property owner will support these efforts by either distributing the notices as instructed or by providing Franklin Energy, LLC with access to distribute in common areas and to each unit or residence at least 24 hours before the scheduled installation. Property owner agrees to provide personnel to escort the Franklin Energy, LLC technicians throughout the property and to provide access to all units or residences when the resident is not home or the residence is unoccupied. The program reserves the right to post-inspect 5 percent of installed units after installation to ensure compliance with program guidelines.

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

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

Customer signature

Customer signature: _____

Customer name (print): _____ Date: _____

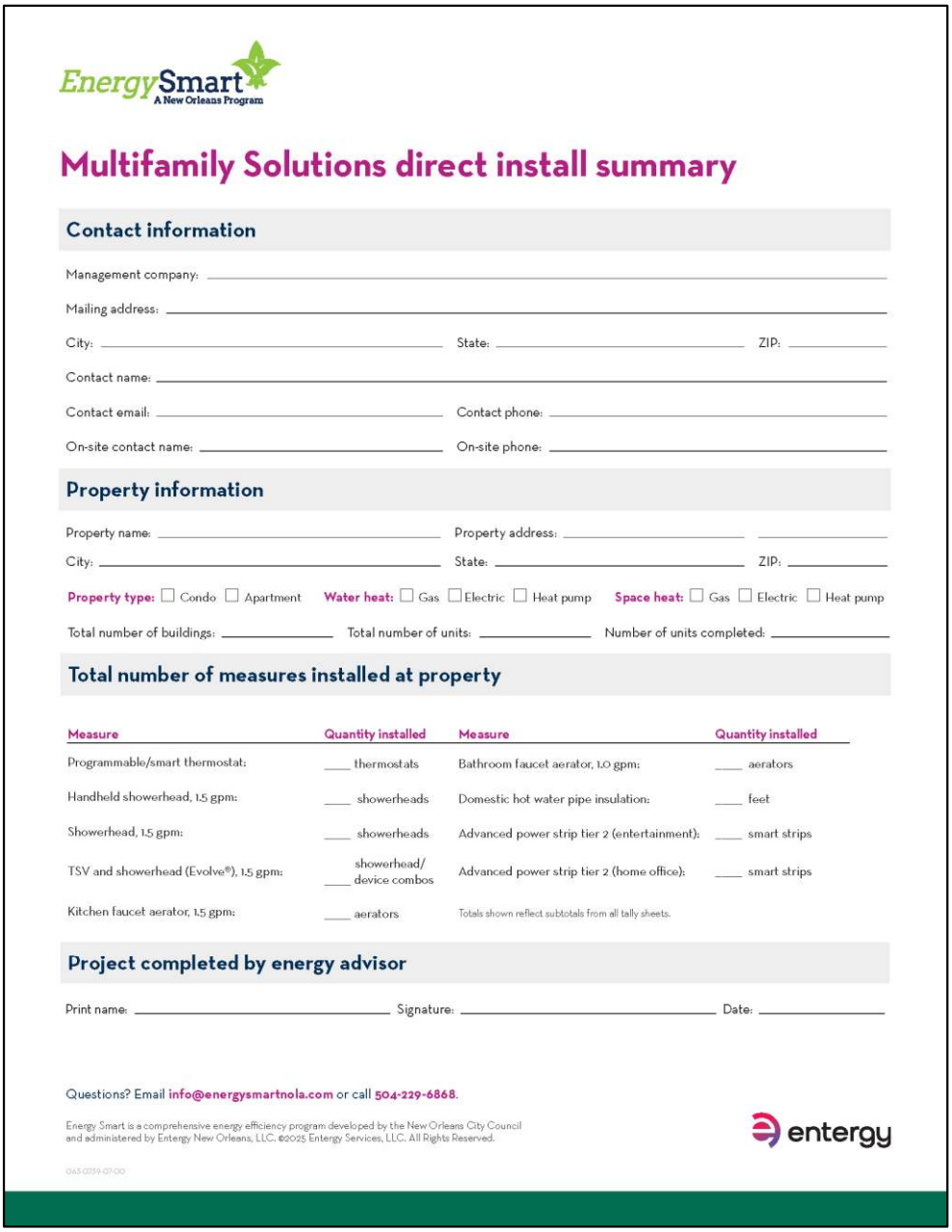
Property owner or authorized manager's signature: _____

Questions? Email info@energysmartnola.com or call 504-229-6868.

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Multifamily Direct Install Summary



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Multifamily Solutions direct install summary

Contact information

Management company: _____

Mailing address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Contact email: _____ Contact phone: _____

On-site contact name: _____ On-site phone: _____

Property information

Property name: _____ Property address: _____ _____

City: _____ State: _____ ZIP: _____

Property type: ☐ Condo ☐ Apartment **Water heat:** ☐ Gas ☐ Electric ☐ Heat pump **Space heat:** ☐ Gas ☐ Electric ☐ Heat pump

Total number of buildings: _____ Total number of units: _____ Number of units completed: _____

Total number of measures installed at property

Measure	Quantity installed	Measure	Quantity installed
Programmable/smart thermostat:	____ thermostats	Bathroom faucet aerator, 1.0 gpm:	____ aerators
Handheld showerhead, 1.5 gpm:	____ showerheads	Domestic hot water pipe insulation:	____ feet
Showerhead, 1.5 gpm:	____ showerheads	Advanced power strip tier 2 (entertainment):	____ smart strips
TSV and showerhead (Evolve®), 1.5 gpm:	____ showerhead/ device combos	Advanced power strip tier 2 (home office):	____ smart strips
Kitchen faucet aerator, 1.5 gpm:	____ aerators	Totals shown reflect subtotals from all tally sheets.	

Project completed by energy advisor

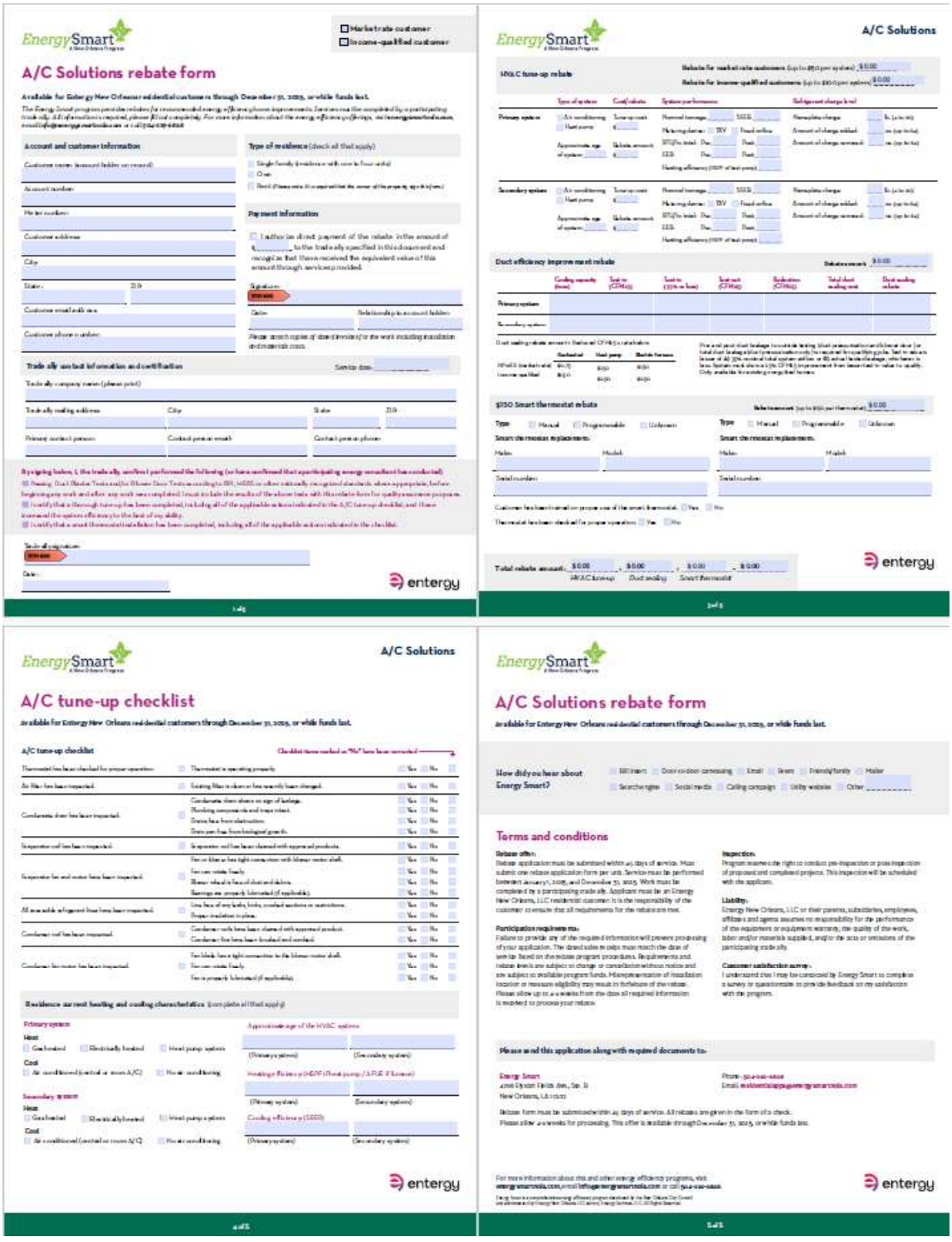
Print name: _____ Signature: _____ Date: _____

Questions? Email info@energysmartnola.com or call 504-229-6868.

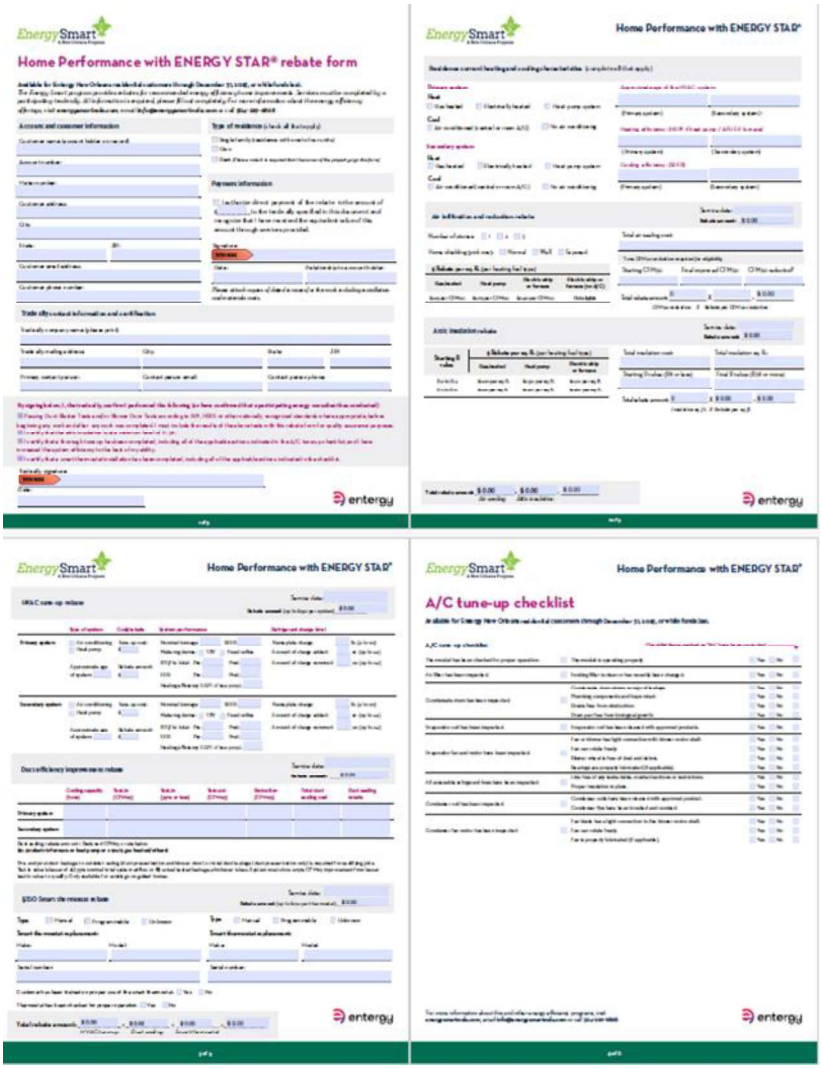
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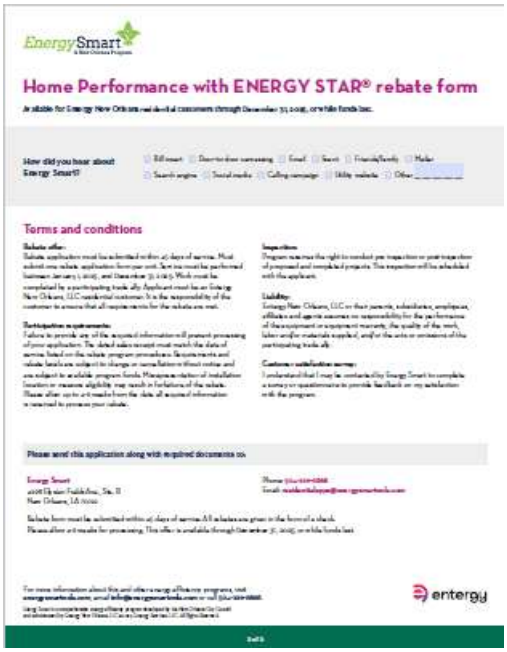
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A/C Solutions Rebate Form



Home Performance with ENERGY STAR® Rebate Form



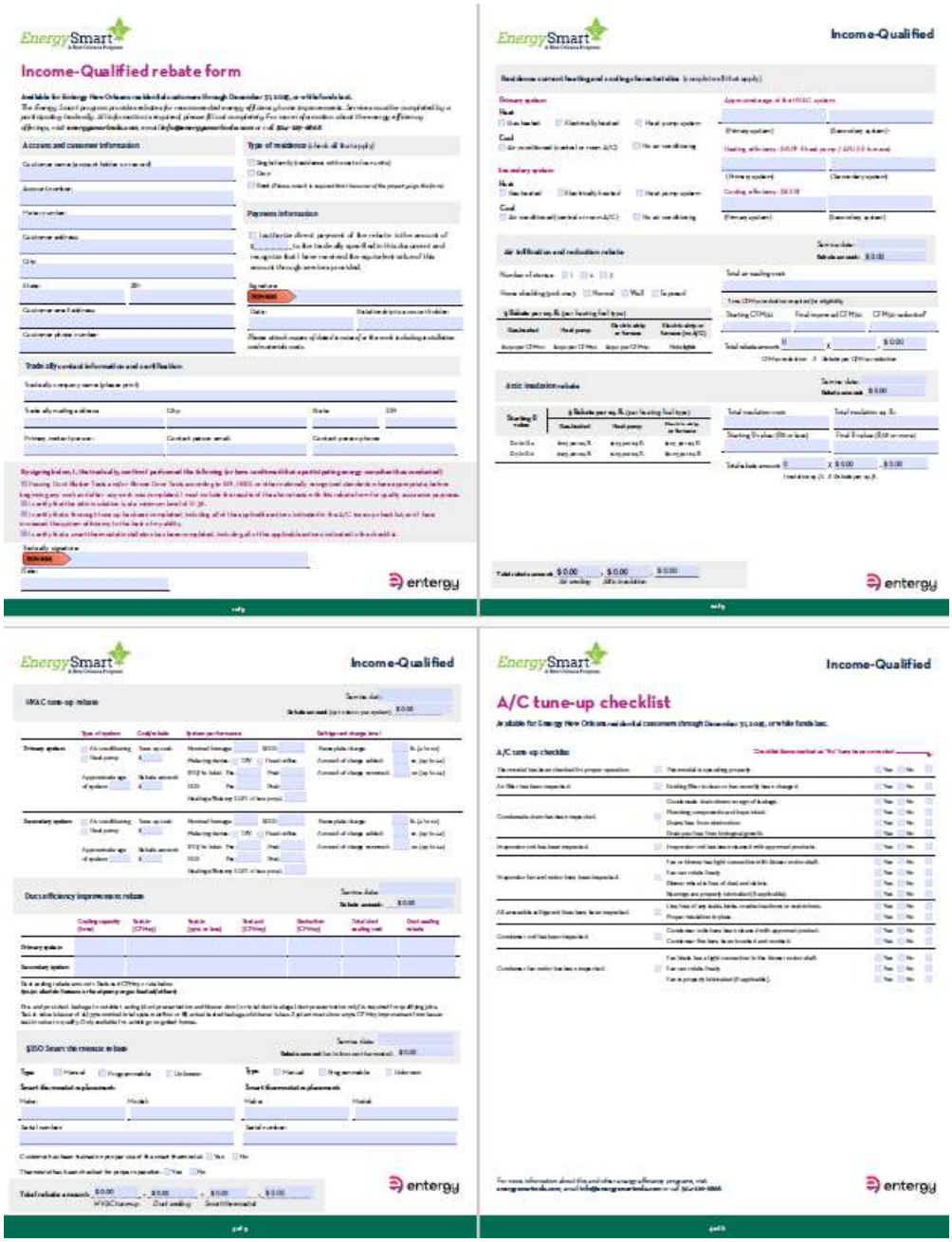


Home Performance with ENERGY STAR® rebate form

Terms and conditions

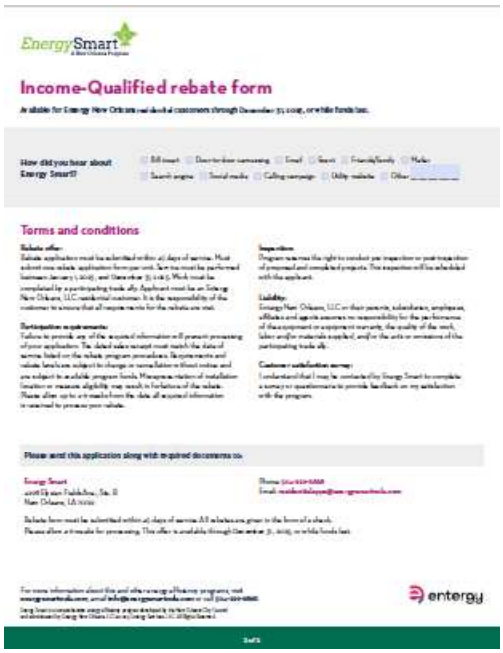
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Income-Qualified Weatherization Rebate Form



Income-Qualified rebate form

A/C tune-up checklist



Income-Qualified rebate form

Terms and conditions

Home Appliance Rebate Forms

Consolidated Home Appliance Rebate Form



EnergySmart
A New Orleans Program

Save energy, save money and protect the planet.

Take advantage of our rebates on a variety of ENERGY STAR® certified appliances.

Home appliance rebate application

All information is required. Before submitting this form, make sure it is fully completed and signed and a copy of your dated sales receipt(s) is included. Questions? Contact us at 504-229-6868 or residentialapps@energysmartnola.com. For more information about this and other Energy Smart offerings, visit energysmartnola.info.

Customer information

Residence information

How is the residence currently heated? ☐ Gas ☐ Electric ☐ Heat pump

How is the residence currently cooled? ☐ Central A/C ☐ Room A/C ☐ None

Water heater location: ☐ Conditioned space ☐ Unconditioned space

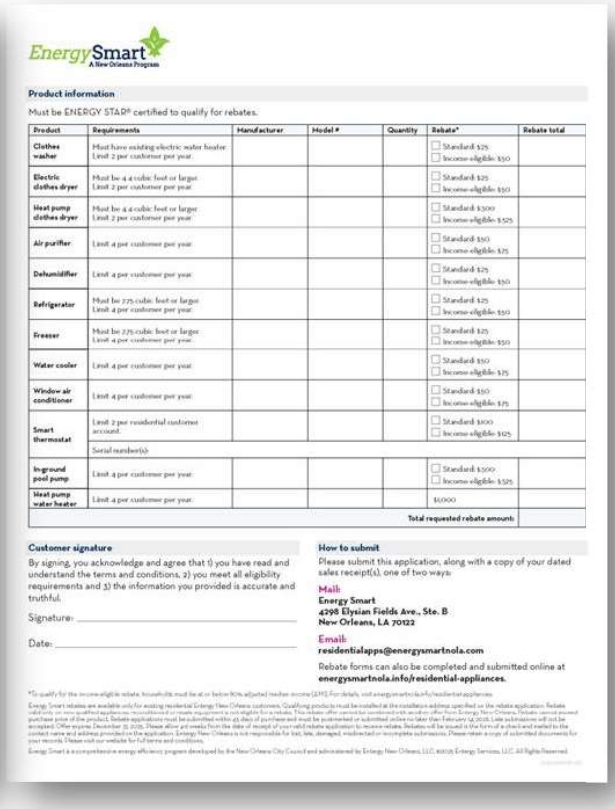
Existing water heater type: ☐ Electric ☐ Gas ☐ Heat pump

Existing clothes washer type: ☐ Top-loading ☐ Front-loading

Existing clothes dryer type: ☐ Gas ☐ Electric ☐ Heat pump

Continued on next page

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Product information

Must be ENERGY STAR® certified to qualify for rebates.

Product	Requirements	Manufacturer	Model #	Quantity	Rebate*	Rebate total
Clothes washer	Must have existing electric water heater. Limit 2 per customer per year.				☐ Standard: $25 ☐ Income-eligible: $50	
Electric clothes dryer	Must be 4.4 cubic foot or larger. Limit 2 per customer per year.				☐ Standard: $25 ☐ Income-eligible: $50	
Heat pump clothes dryer	Must be 4.4 cubic foot or larger. Limit 2 per customer per year.				☐ Standard: $300 ☐ Income-eligible: $525	
Air purifier	Limit 4 per customer per year.				☐ Standard: $50 ☐ Income-eligible: $75	
Dehumidifier	Limit 4 per customer per year.				☐ Standard: $25 ☐ Income-eligible: $50	
Refrigerator	Must be 7.75 cubic foot or larger. Limit 4 per customer per year.				☐ Standard: $25 ☐ Income-eligible: $50	
Freezer	Must be 7.75 cubic foot or larger. Limit 4 per customer per year.				☐ Standard: $25 ☐ Income-eligible: $50	
Water cooler	Limit 4 per customer per year.				☐ Standard: $50 ☐ Income-eligible: $75	
Window air conditioner	Limit 4 per customer per year.				☐ Standard: $50 ☐ Income-eligible: $75	
Smart thermostat	Limit 2 per residential customer account.				☐ Standard: $100 ☐ Income-eligible: $125	
	Serial number(s):					
In-ground pool pump	Limit 4 per customer per year.				☐ Standard: $300 ☐ Income-eligible: $525	
Heat pump water heater	Limit 4 per customer per year.				$1,000	
					Total requested rebate amount:	

Customer signature

By signing, you acknowledge and agree that 1) you have read and understand the terms and conditions, 2) you meet all eligibility requirements and 3) the information you provided is accurate and truthful.

Signature: _____

Date: _____

How to submit

Please submit this application, along with a copy of your dated sales receipt(s), one of two ways:

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

Email:
residentialapps@energysmartnola.com

Rebate forms can also be completed and submitted online at energysmartnola.info/residential-appliances.

*To qualify for the income-eligible rebate, household's must be at or below 80% adjusted median income (AMI). For details, visit energysmartnola.info/residential-appliances.

Energy Smart rebates are available only for existing residential Entergy New Orleans customers. Qualifying products must be installed at the installation address specified on the rebate application. Rebate valid only on new qualified appliances; reconditioned or resale equipment is not eligible for a rebate. This rebate offer cannot be combined with another offer from Entergy New Orleans. Rebates cannot exceed purchase price of the product. Rebate applications must be submitted within 45 days of purchase and must be postmarked or submitted online no later than February 12, 2021. Late submissions will not be accepted. Offer expires December 31, 2021. Please allow 4-6 weeks from the date of receipt of your valid rebate application to receive rebate. Rebates will be issued in the form of a check and mailed to the contact name and address provided on the application. Entergy New Orleans is not responsible for lost, late, damaged, misdirected or incomplete submissions. Please retain a copy of submitted documents for your records. Please visit our website for full terms and conditions.

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Home Performance with ENERGY STAR® Satisfaction Survey



EnergySmart
A New Orleans Program

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

entergy

Income-Qualified Weatherization Satisfaction Survey



EnergySmart
A New Orleans Program

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

entergy

A/C Tune-Up Satisfaction Survey



EnergySmart
A New Orleans Program

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

entergy

Energy Smart Online Marketplace Satisfaction Survey



EnergySmart
A New Orleans Program

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.

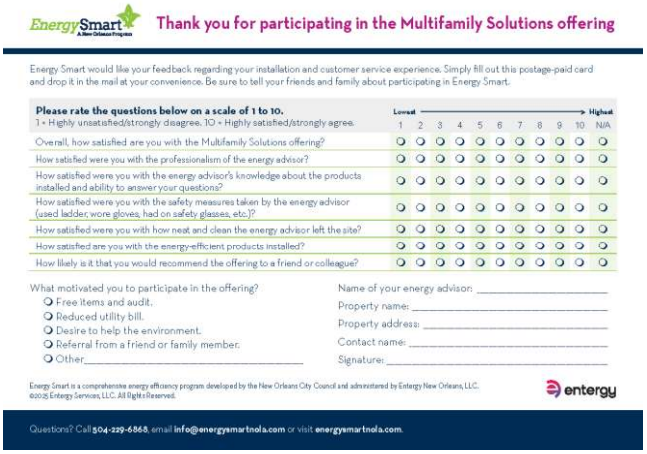
Complete the survey

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

entergy

Multifamily Satisfaction Survey



EnergySmart A New Orleans Program

Thank you for participating in the Multifamily Solutions offering

Energy Smart would like your feedback regarding your installation and customer service experience. Simply fill out this postage-paid card and drop it in the mail at your convenience. Be sure to tell your friends and family about participating in Energy Smart.

Please rate the questions below on a scale of 1 to 10. 1 = Highly unsatisfied/strongly disagree, 10 = Highly satisfied/strongly agree.	Lowest 1	2	3	4	5	6	7	8	9	10 Highest	N/A
Overall, how satisfied are you with the Multifamily Solutions offering?	○	○	○	○	○	○	○	○	○	○	○
How satisfied were you with the professionalism of the energy advisor?	○	○	○	○	○	○	○	○	○	○	○
How satisfied were you with the energy advisor's knowledge about the products installed and ability to answer your questions?	○	○	○	○	○	○	○	○	○	○	○
How satisfied were you with the safety measures taken by the energy advisor (used ladder, wore gloves, had on safety glasses, etc.)?	○	○	○	○	○	○	○	○	○	○	○
How satisfied were you with how neat and clean the energy advisor left the site?	○	○	○	○	○	○	○	○	○	○	○
How satisfied are you with the energy-efficient products installed?	○	○	○	○	○	○	○	○	○	○	○
How likely is it that you would recommend the offering to a friend or colleague?	○	○	○	○	○	○	○	○	○	○	○

What motivated you to participate in the offering?
- ○ Free items and audit.
- ○ Reduced utility bill.
- ○ Desire to help the environment.
- ○ Referral from a friend or family member.
- ○ Other_____

Name of your energy advisor: _____
Property name: _____
Property address: _____
Contact name: _____
Signature: _____

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Questions? Call 504-229-6868, email info@energysmartnola.com or visit energysmartnola.com.

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

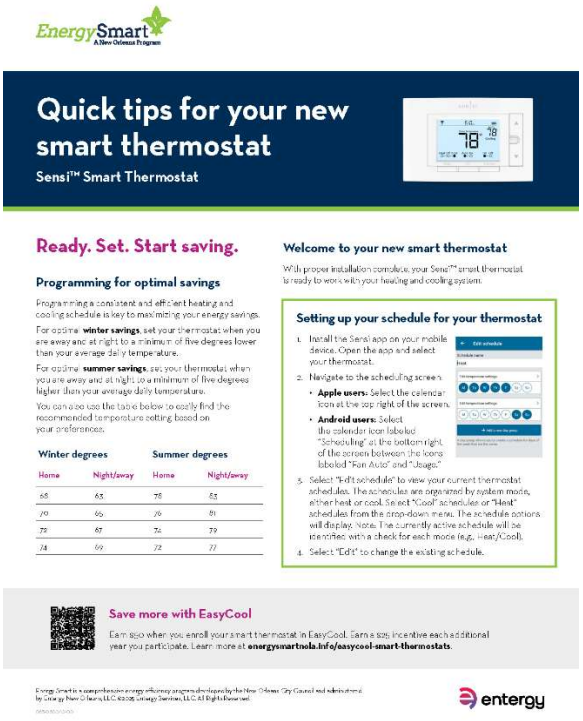
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FIRST-CLASS MAIL PERMIT NO. 278001 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

ENERGY SMART
4298 ELYSIAN FIELDS, SUITE B
NEW ORLEANS, LA 70122

Leave Behinds

Sensi Smart Thermostat Leave Behind



EnergySmart A New Orleans Program

Quick tips for your new smart thermostat

Sensi™ Smart Thermostat

Ready. Set. Start saving.

Programming for optimal savings

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

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

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

You can also use the table below to easily find the recommended temperature setting based on your preferences.

Winter degrees		Summer degrees	
Home	Night/away	Home	Night/away
68	63	78	83
70	65	76	81
72	67	74	79
74	69	72	77

Welcome to your new smart thermostat

With proper installation complete, your Sensi™ smart thermostat is ready to work with your heating and cooling system.

Setting up your schedule for your thermostat

1. Install the Sensi app on your mobile device. Open the app and select your thermostat.
2. Navigate to the scheduling screen.
   - **Apple users:** Select the calendar icon at the top right of the screen.
   - **Android users:** Select the calendar icon labeled "Scheduling" at the bottom right of the screen between the icons labeled "Fan Auto" and "Usage."
3. Select "1-dit schedule" to view your current thermostat schedules. The schedules are organized by system mode, either heat or cool. Select "Cool" schedules or "Heat" schedules from the drop-down menu. The schedule options will display. Note: The currently active schedule will be identified with a check for each mode (e.g., Heat/Cool).
4. Select "Edit" to change the existing schedule.

Save more with EasyCool

Earn $50 when you enroll your smart thermostat in EasyCool. Earn a $25 incentive each additional year you participate. Learn more at **energysmartnola.info/easycool-smart-thermostats**.

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EnergySmart A New Orleans Program

Troubleshooting

Your solution starts here.

Adjusting the temperature

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

No heat

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

No cool

1. Confirm the thermostat mode is set to "Cool."
2. Lower the set point below room temperature. Within five seconds, the thermostat should make a soft click sound, and "Cooling" should display on the screen. The sound indicates that the thermostat is operating properly.
3. If the thermostat does not click, try resetting the "Cool" schedule.

Restart the thermostat

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

"Call for service" appears on the screen

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

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

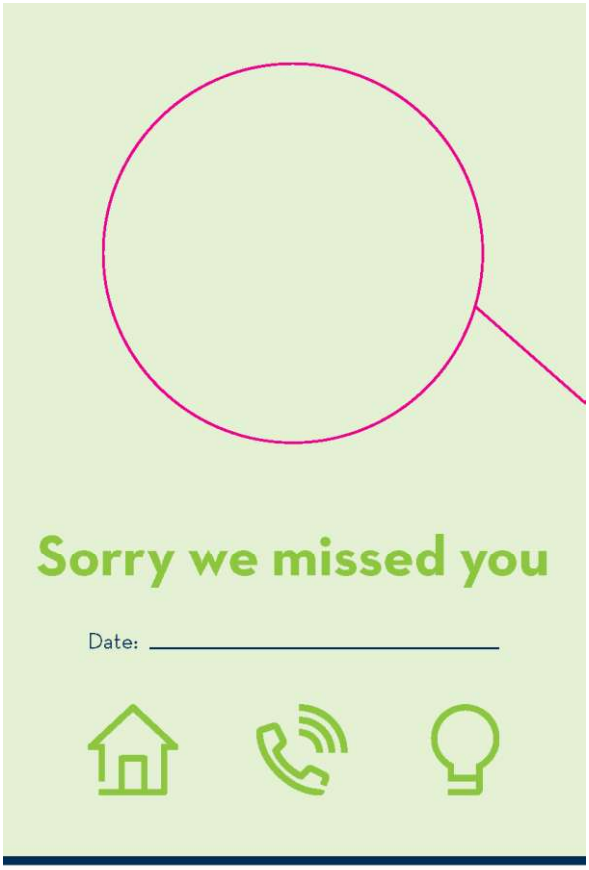
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Home Energy Assessments- Sorry We Missed You Door Hanger



Trade Ally- Sorry We Missed You Door Hanger

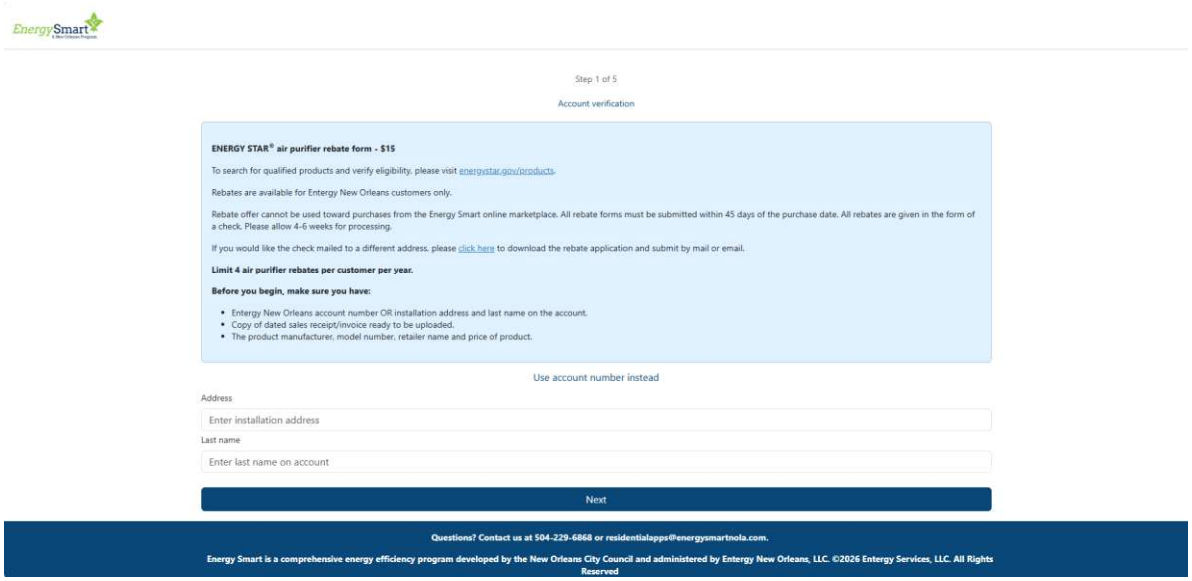


POP Rebate Overview

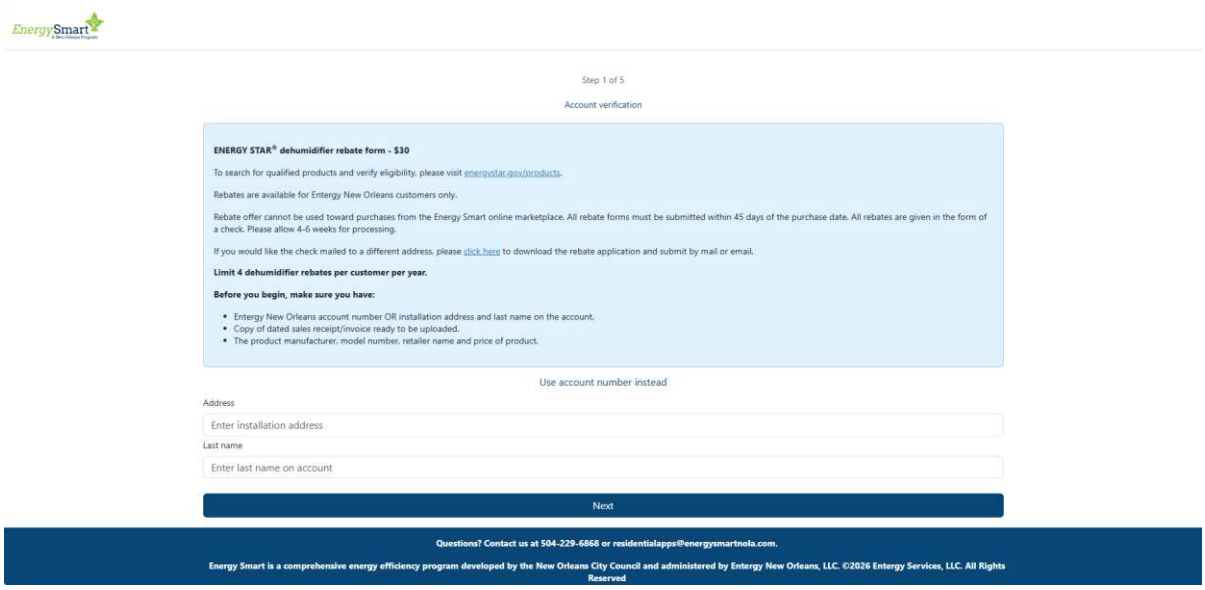


Rebate Online Forms

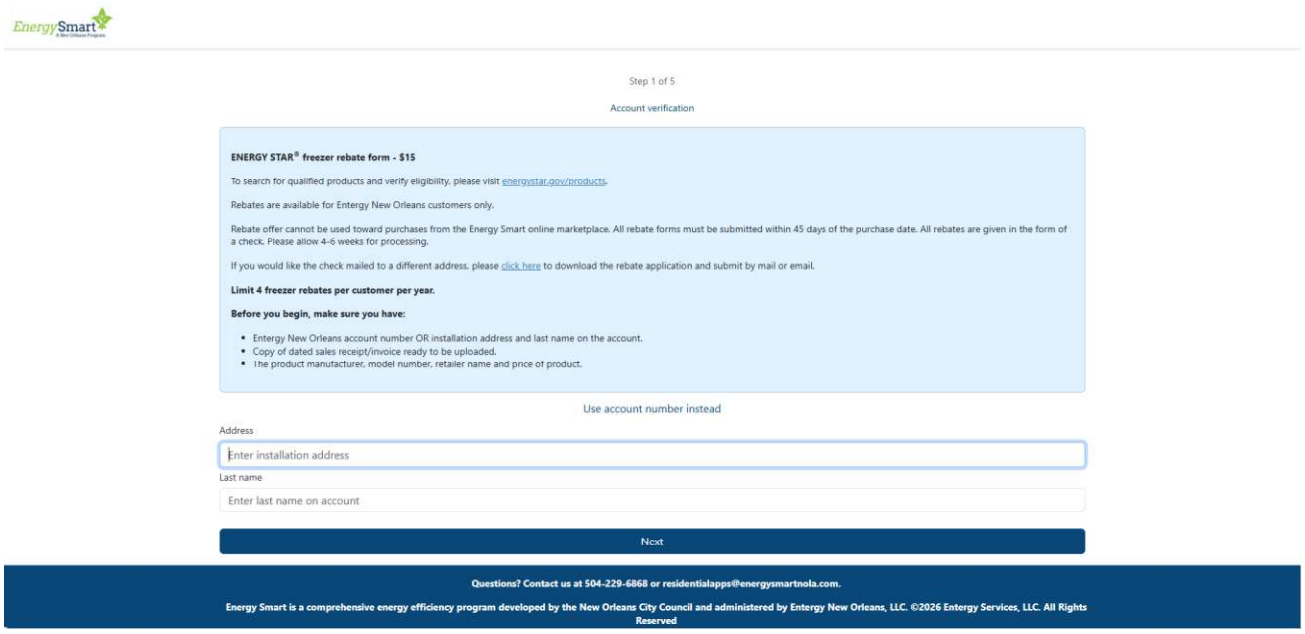
Air Purifier Rebate Online Form



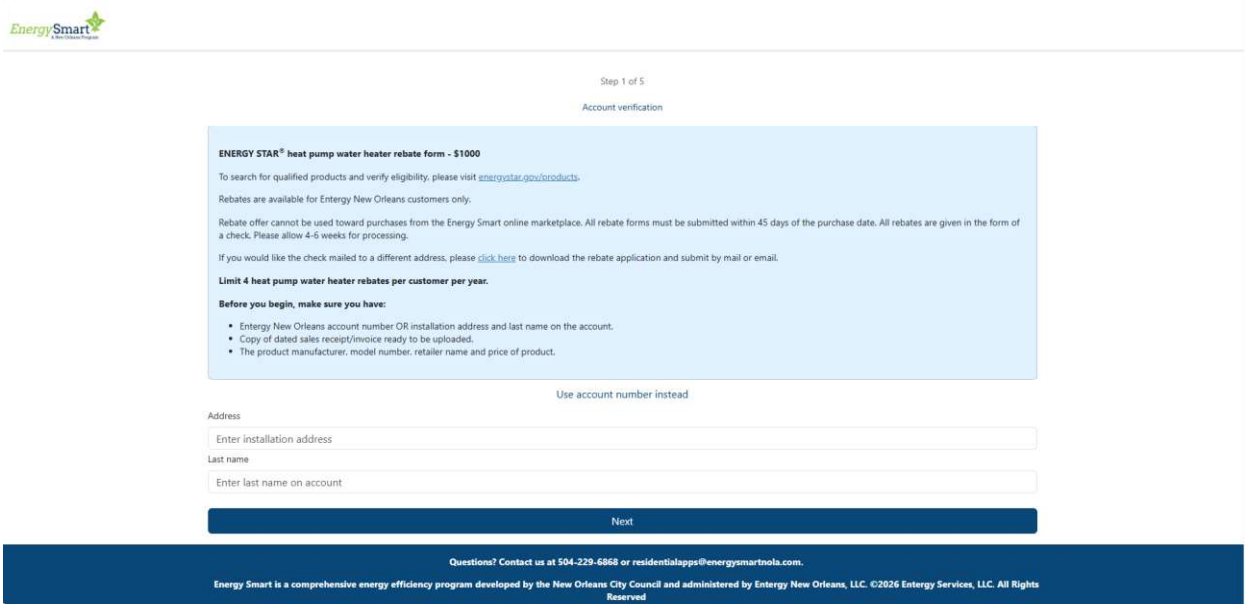
Dehumidifier Rebate Online Form



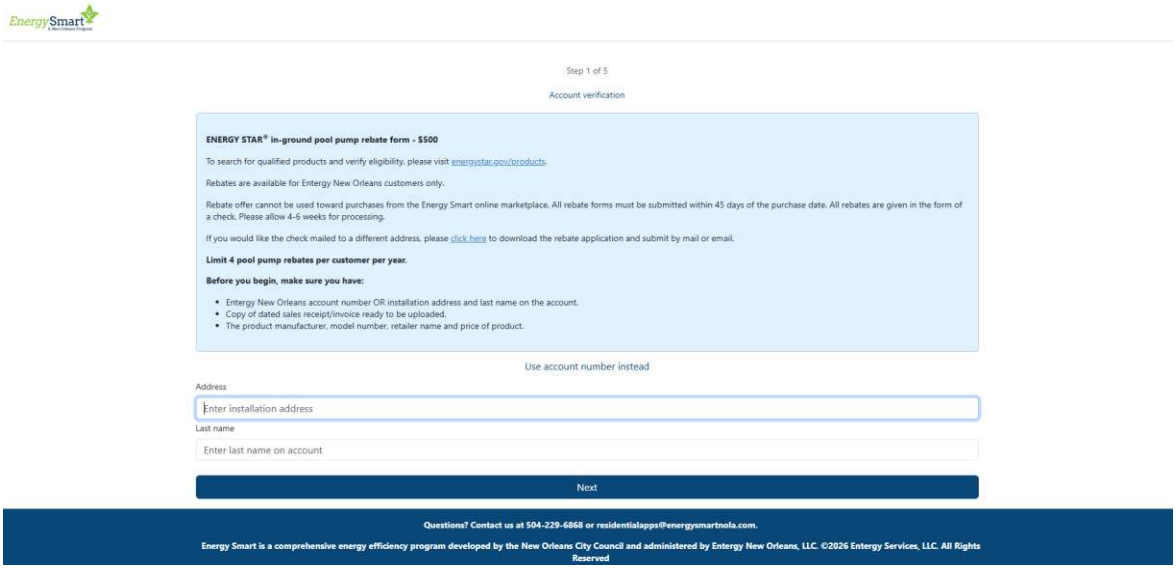
Freezer Rebate Online Form



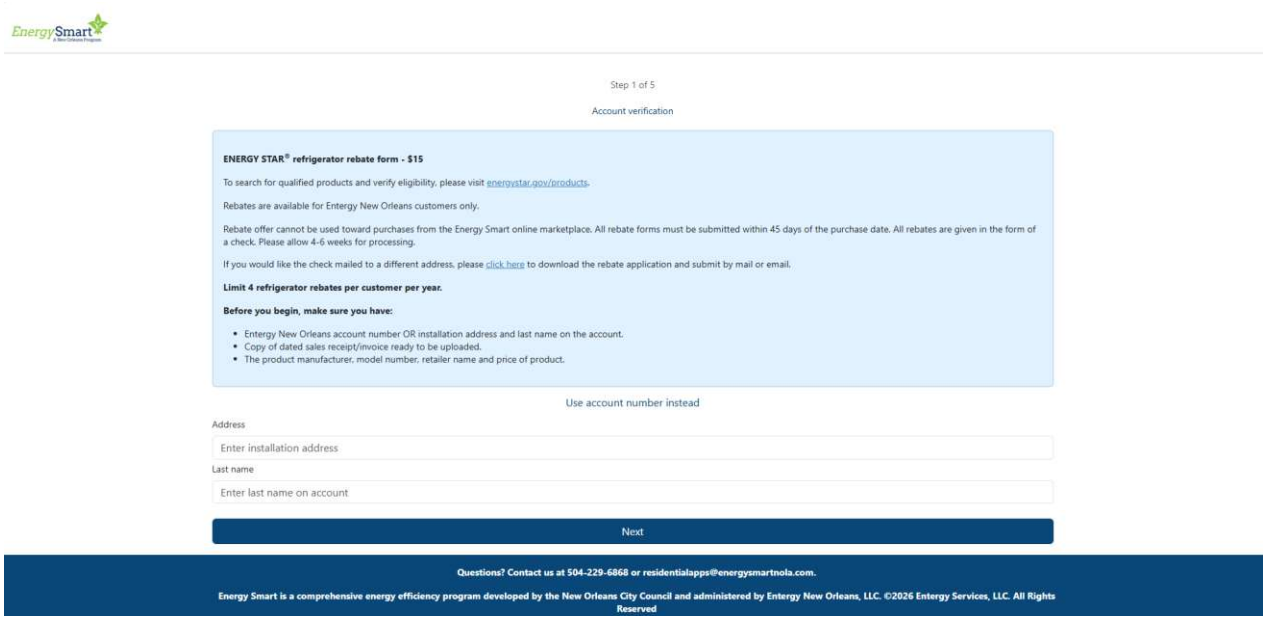
Heat Pump Water Heater Rebate Online Form



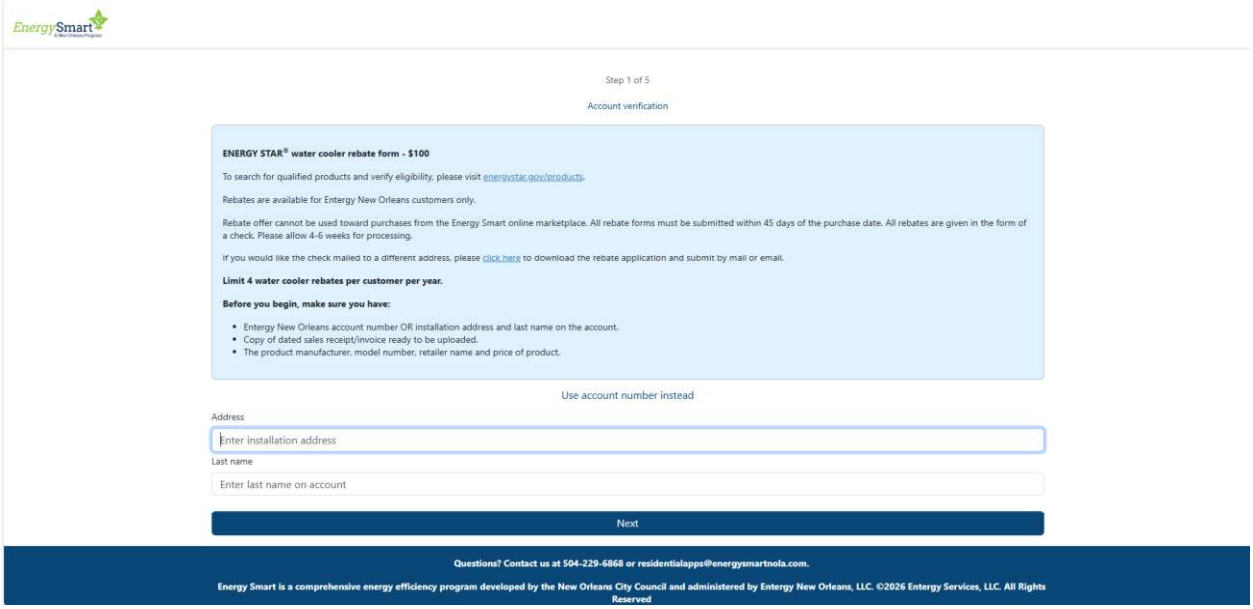
Pool Pump Rebate Online Form



Refrigerator Rebate Online Form



Water Cooler Rebate Online Form

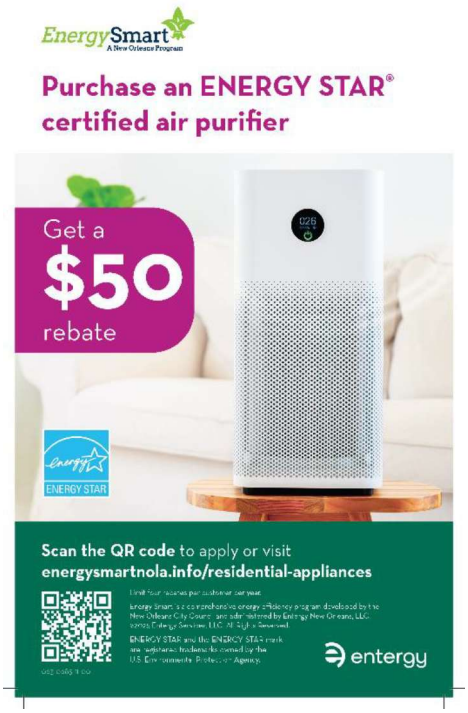


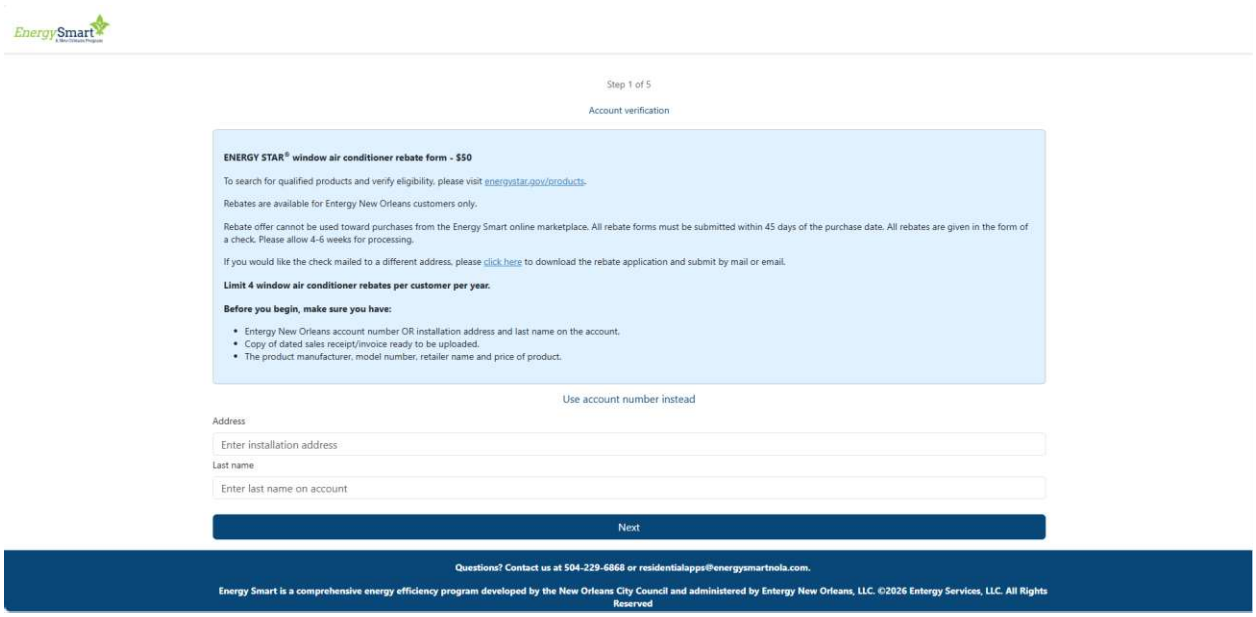
Window A/C Rebate Online Form





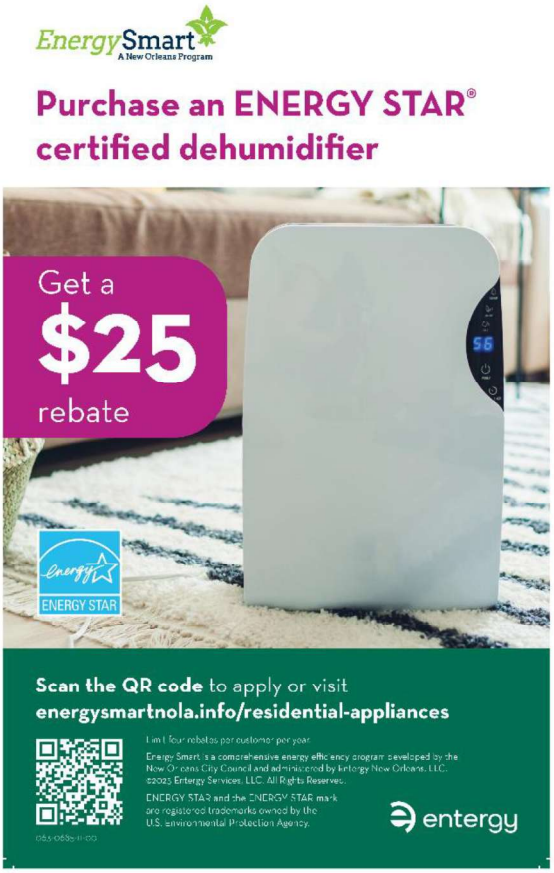





Step 1 of 5
Account verification
ENERGY STAR® window air conditioner rebate form - $50
To search for qualified products and verify eligibility, please visit energystar.gov/products.
Rebates are available for Entergy New Orleans customers only.
Rebate offer cannot be used toward purchases from the Energy Smart online marketplace. 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.
If you would like the check mailed to a different address, please click here to download the rebate application and submit by mail or email.
Limit 4 window air conditioner rebates per customer per year.
Before you begin, make sure you have:
Entergy New Orleans account number OR installation address and last name on the account.
Copy of dated sales receipt/invoice ready to be uploaded.
The product manufacturer, model number, retailer name and price of product.
Use account number instead
Address
Enter installation address
Last name
Enter last name on account
Next
Questions? Contact us at 504-229-6868 or residentialapps@energysmartnola.com.
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Point of Purchase- In Store Signage









Residential Multi-Offering Campaigns

Axios New Orleans Digital Sponsorship

Week 1: smart post newsletter content (4/14-4/18)

A MESSAGE FROM ENERGY SMART

Small changes, big impact: Energy savings at your fingertips



Simple changes we make at home can reduce energy waste, lower bills and create a cleaner New Orleans.

How it's done: Switching to energy-saving products like LEDs, air purifiers, advanced power strips and smart thermostats can make a difference.

Check out Energy Smart's sale — and save 40-95%.

A MESSAGE FROM ENERGY SMART

Cooling costs make up more than 55% of your energy bill—How to lower it



Older homes often waste energy, leading to higher bills.

The solution: By sealing air leaks and adding insulation, you can stay cool and save up to 20% on your energy costs.

- Energy Smart offers free home energy assessments and rebates on energy-efficient home upgrades.

Book an energy assessment.

Week 2: smart post newsletter content (5/5-5/9)

A MESSAGE FROM ENERGY SMART

Reduce energy waste—and lower your bills—with simple changes at home



Replacing old light bulbs with LEDs and installing smart thermostats are two easy ways to lower your energy bill.

Here's what else: Energy Smart has exclusive deals on energy-saving products like LEDs, air purifiers, advanced power strips and smart thermostats.

Check out Energy Smart's sale.

A MESSAGE FROM ENERGY SMART

Cooling costs make up more than 55% of your energy bill—How to lower it



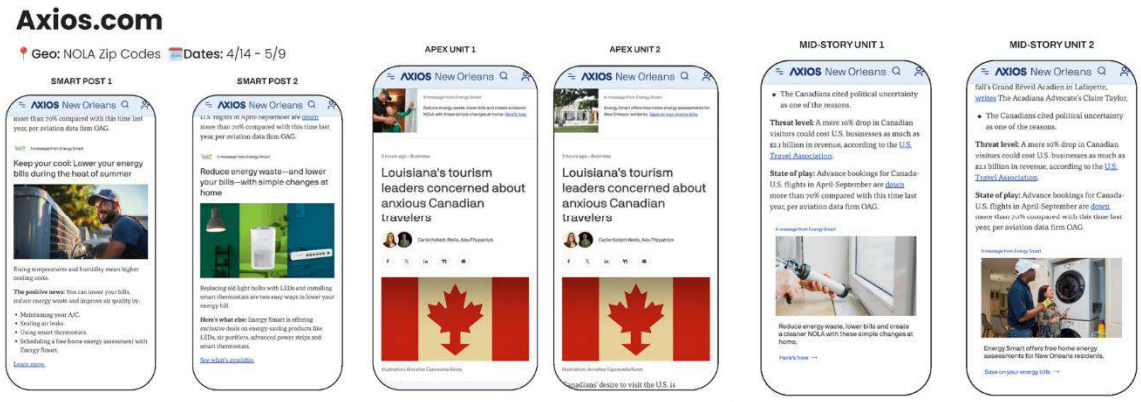
Rising temperatures and humidity mean higher cooling costs.

The solution: By sealing air leaks, adding insulation and maintaining your A/C, you can stay cool and save up to 20% on your energy costs.

- Energy Smart offers home energy assessments to help you save.

Book your free energy assessment.

Native ads (4/14-5/9)



A/C tune-up summer campaign

Postcard



EnergySmart
A New Orleans Program

Half of your summer energy bill goes toward cooling your home.

EnergySmart
4298 Elysian Fields, Suite B
New Orleans, LA 70122

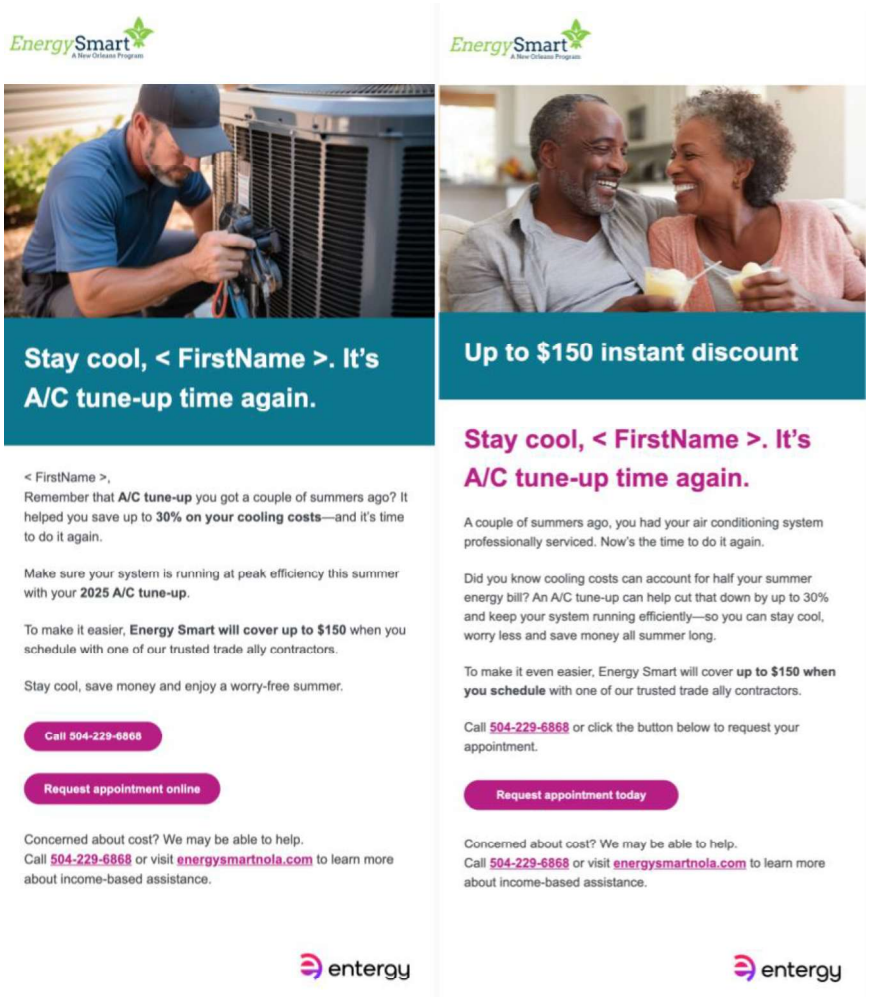
An A/C tune-up can help you:

- Cut your energy use by up to 30%.
- Extend the life of your A/C unit.
- Keep the heat and humidity at bay all summer long.

Stay cool and schedule your A/C tune-up.
Visit **energysmartnola.info/a-c-solutions**
or call **504-229-6868**.

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Reach back emails



Energy awareness month

Energy Smart homepage banner and tip sheet download





Customer testimonial and Fox 8 WVUE media

Nola Now Interview



End of year/Happy Holiday participation thank you

Email



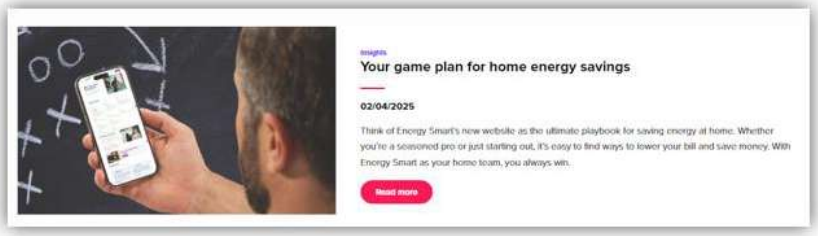
Monthly Circuit Newsletter and Entergy Newsroom content

January

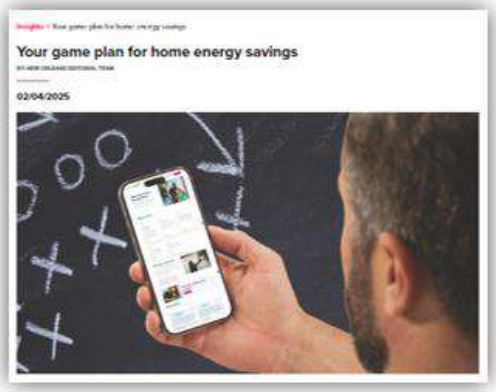


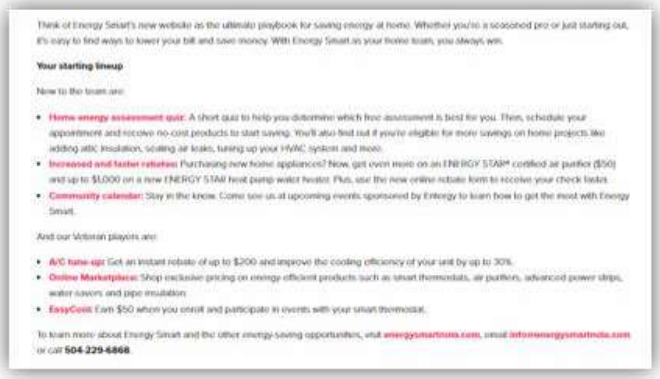


February






Your game plan for home energy savings
02/04/2025

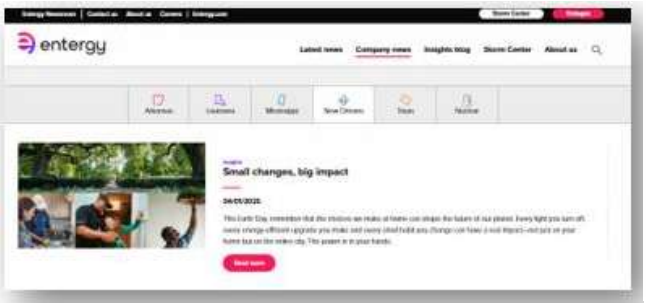

Think of Energy Smart's new website as the ultimate playbook for saving energy at home. Whether you're a seasoned pro or just starting out, it's easy to find ways to lower your bill and save money. With Energy Smart as your home team, you always win.
Your starting lineup
New to the team are:
Home energy assessment quiz: A short quiz to help you determine which free assessment is best for you. Then, schedule your appointment and receive no-cost products to start saving. You'll also find out if you're eligible for more savings on home projects like adding attic insulation, sealing air leaks, tuning up your HVAC system and more.
Increased and faster rebates: Purchasing new home appliances? Now, get even more on an ENERGY STAR® certified air purifier ($50) and up to $1,000 on a new ENERGY STAR heat pump water heater. Plus, use the new online rebate form to receive your check faster.
Community calendar: Stay in the know. Come see us at upcoming events sponsored by Entergy to learn how to get the most with Energy Smart.
And our Veteran players are:
A/C tune-up: Get an instant rebate of up to $200 and improve the cooling efficiency of your unit by up to 30%.
Online Marketplace: Shop exclusive pricing on energy efficient products such as smart thermostats, air purifiers, advanced power strips, water savers and pipe insulation.
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 informenergysmartnola.com or call 504-229-4868.

March


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Every drop counts
Stay connected

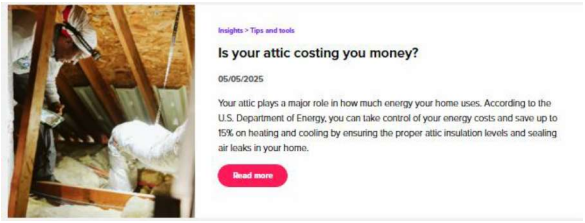

Every drop counts
New Orleans Efficient Team

April


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Small changes, big impact


Small changes, big impact
04/09/2025
New Orleans Editorial Team

May


Insights > Tips and tools
Is your attic costing you money?
05/05/2025
Your attic plays a major role in how much energy your home uses. According to the U.S. Department of Energy, you can take control of your energy costs and save up to 15% on heating and cooling by ensuring the proper attic insulation levels and sealing air leaks in your home.
Read more


Insights > Is your attic costing you money?
Is your attic costing you money?
05/05/2025
Did you know 9 out of 10 homes in the U.S. are under-insulated? Your attic plays a major role in how much energy your home uses. According to the U.S. Department of Energy, you can take control of your energy costs and save up to 15% on heating and cooling by ensuring the proper attic insulation levels and sealing air leaks in your home.
In New Orleans' heat and humidity, a well-insulated and sealed attic helps
Keep your cool air inside and reduce heat gain, especially during the hot summer, making your home easier (and cheaper) to cool.
Improve HVAC efficiency by reducing extra strain on your heating or cooling system and helping it last longer.
Provide better humidity control.
Minimize the pollen, dust, insects and/or other pests from entering your home.
Make your home more comfortable all year round.
Signs your home may need better attic insulation
Drafty rooms or rooms that feel too hot or cold, no matter what your thermostat says.
High energy bills, especially during peak summer and winter months.
Insulation at or below the level of the floor joists in your attic.
The best part is that you don't have to figure it out on your own. It's easy to get started with a free home energy assessment from Energy Smart, which is available to Entergy New Orleans residential electric customers. This assessment will help you understand how your home uses energy and how you can start saving.
Don't let energy (and money) slip through your roof. Schedule your free home energy assessment.
To learn more about Energy Smart and other energy-saving opportunities, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868.
Tags
New Orleans Community Customers Energy bill
Energy efficiency Energy Smart NOLA Community
NOLA Energy Efficiency Summer
New Orleans Editorial Team

June





July



Save on your home energy bills with air sealing

July 1, 2025

New Orleans is a city full of charm, but keeping your home comfortable…

Save on your home energy bills with air sealing

July 1, 2025 / in / by David Freese

New Orleans is a city full of charm, but keeping your home comfortable can be a challenge. One simple way to save on energy bills and improve your home's comfort is by **air sealing**.

Why air sealing matters

Air sealing involves closing cracks and gaps in your home where air can leak in or out. Preventing air leaks can make a big difference, especially in our humid subtropical climate where air conditioning is a must.

Benefits of air sealing

1. **Lower energy bills**: By reducing the amount of air leaking in and out, your heating and cooling systems don't need to work as hard, so you can save money on your energy bills.
2. **Improve comfort**: Air sealing helps to maintain a consistent temperature throughout your home. No more hot or cold spots.
3. **Protect your home structure**: Sealing gaps keeps out rain and humidity, which can help prevent mold, mildew and water damage.
4. **Enhance indoor air quality**: By blocking outdoor pollutants, allergens and pests, air sealing can make your home healthier.

New Orleans is a city rich in culture, history and architecture, but beneath the surface, the ground is slowly sinking, a natural process called **subsidence**, which doesn't just affect the ground—it affects everything built on it. For homeowners, subsidence can lead to:

- Cracked walls and foundations.
- Uneven or sloping floors.
- Gaps around windows and doors.
- Increased air leakage.
- Higher energy bills and increased costs.

These shifts let in outside air, moisture and pests—making it harder to keep your home cool and comfortable. That's why air sealing is important: It helps protect your home and wallet. You may be eligible to receive free or discounted air sealing for your home through Energy Smart.

August



Beat the heat and boost your savings with Energy Smart

August 4, 2025

Summer in New Orleans can be intense—but your energy bills don't have to be. Energy Smart is here to help you stay cool, save money and make your home more energy efficient with free and low-cost upgrades.

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Beat the heat and boost your savings with Energy Smart

Posted: August 4, 2025 | Posted: New Orleans Team | Category: Blog post | Tags: Energy efficiency, NOLA energy efficiency, New Orleans

Summer in New Orleans can be intense—but your energy bills don't have to be. Energy Smart is here to help you stay cool, save money and make your home more energy efficient with free and low-cost upgrades. Whether you rent or own, there are options available for everyone—and even more support if you qualify based on income. To qualify for income-eligible offers, household income must be at or below 80% of the area median income.

1. Free home energy assessments

Start with a personalized walk-through from an Energy Smart advisor who will identify where your home is losing energy and ways to fix it. Some upgrades may be installed on the spot, for free. After your assessment, get instant discounts or even free weatherization on any recommended follow-up services.

Instant upgrades may include:

- Sensi™ smart thermostat
- Efficient showerheads and faucet aerators
- Pipe-wrap insulation
- Advanced power strips

Follow-up services:

- **Insulation** – Keeps cool air in and hot air out, improving comfort year-round.
- **Air sealing** – Reduces drafts and air leaks around windows, doors and the attic.
- **Duct sealing** – Prevents air loss through leaky ducts. Reduces strain on your HVAC system, helping it last longer.
- **A/C tune-up** – Increases cooling efficiency and system performance. Helps prevent costly breakdowns during peak summer heat.

2. Free air purifiers for income-eligible households

Breathe a little easier this summer. Those who qualify can receive a **free Simply Conserve® Tabletop Air Purifier** to improve indoor air quality and energy use. Act fast—supplies are limited.

Call 504-229-6868 or order online to claim yours.

3. Rebates on ENERGY STAR® certified appliances

Planning to upgrade your appliances or recently made a purchase? We offer rebates on a variety of ENERGY STAR® certified products that help you save energy and money. For the complete list of rebates, visit the Energy Smart website or download the rebate application.

Available rebates include:

- **In-ground pool pumps**
  - $300 standard rebate
  - $325 for income-eligible households
- **Dehumidifiers**
  - $25 standard rebate
  - $50 for income-eligible households
- **Window A/C units**
  - $60 standard rebate
  - $75 for income-eligible households
- **Water coolers**
  - $50 standard rebate
  - $75 for income-eligible households

Let's make your home cooler, healthier and more energy efficient—without breaking the bank.

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

September



Energy Smart offers free HEPA air purifiers to income-eligible New Orleans residents

September 9, 2025

This summer, Energy Smart is helping New Orleans families enjoy cleaner, healthier air at home.

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Energy Smart offers free HEPA air purifiers to income-eligible New Orleans residents

Posted: September 9, 2025 | Posted: New Orleans Team | Category: Blog post | Tags: NOLA community, NOLA customers, NOLA energy efficiency, New Orleans

This summer, Energy Smart is helping New Orleans families enjoy cleaner, healthier air at home. Through its commitment to community wellness and energy efficiency, Energy Smart is offering income-eligible residential customers a **free Simply Conserve® Tabletop Air Purifier** featuring advanced **HEPA H13 filtration**—while supplies last.

According to the U.S. Environmental Protection Agency (EPA), Americans are spending up to 90% of their time indoors, and indoor air quality plays a vital role in overall health. HEPA H13 filters remove 99.97% of airborne particles such as dust, pollen, mold spores and some bacteria, helping to reduce the risk of asthma, heart disease and other chronic conditions. This level of filtration is especially impactful for households that may be more vulnerable to poor air quality.

In addition to health benefits, improved air quality can reduce strain on HVAC systems, leading to lower energy consumption and utility costs—making this offer a win-win for both you and savings.

This program is about more than energy efficiency—it's about the overall wellness and sustainability of our community," said Derek Mills, manager of demand side management at Entergy New Orleans. "We're proud to offer resources that help residents breathe cleaner air and create healthier, more comfortable homes."

To qualify for a free air purifier, you must:

- Be a residential customer of Entergy New Orleans.
- Have a household income at or below 80% of the Area Median Income (AMI).

To claim your free ENERGY STAR® certified Simply Conserve® Tabletop Air Purifier:

- Call: 504-229-6868
- Order online here

This offer is available **while supplies last**, and Energy Smart encourages eligible residents to act quickly.

For more information about Energy Smart's programs, visit the Energy Smart page.

October



Low- to no-cost energy-saving strategies from Energy Smart

October 1, 2025

October is Energy Awareness Month, and Energy Smart is here to help you take control of your energy use and lower your utility bills.

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Customers Communities Investors Operations Newsroom About us Outages myEntergy



Low- to no-cost energy-saving strategies from Energy Smart

Posted: October 1, 2025 | Posted: New Orleans Team | Category: Blog post | Tags: Energy efficiency, NOLA energy efficiency, New Orleans

October is **Energy Awareness Month**, and Energy Smart is here to help you take control of your energy use and lower your utility bills. Small changes at home can lead to big savings—and many of them are easier than you think. Here are 10 simple, effective tips to help you save energy and money at home.

1. **Lower your water heater temperature.**
   Set your water heater to **120°F**. Every 10°F reduction can save **3–5%** on water-heating costs without changing comfort.
2. **Seal air leaks.**
   Use **weather stripping** for doors and windows and apply **caulk or foam sealants** to cracks and gaps, which can help you save up to **20%** on heating and cooling bills. Energy Smart has offers for home air sealing; find out if you're eligible for free or discounted services, too.
3. **Change air filters regularly.**
   Dirty filters make your HVAC system work harder. Replace them several times a year to improve efficiency and extend the life of your system.
4. **Use ceiling fans strategically.**
   Fans cool people, not rooms—so turn them off when you leave. When you're home, raise your thermostat by 2 degrees and use a fan to cut A/C costs by up to 14%.
5. **Unblock vents.**
   Make sure furniture, rugs and curtains aren't obstructing air supply or return vents. Clear airflow helps your HVAC system run more efficiently.
6. **Wash with cold water.**
   Switch to **cold water rinse cycles** in your washing machine. Heated water can account for up to **90%** of a washer's energy use—and many detergents work best in cold water.
7. **Dry full loads.**
   Run your dryer with full loads and extend the washer's spin cycle to reduce drying time. These steps save energy and help your clothes last longer.
8. **Clean the dryer vent.**
   After each load, clean the lint trap to improve drying efficiency, reduce fire risk and help clothes dry faster.
9. **Take shorter showers.**
   Cutting just 1 minute off a 5-minute shower can save **20%** of the energy used for heating water.
10. **Schedule a FREE home energy assessment.**
    Energy Smart is here to make it easy for you to improve your energy efficiency and reduce your energy costs at home. Take advantage of the free home energy assessment, and an energy advisor will help you get started with free and low-cost ways to save. Call 504-229-6868 or **schedule online.**

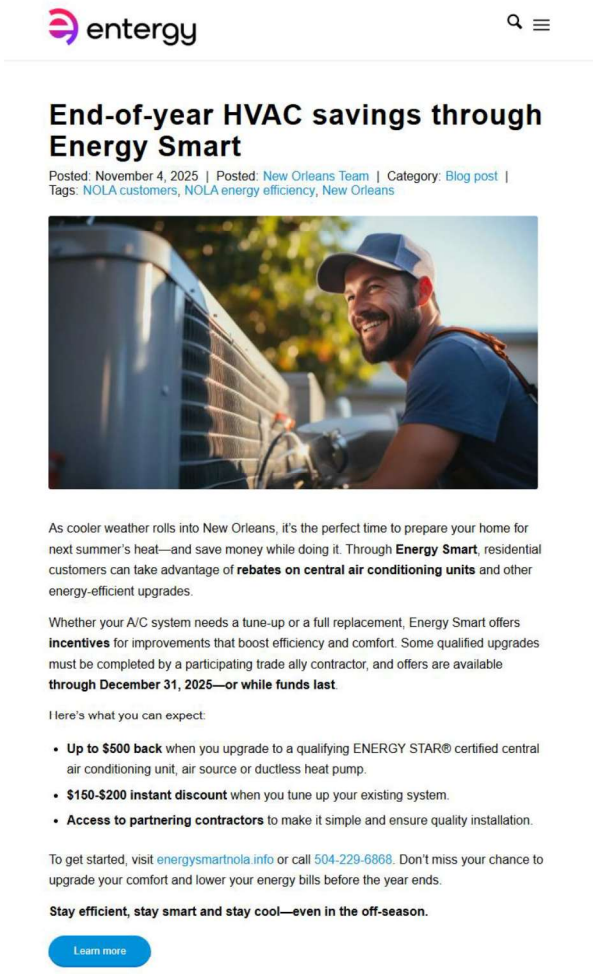
November



End-of-year HVAC savings through Energy Smart

November 4, 2025

As cooler weather rolls into New Orleans, it's the perfect time to prepare your home for next summer's heat—and save money while doing it. Through Energy Smart, residential customers can take advantage of rebates on central air conditioning units and other energy-efficient upgrades.



entergy

End-of-year HVAC savings through Energy Smart

Posted: November 4, 2025 | Posted: New Orleans Team | Category: Blog post | Tags: NOLA customers, NOLA energy efficiency, New Orleans

As cooler weather rolls into New Orleans, it's the perfect time to prepare your home for next summer's heat—and save money while doing it. Through **Energy Smart**, residential customers can take advantage of **rebates on central air conditioning units** and other energy-efficient upgrades.

Whether your A/C system needs a tune-up or a full replacement, Energy Smart offers **incentives** for improvements that boost efficiency and comfort. Some qualified upgrades must be completed by a participating trade ally contractor, and offers are available **through December 31, 2025—or while funds last**.

Here's what you can expect:

- **Up to $500 back** when you upgrade to a qualifying ENERGY STAR® certified central air conditioning unit, air source or ductless heat pump.
- **$150-$200 instant discount** when you tune up your existing system.
- **Access to partnering contractors** to make it simple and ensure quality installation.

To get started, visit energysmartnola.info or call 504-229-6868. Don't miss your chance to upgrade your comfort and lower your energy bills before the year ends.

Stay efficient, stay smart and stay cool—even in the off-season.

Learn more

December



Year-end savings reminders for New Orleans residents

December 2, 2025

As 2025 wraps up, Entergy New Orleans wants to help you save money and energy through the Energy Smart program. From free products to rebates and weatherization services, there are plenty of ways to make your home more efficient before the year ends.

entergy

Year-end savings reminders for New Orleans residents

Posted: December 2, 2025 | Posted: New Orleans Team | Category: Blog post | Tags: Holidays, NOLA customers, NOLA energy efficiency, New Orleans



As 2025 wraps up, Entergy New Orleans wants to help you save money and energy through the **Energy Smart program**. From free products to rebates and weatherization services, there are plenty of ways to make your home more efficient before the year ends.

Free Google Nest Thermostat

For a limited time, income-eligible customers can get a **Google Nest thermostat at no cost**. Smart thermostats learn your schedule and help cut down on energy use—keeping your home cozy while you spend less. Don't wait—this offer is only available while supplies last.

Exclusive offer for income-eligible customers

Rebates on ENERGY STAR® appliances

You can get **back $25-$1,000 on your purchase of an ENERGY STAR appliance**, like water coolers, heat pump water heaters, washers, dryers, HVAC systems and more. These rebates are available through the end of 2025 to help make home efficiency improvements more affordable.

Learn more about ENERGY STAR® appliance rebates

Weatherization services

Schedule a **home energy assessment** to find out where your home is losing energy. You may qualify for **low- or no-cost weatherization services**, including attic insulation and air sealing. Two of the most cost-effective ways to improve energy efficiency and comfort in your home all year round.

Schedule your free home energy assessment to get started

These offers are available **through December 31, 2025—or while funds last**. Learn more and claim your benefits from Energy Smart before the year ends.

To get started, visit energysmartnola.info or call **504-229-6868**. Don't miss your chance to upgrade your comfort and lower your energy bills before the year ends.

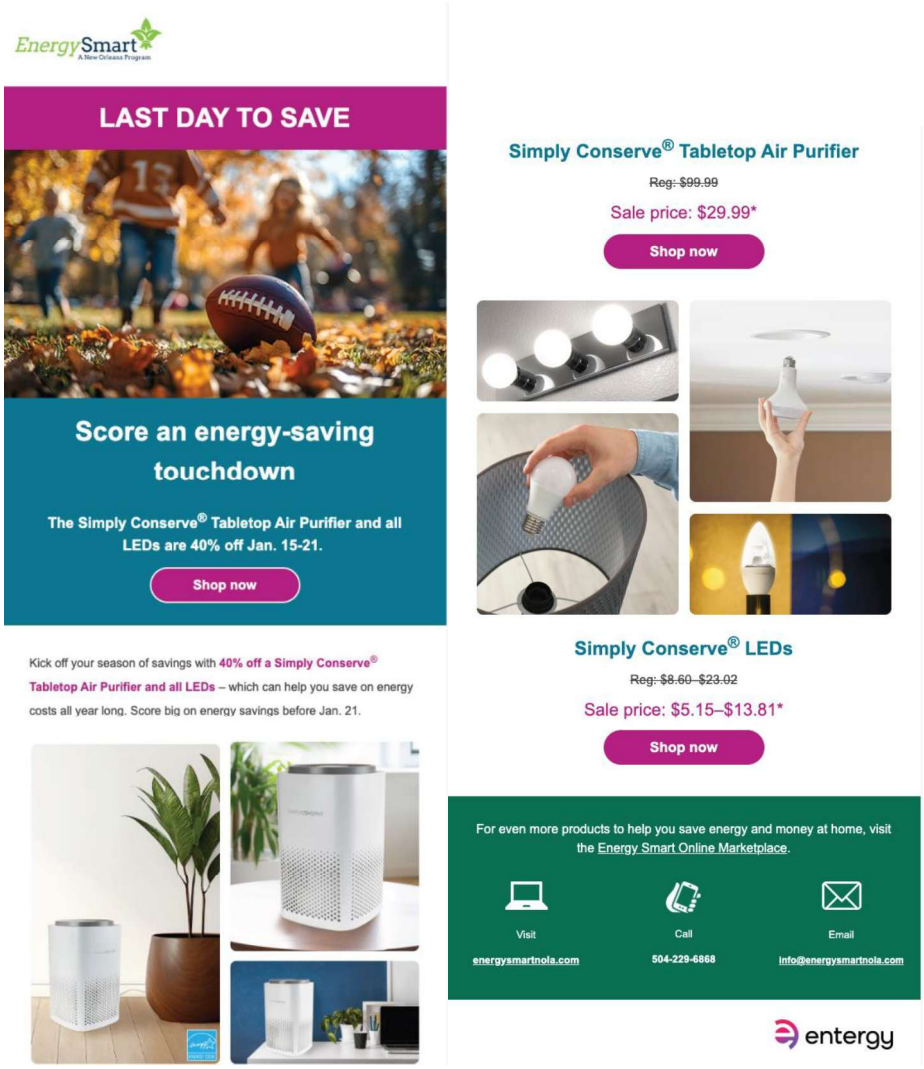
Online marketplace

January promotion

Homepage banners



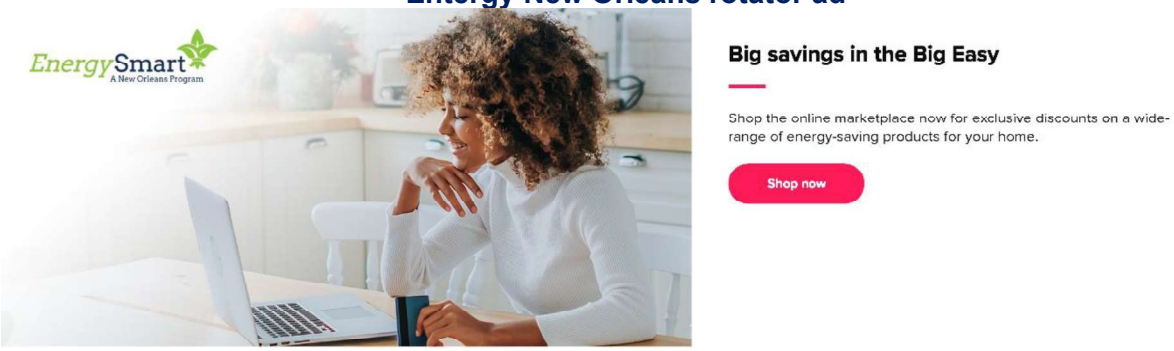
Email



Evergreen creative

Homepage banners

Entergy New Orleans rotator ad



February promotion

Homepage banners





Email





March promotion

Homepage banner

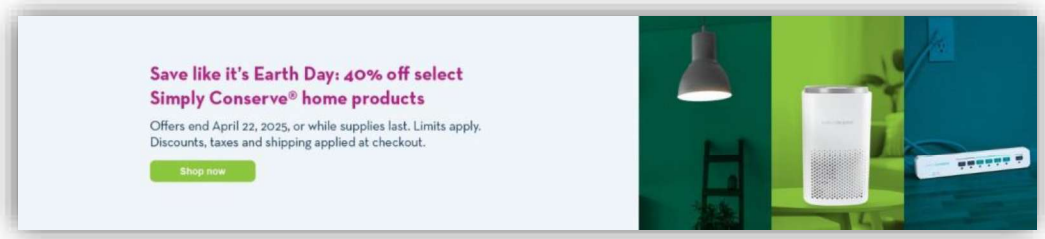


Entergy New Orleans rotator slide



April promotion

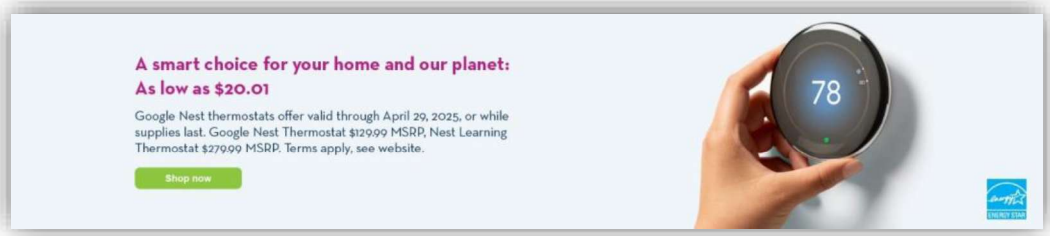
Homepage banners



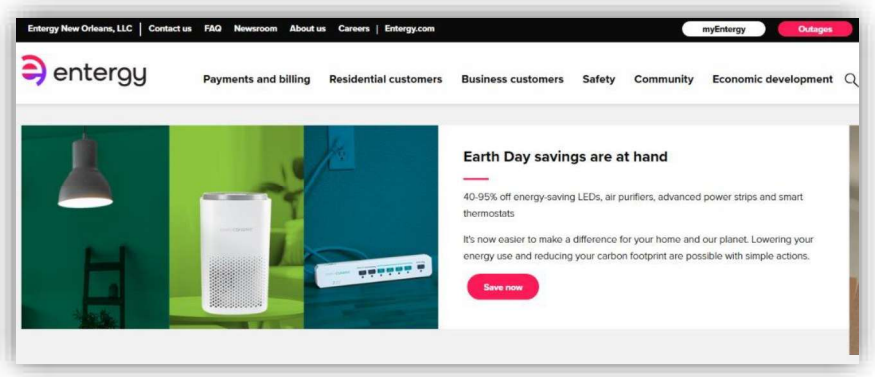






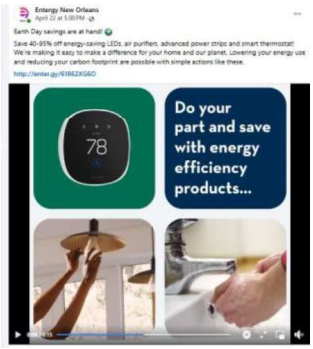


Rotator slide ad



Organic social







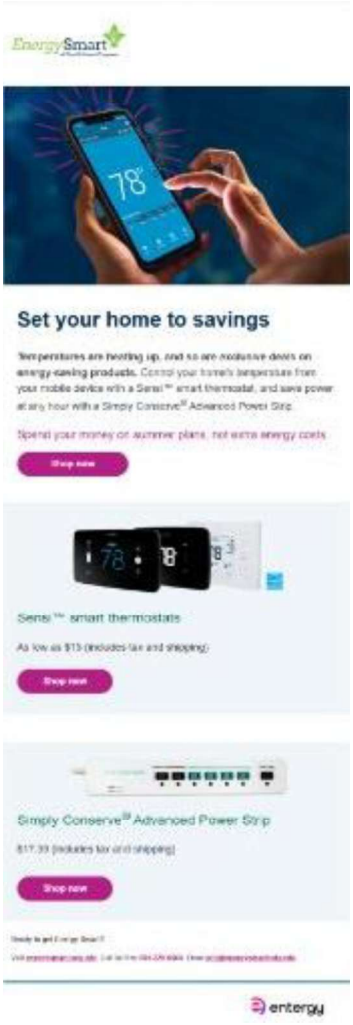
May promotion

Homepage banners

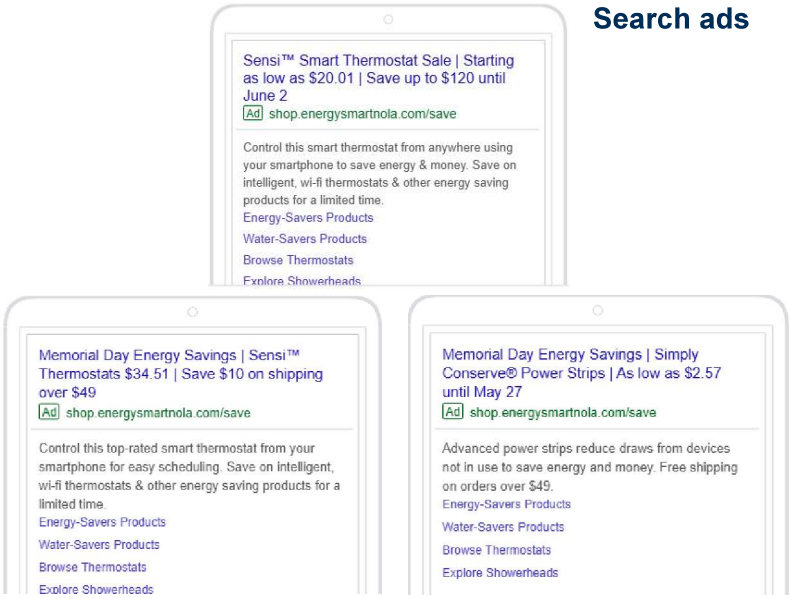




Email

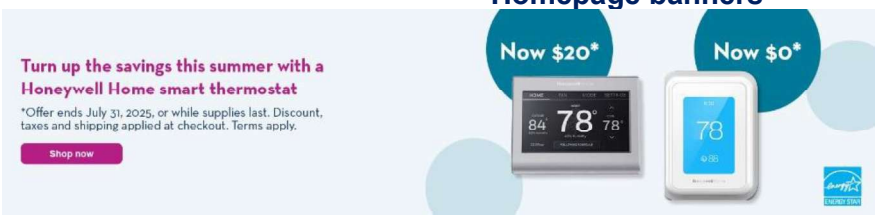


Search ads

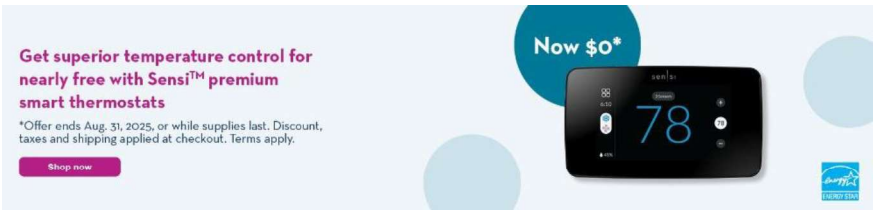


June/July promotions

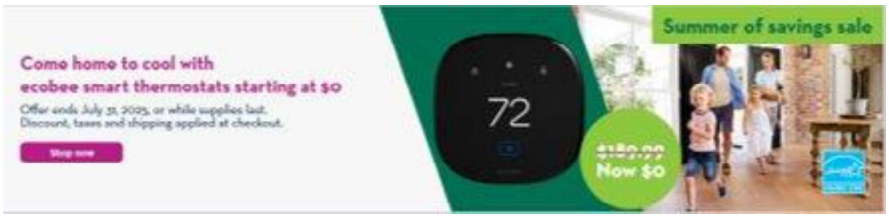
Homepage banners



EnergySmart
A New Orleans Program

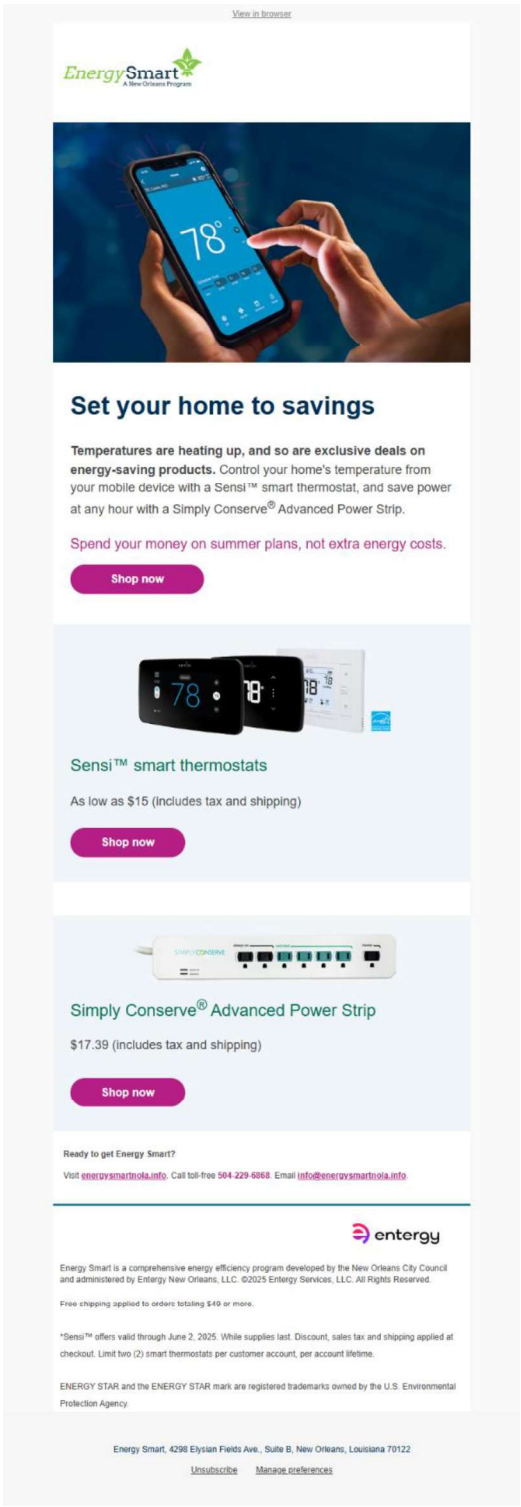








Email



View in browser

EnergySmart
A New Orleans Program

Set your home to savings

Temperatures are heating up, and so are exclusive deals on energy-saving products. Control your home's temperature from your mobile device with a Sensi™ smart thermostat, and save power at any hour with a Simply Conserve® Advanced Power Strip.

Spend your money on summer plans, not extra energy costs.

Shop now

Sensi™ smart thermostats

As low as $15 (includes tax and shipping)

Shop now

Simply Conserve® Advanced Power Strip

$17.39 (includes tax and shipping)

Shop now

Ready to get Energy Smart?

Visit energysmartnola.info. Call toll-free 504-229-6868. Email info@energysmartnola.info.

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Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2025 Entergy Services, LLC. All Rights Reserved.

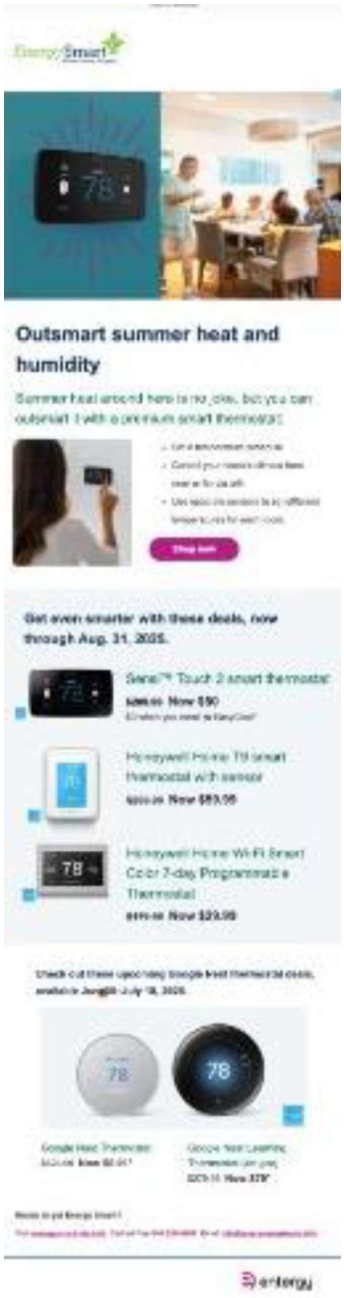
Free shipping applied to orders totaling $49 or more.

*Sensi™ offers valid through June 2, 2025. While supplies last. Discount, sales tax and shipping applied at checkout. Limit two (2) smart thermostats per customer account, per account lifetime.

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

Energy Smart, 4298 Elysian Fields Ave., Suite B, New Orleans, Louisiana 70122

Unsubscribe Manage preferences


Outsmart summer heat and humidity
Get even smarter with these deals, now through Aug. 31, 2025.


Outsmart summer heat and humidity
Get even smarter with these deals, now through Aug. 31, 2025.


Summer of savings sales event
Enjoy cool savings this snoball season.
ecobee smart thermostats
as low as $9
Free shipping on orders over $49
Niagara Conservation water savers
50% off


Summer of savings sales event



August promotion



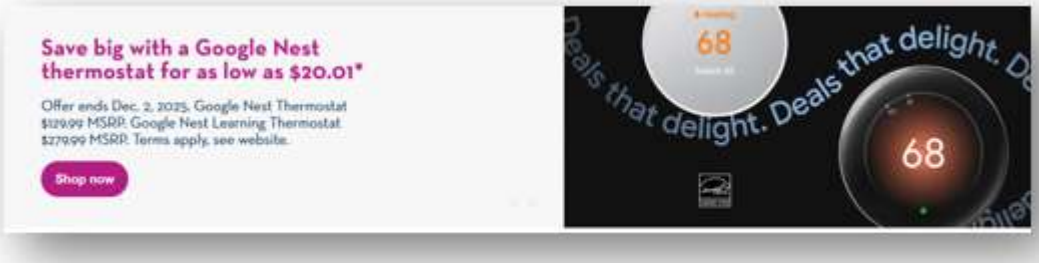
October promotion

Homepage banner



November/December promotions

Homepage banners





Income-eligible promotions

Free air purifier

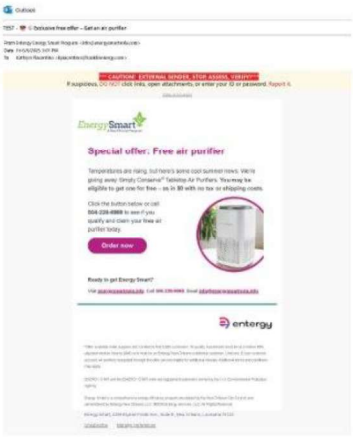
Postcard and handout





Email

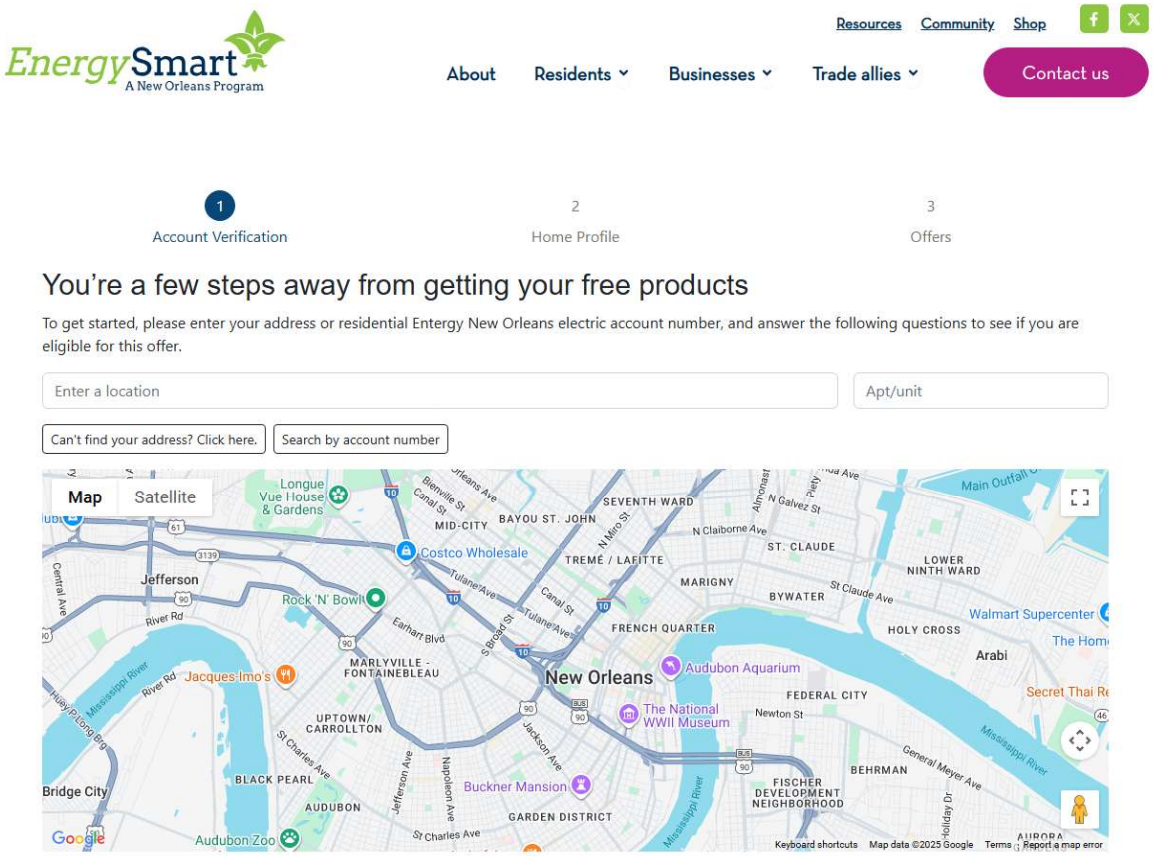

EnergySmart
Special offer: Free air purifier
Temperatures are rising, but here's some cool summer news. We're giving away Simply Conserve® Tabletop Air Purifiers. You may be eligible to get one for free – as in $0 with no tax or shipping costs.
Click the button below or call 504-229-4868 to see if you qualify and claim your free air purifier today.
Order now
Ready to get Energy Smart?
entergy


EnergySmart
Special offer: Free air purifier
Order now
entergy

Free energy saving bundle

Energy Smart website homepage banner





Free Google Nest Thermostat

Postcard



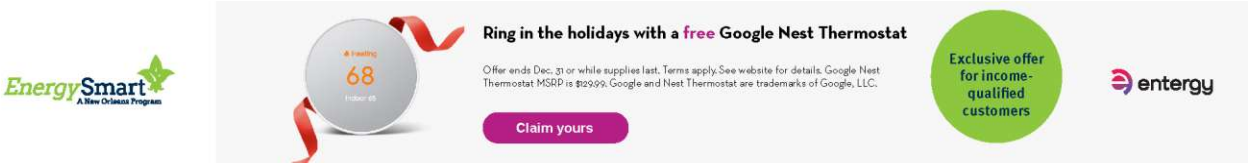


Display ads

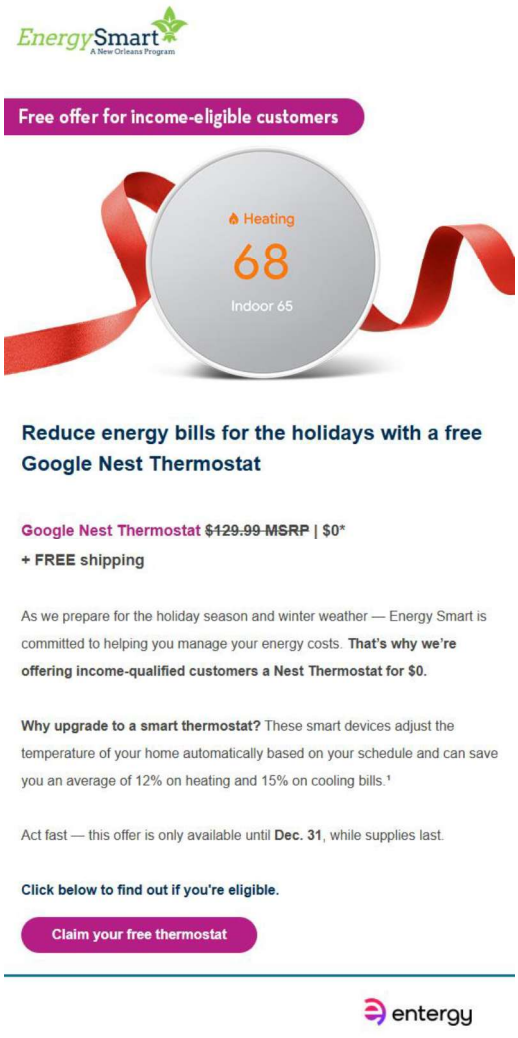


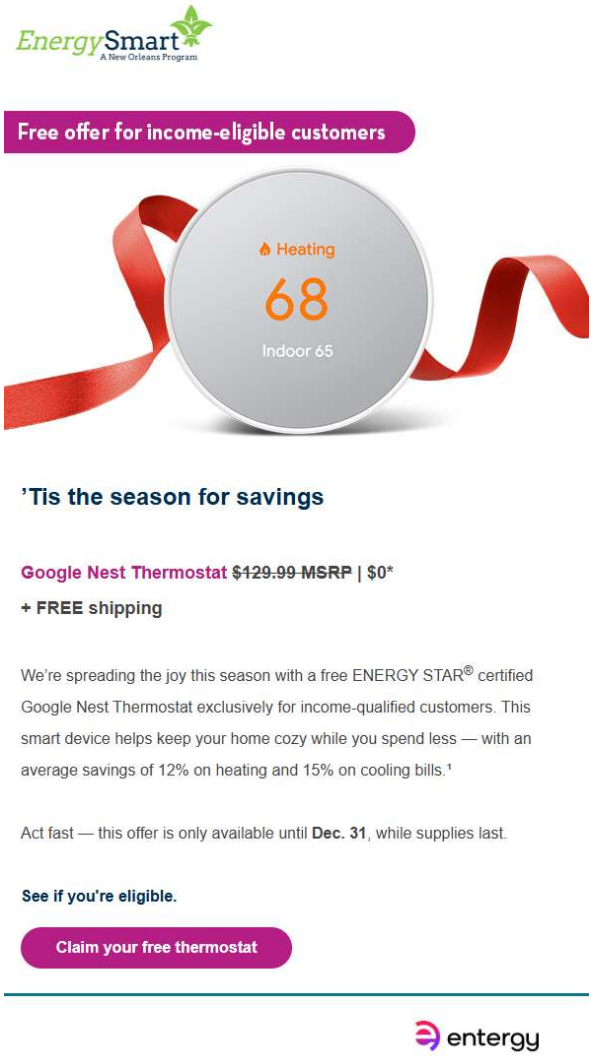



EnergySmart
A New Orleans Program

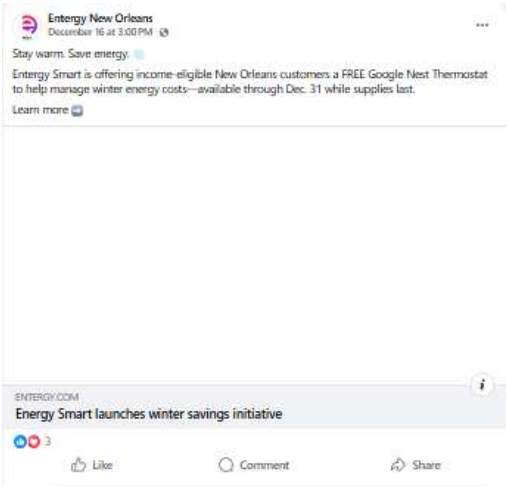

EnergySmart
A New Orleans Program
Heating
68
Indoor 65
Ring in the holidays with a free Google Nest Thermostat
Offer ends Dec. 31 or while supplies last. Terms apply. See website for details. Google Nest Thermostat MSRP is $129.99. Google and Nest Thermostat are trademarks of Google, LLC.
Claim yours
Exclusive offer for income-qualified customers
entergy

Emails


EnergySmart
A New Orleans Program
Free offer for income-eligible customers
Heating
68
Indoor 65
Reduce energy bills for the holidays with a free Google Nest Thermostat
Google Nest Thermostat $129.99 MSRP | $0*
+ FREE shipping
As we prepare for the holiday season and winter weather — Energy Smart is committed to helping you manage your energy costs. That's why we're offering income-qualified customers a Nest Thermostat for $0.
Why upgrade to a smart thermostat? These smart devices adjust the temperature of your home automatically based on your schedule and can save you an average of 12% on heating and 15% on cooling bills.¹
Act fast — this offer is only available until Dec. 31, while supplies last.
Click below to find out if you're eligible.
Claim your free thermostat
entergy


EnergySmart
A New Orleans Program
Free offer for income-eligible customers
Heating
68
Indoor 65
'Tis the season for savings
Google Nest Thermostat $129.99 MSRP | $0*
+ FREE shipping
We're spreading the joy this season with a free ENERGY STAR® certified Google Nest Thermostat exclusively for income-qualified customers. This smart device helps keep your home cozy while you spend less — with an average savings of 12% on heating and 15% on cooling bills.¹
Act fast — this offer is only available until Dec. 31, while supplies last.
See if you're eligible.
Claim your free thermostat
entergy

Organic social media





Press release



Energy Smart launches winter savings initiative

December 15, 2025

As the weather cools and residents prepare for the holiday season, Energy Smart is helping income-eligible households stay comfortable and save on energy bills with a free Google Nest Thermostat from now until Dec. 31, while supplies last.

Read more ›

EnergySmart
A New Orleans Program

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Energy Smart launches winter savings initiative

Free Google Nest Thermostats for income-eligible New Orleans residents

Posted: December 15, 2025 | Posted: Sue Henry | Category: News release | Tags: Customers, Energy bill, Energy efficiency, New Orleans



NEW ORLEANS – As the weather cools and residents prepare for the holiday season, Energy Smart is helping income-eligible households stay comfortable and save on energy bills with a free Google Nest Thermostat from now until Dec. 31, while supplies last.

With temperatures dipping for the first time in months, many residents are running their heating systems for extended periods of time—significantly raising their energy bills. An ENERGY STAR® certified smart thermostat like Google Nest can help manage seasonal swings and create an energy-efficient schedule. Customized scheduling allows the device to turn itself down automatically, reducing energy waste. By offering these energy-saving devices for free, New Orleans residents can easily keep their homes comfortable while spending less.

"A smart thermostat is a simple upgrade that gives families more control over their temperature settings and energy use, especially as we head into the winter months," said Derek Mills, manager of demand side management at Entergy New Orleans. "For many people living in older homes here in New Orleans, it can make a noticeable difference in comfort and monthly costs."

Income-qualified residents can receive the thermostat at no cost. Installation is do-it-yourself friendly with simple, step-by-step instructions.

To qualify, the customer must:

- Be a residential customer of Entergy New Orleans.
- Have a household income at or below 80% of the Area Median Income (AMI).

Eligible New Orleans residents can claim a free ENERGY STAR® certified Google Nest Thermostat at the Energy Smart Online Marketplace.

This offer is available while supplies last, and Energy Smart encourages eligible residents to act quickly.

Customers may also qualify for additional free Energy Smart services—including home energy assessments and no-cost weatherization upgrades like air sealing and attic insulation—two of the most effective ways to boost efficiency and comfort in your home all year round.

Click here for more information about Energy Smart's offerings.

About Energy Smart

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans. The program incentivizes Entergy New Orleans customers to perform energy-saving upgrades in their homes and businesses. Our team works with residents, business owners, facility managers and trade ally contractors to identify opportunities and provide cash incentives for completing eligible upgrades with measurable and verifiable energy savings.

About Entergy New Orleans

Entergy New Orleans, LLC provides electricity to approximately 209,000 electric customers in Orleans Parish, Louisiana. Entergy New Orleans is a subsidiary of Entergy Corporation, a Fortune 500 electric company. Entergy powers life for 3 million customers through our operating companies in Arkansas, Louisiana, Mississippi and Texas. We're investing in the reliability and resilience of the energy system while helping our region transition to cleaner, more efficient energy solutions. With roots in our communities for more than 100 years, Entergy is a nationally recognized leader in sustainability and corporate citizenship. Since 2018, we have delivered more than $100 million in economic benefits each year to local communities through philanthropy, volunteerism and advocacy. Entergy is headquartered in New Orleans, Louisiana, and has approximately 12,000 employees.

Neighborhood events

Event #1- Desire/Florida

Flyer

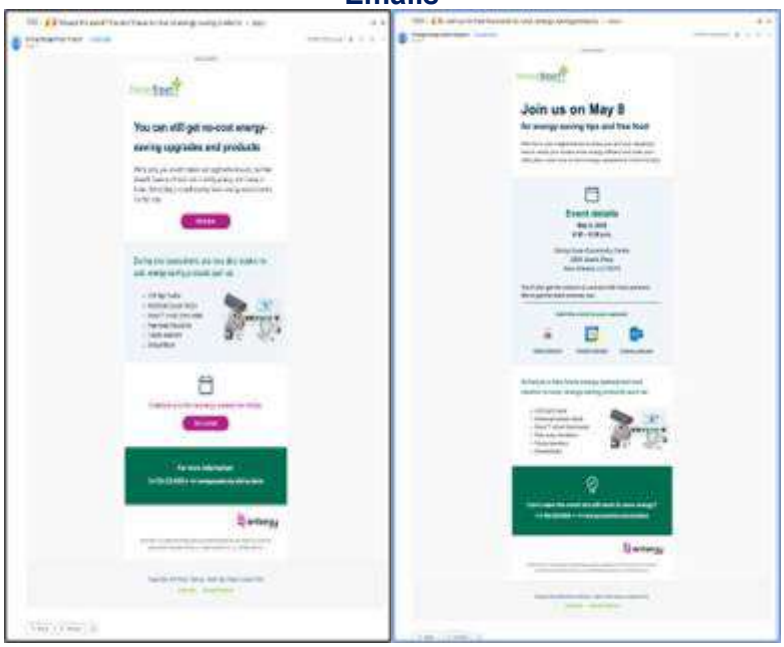


Postcard





Emails



Event #2- Hoffman Community (District C)

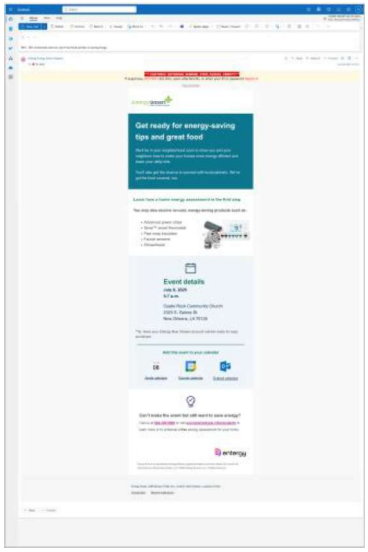
Flyer



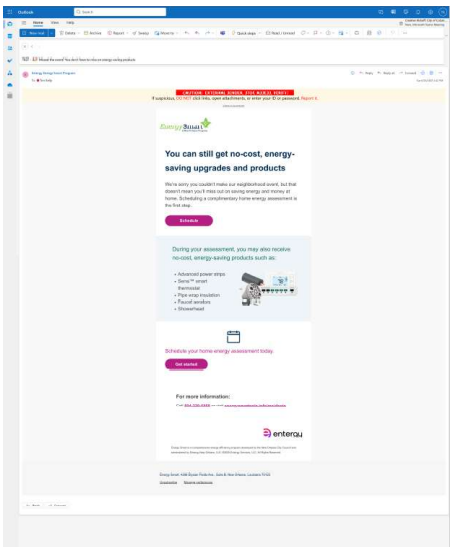
Postcard



Emails

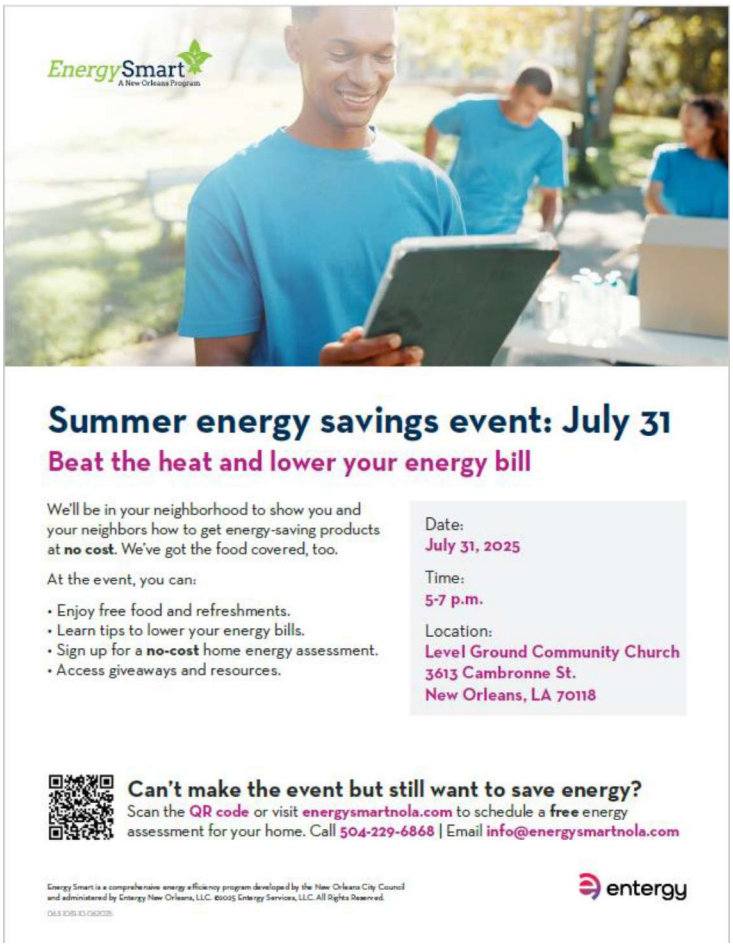






Event #3- Holly Grove Community (District)

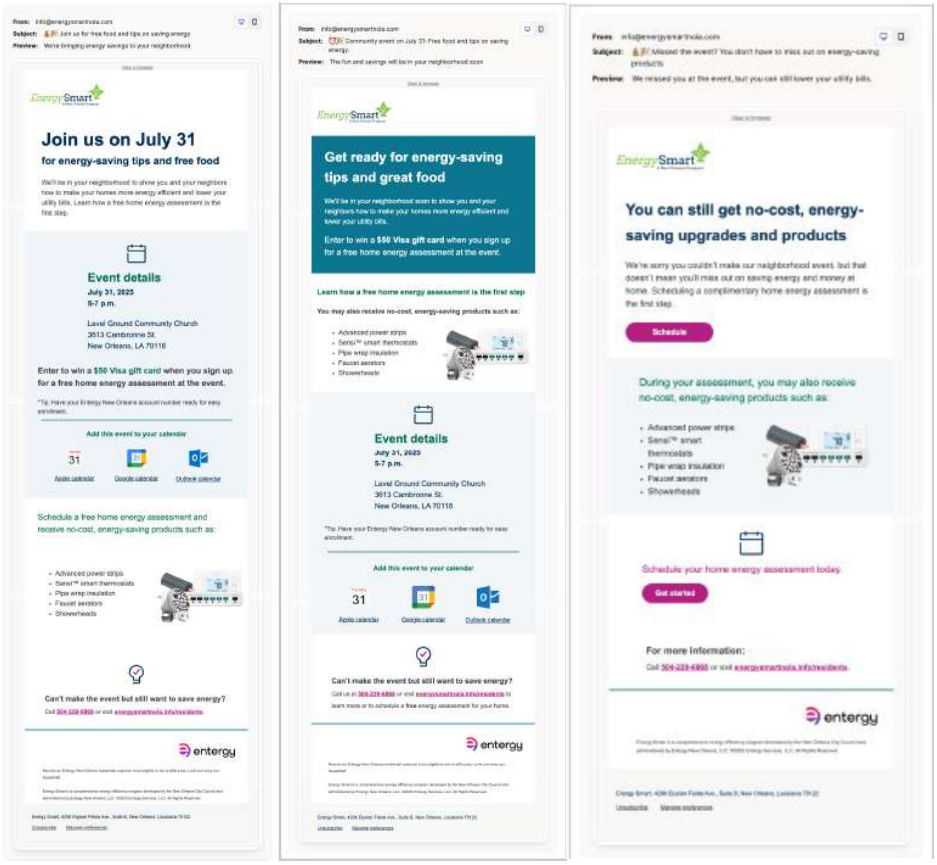
Flyer



Postcard



Emails

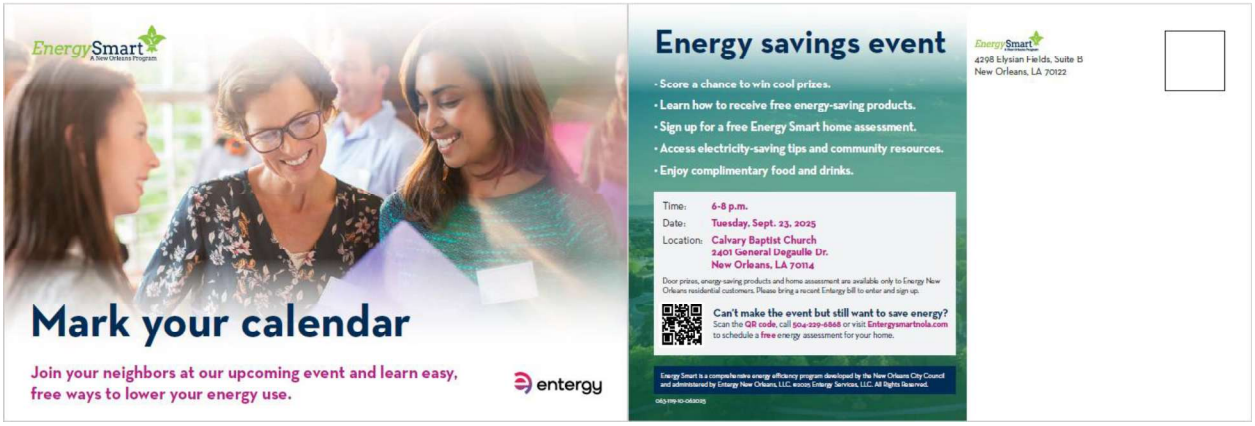


Event #4- Fischer Community (District C)

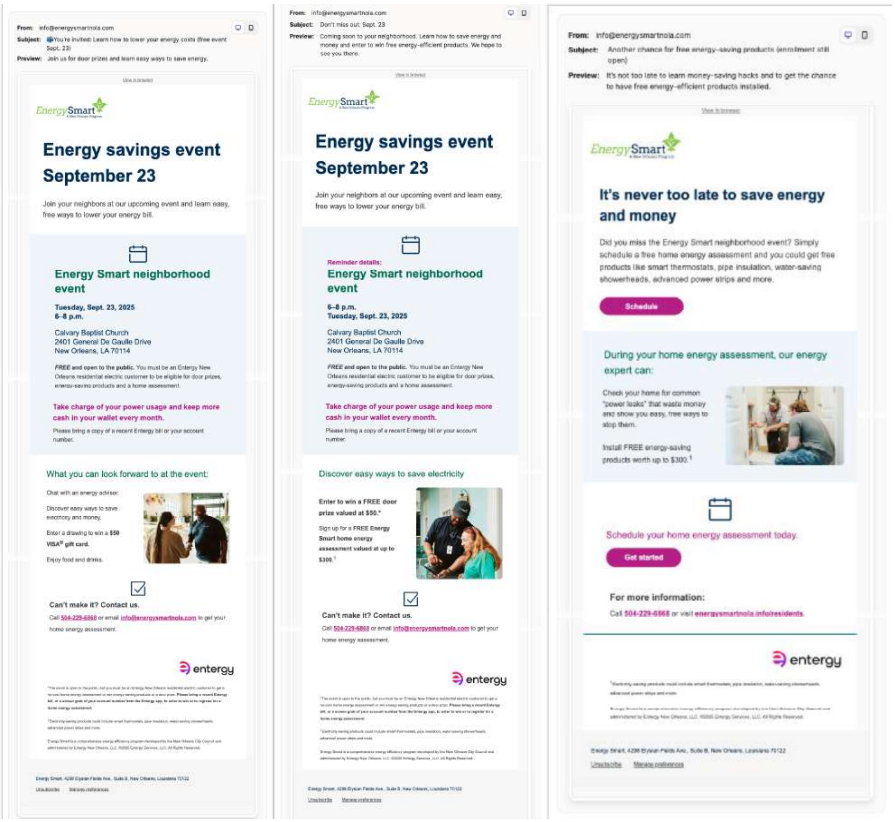
Flyer



Postcard



Emails

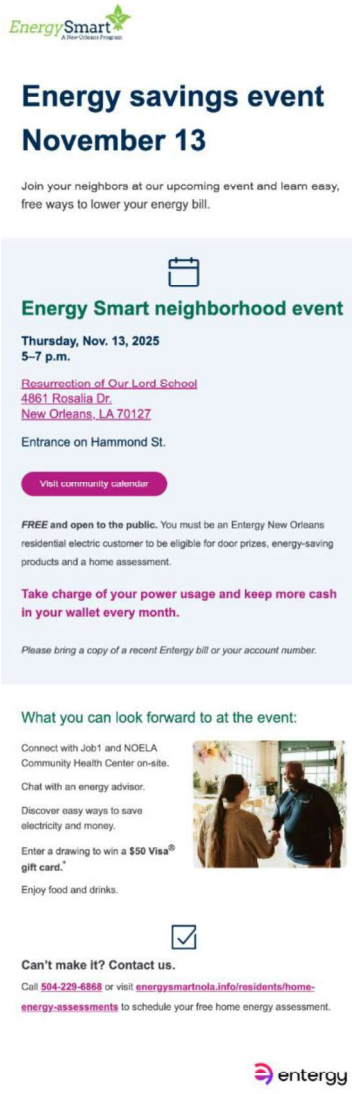

Energy savings event
September 23
Energy Smart neighborhood event
Tuesday, Sept. 23, 2025
6–8 p.m.
Calvary Baptist Church
2401 General De Gaulle Drive
New Orleans, LA 70114
Take charge of your power usage and keep more cash in your wallet every month.
What you can look forward to at the event:
Can't make it? Contact us.
entergy
Energy savings event
September 23
Reminder details:
Energy Smart neighborhood event
6–8 p.m.
Tuesday, Sept. 23, 2025
Calvary Baptist Church
2401 General De Gaulle Drive
New Orleans, LA 70114
Take charge of your power usage and keep more cash in your wallet every month.
Discover easy ways to save electricity
Enter to win a FREE door prize valued at $50.*
Can't make it? Contact us.
entergy
From: info@energysmartnola.com
Subject: Another chance for free energy-saving products (enrollment still open)
Preview: It's not too late to learn money-saving hacks and to get the chance to have free energy-efficient products installed.
It's never too late to save energy and money
Schedule
During your home energy assessment, our energy expert can:
Schedule your home energy assessment today.
Get started
For more information:
entergy

Event #5- Read Blvd

Flyer



Emails



Energy savings event November 13

Join your neighbors at our upcoming event and learn easy, free ways to lower your energy bill.

Energy Smart neighborhood event

Thursday, Nov. 13, 2025
5–7 p.m.

Resurrection of Our Lord School
4861 Rosalia Dr.
New Orleans, LA 70127

Entrance on Hammond St.

Visit community calendar

***FREE* and open to the public.** You must be an Entergy New Orleans residential electric customer to be eligible for door prizes, energy-saving products and a home assessment.

Take charge of your power usage and keep more cash in your wallet every month.

Please bring a copy of a recent Entergy bill or your account number.

What you can look forward to at the event:

Connect with Job1 and NOELA Community Health Center on-site.

Chat with an energy advisor.

Discover easy ways to save electricity and money.

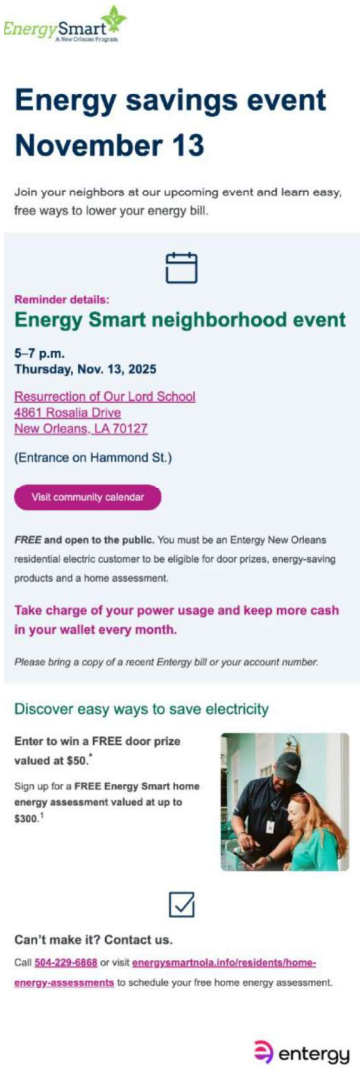
Enter a drawing to win a **$50 Visa® gift card.***

Enjoy food and drinks.

Can't make it? Contact us.

Call 504-229-6868 or visit energysmartnola.info/residents/home-energy-assessments to schedule your free home energy assessment.

entergy



Energy savings event November 13

Join your neighbors at our upcoming event and learn easy, free ways to lower your energy bill.

Reminder details:

Energy Smart neighborhood event

5–7 p.m.
Thursday, Nov. 13, 2025

Resurrection of Our Lord School
4861 Rosalia Drive
New Orleans, LA 70127

(Entrance on Hammond St.)

Visit community calendar

***FREE* and open to the public.** You must be an Entergy New Orleans residential electric customer to be eligible for door prizes, energy-saving products and a home assessment.

Take charge of your power usage and keep more cash in your wallet every month.

Please bring a copy of a recent Entergy bill or your account number.

Discover easy ways to save electricity

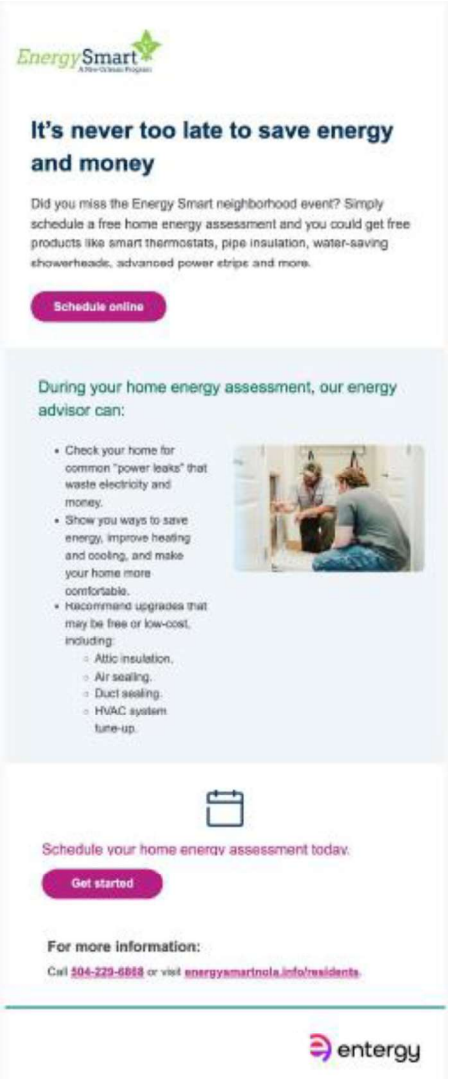
Enter to win a FREE door prize valued at $50.*

Sign up for a **FREE Energy Smart home energy assessment valued at up to $300.**[1]

Can't make it? Contact us.

Call 504-229-6868 or visit energysmartnola.info/residents/home-energy-assessments to schedule your free home energy assessment.

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It's never too late to save energy and money

Did you miss the Energy Smart neighborhood event? Simply schedule a free home energy assessment and you could get free products like smart thermostats, pipe insulation, water-saving showerheads, advanced power strips and more.

Schedule online

During your home energy assessment, our energy advisor can:

- Check your home for common "power leaks" that waste electricity and money.
- Show you ways to save energy, improve heating and cooling, and make your home more comfortable.
- Recommend upgrades that may be free or low-cost, including:
  - Attic insulation.
  - Air sealing.
  - Duct sealing.
  - HVAC system tune-up.

Schedule your home energy assessment today.

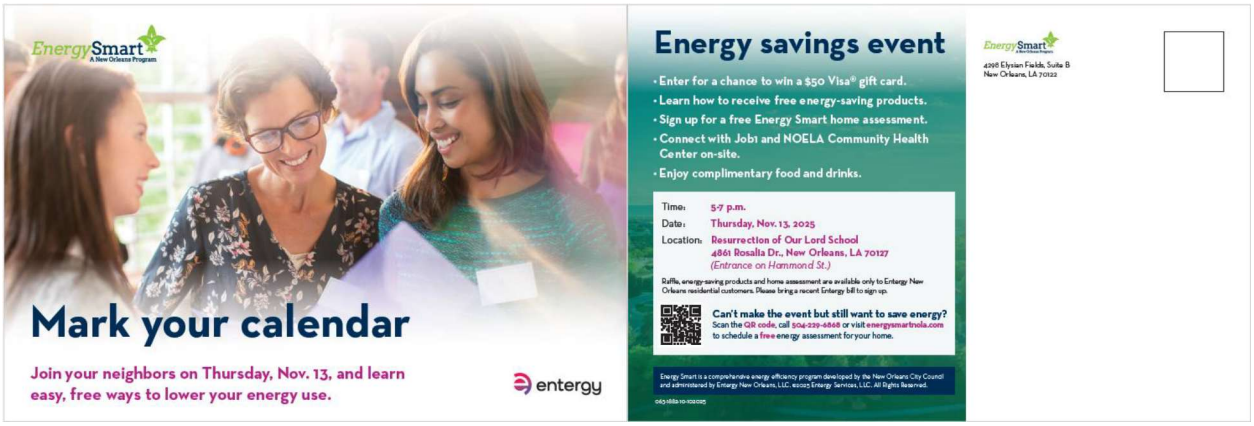
Get started

For more information:

Call 504-229-6868 or visit energysmartnola.info/residents.

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Postcard


EnergySmart
A New Orleans Program
Mark your calendar
Join your neighbors on Thursday, Nov. 13, and learn easy, free ways to lower your energy use.
entergy
Energy savings event
• Enter for a chance to win a $50 Visa® gift card.
• Learn how to receive free energy-saving products.
• Sign up for a free Energy Smart home assessment.
• Connect with Job1 and NOELA Community Health Center on-site.
• Enjoy complimentary food and drinks.
Time: 5-7 p.m.
Date: Thursday, Nov. 13, 2025
Location: Resurrection of Our Lord School
4861 Rosalia Dr., New Orleans, LA 70127
(Entrance on Hammond St.)
Raffle, energy-saving products and home assessment are available only to Entergy New Orleans residential customers. Please bring a recent Entergy bill to sign up.
Can't make the event but still want to save energy?
Scan the QR code, call 504-229-4068 or visit energysmartnola.com to schedule a free energy assessment for your home.
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EnergySmart
4298 Elysian Fields, Suite B
New Orleans, LA 70122

Post event outreach follow-up

Postcard

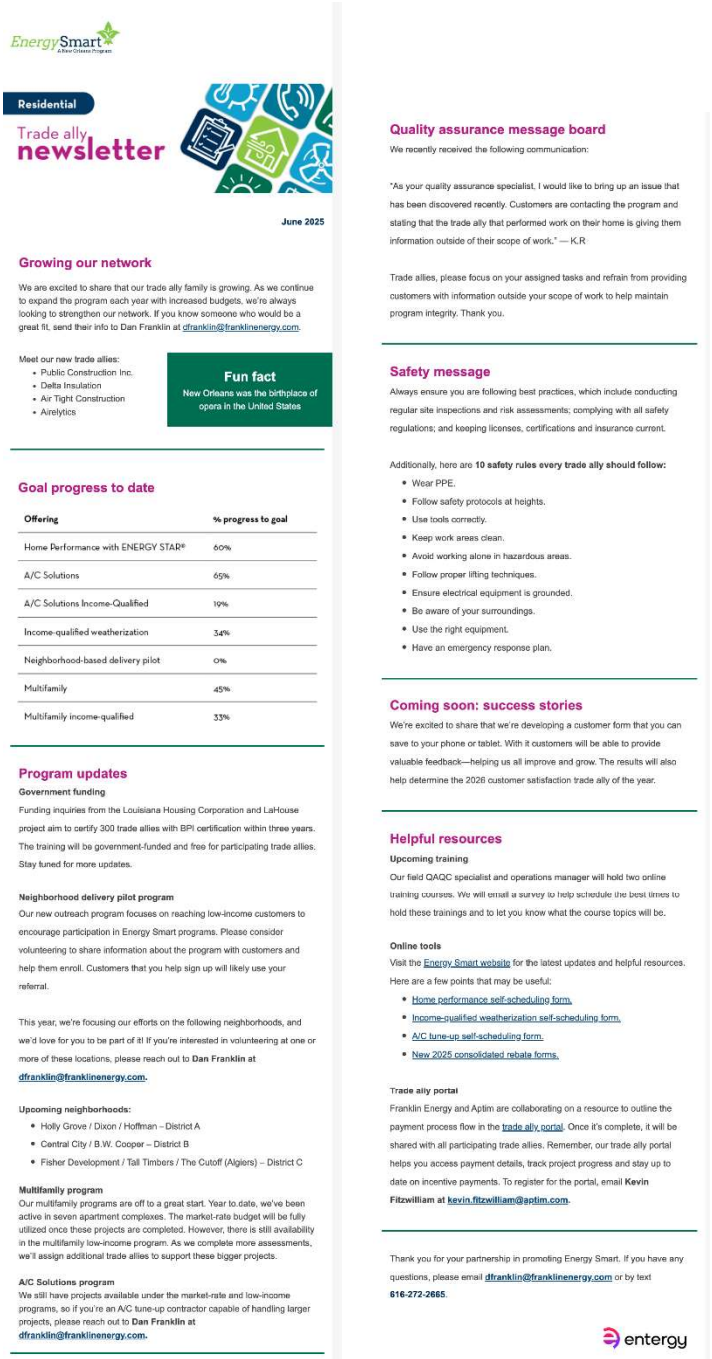




Trade ally

Quarterly newsletters

Q2 Newsletter- June



EnergySmart
A New Orleans Program

Residential

Trade ally newsletter

June 2025

Growing our network

We are excited to share that our trade ally family is growing. As we continue to expand the program each year with increased budgets, we're always looking to strengthen our network. If you know someone who would be a great fit, send their info to Dan Franklin at dfranklin@franklinenergy.com.

Meet our new trade allies:

- Public Construction Inc.
- Delta Insulation
- Air Tight Construction
- Airelytics

Fun fact

New Orleans was the birthplace of opera in the United States

Goal progress to date

Offering	% progress to goal
Home Performance with ENERGY STAR®	60%
A/C Solutions	65%
A/C Solutions Income-Qualified	19%
Income-qualified weatherization	34%
Neighborhood-based delivery pilot	0%
Multifamily	45%
Multifamily income-qualified	33%

Program updates

Government funding

Funding inquiries from the Louisiana Housing Corporation and LaHouse project aim to certify 300 trade allies with BPI certification within three years. The training will be government-funded and free for participating trade allies. Stay tuned for more updates.

Neighborhood delivery pilot program

Our new outreach program focuses on reaching low-income customers to encourage participation in Energy Smart programs. Please consider volunteering to share information about the program with customers and help them enroll. Customers that you help sign up will likely use your referral.

This year, we're focusing our efforts on the following neighborhoods, and we'd love for you to be part of it! If you're interested in volunteering at one or more of these locations, please reach out to **Dan Franklin at dfranklin@franklinenergy.com.**

Upcoming neighborhoods:

- Holly Grove / Dixon / Hoffman – District A
- Central City / B.W. Cooper – District B
- Fisher Development / Tall Timbers / The Cutoff (Algiers) – District C

Multifamily program

Our multifamily programs are off to a great start. Year to date, we've been active in seven apartment complexes. The market-rate budget will be fully utilized once these projects are completed. However, there is still availability in the multifamily low-income program. As we complete more assessments, we'll assign additional trade allies to support these bigger projects.

A/C Solutions program

We still have projects available under the market-rate and low-income programs, so if you're an A/C tune-up contractor capable of handling larger projects, please reach out to **Dan Franklin at dfranklin@franklinenergy.com.**

Quality assurance message board

We recently received the following communication:

"As your quality assurance specialist, I would like to bring up an issue that has been discovered recently. Customers are contacting the program and stating that the trade ally that performed work on their home is giving them information outside of their scope of work." — K.R

Trade allies, please focus on your assigned tasks and refrain from providing customers with information outside your scope of work to help maintain program integrity. Thank you.

Safety message

Always ensure you are following best practices, which include conducting regular site inspections and risk assessments; complying with all safety regulations; and keeping licenses, certifications and insurance current.

Additionally, here are **10 safety rules every trade ally should follow:**

- Wear PPE.
- Follow safety protocols at heights.
- Use tools correctly.
- Keep work areas clean.
- Avoid working alone in hazardous areas.
- Follow proper lifting techniques.
- Ensure electrical equipment is grounded.
- Be aware of your surroundings.
- Use the right equipment.
- Have an emergency response plan.

Coming soon: success stories

We're excited to share that we're developing a customer form that you can save to your phone or tablet. With it customers will be able to provide valuable feedback—helping us all improve and grow. The results will also help determine the 2026 customer satisfaction trade ally of the year.

Helpful resources

Upcoming training

Our field QAQC specialist and operations manager will hold two online training courses. We will email a survey to help schedule the best times to hold these trainings and to let you know what the course topics will be.

Online tools

Visit the Energy Smart website for the latest updates and helpful resources. Here are a few points that may be useful:

- Home performance self-scheduling form.
- Income-qualified weatherization self-scheduling form.
- A/C tune-up self-scheduling form.
- New 2025 consolidated rebate forms.

Trade ally portal

Franklin Energy and Aptim are collaborating on a resource to outline the payment process flow in the trade ally portal. Once it's complete, it will be shared with all participating trade allies. Remember, our trade ally portal helps you access payment details, track project progress and stay up to date on incentive payments. To register for the portal, email **Kevin Fitzwilliam at kevin.fitzwilliam@aptim.com.**

Thank you for your partnership in promoting Energy Smart. If you have any questions, please email **dfranklin@franklinenergy.com** or by text **616-272-2665.**

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Q4 Newsletter- December

TEST - Energy Smart trade ally newsletter, winter 2025 Inbox

Entergy Energy Smart Program <info@energysmartnola.com> Unsubscribe

to me

Residential

Trade ally newsletter



Winter 2025

Looking back on 2025

As 2025 comes to a close, we want to extend our heartfelt thanks for your dedication and partnership — and wish you and your team a season of joy and celebration.

Together, we've achieved meaningful progress in energy efficiency across New Orleans, and your efforts have made a real impact on our community. We're excited to continue building on this success in the year ahead.

So far this year, more than $7,321,513.20 has been paid out to Energy Smart trade ally partners and customers. Collectively, we've helped New Orleans save over **19,735,463.50 kWh of electricity** — a milestone worth celebrating.

Fun fact

Louisiana's unique Christmas Eve Bonfire on the Levee is rooted in Cajun culture but celebrated throughout the state. This year marks the 36th annual holiday tradition in St. James Parish. Bonfires are crafted into sculptural wood designs and lit for three days of festivities, with fireworks adding to the celebration.

Goal progress to date

Offering	% progress to goal
Home Performance with ENERGY STAR®	118%
A/C Solutions	105%
A/C Solutions (income-qualified)	85%
Weatherization (income-qualified)	155%
Neighborhood-based delivery pilot	23%
Multifamily	92%
Multifamily (income-qualified)	86%

Program updates

As we wrap up the year, here are a few key deadlines and team updates to keep in mind:

Reminder: 2025 rebate submissions

- **Please submit all rebate applications and project documents by Dec. 17, 2025,** to ensure prompt payment and year-end processing.
- **Applications received by Dec. 17, 2025, will be processed by Dec. 29, 2025.**
- Any applications accepted after Dec. 17, 2025, will be processed in 2026.
- Please ensure all required paperwork is completed to avoid delays and support a smooth year-end closeout.

Team contact updates

- For any program-related inquiries, please contact **Alan Mitchell** at amitchell@franklinenergy.com.
- For questions about payments, please reach out to **James Herman** at jherman@franklinenergy.com.

2026 Reminders

With the new year just around the corner, now is the perfect time to get ready so you can hit the ground running in 2026.

- **Complete your 2026 trade ally contractor application.** Your application must be resubmitted each year and approved before you can be assigned jobs.
- **Complete your 2026 residential materials request form.**
  - This request form includes identification badges, magnets and co-branded materials. All team members must have 2026 badges during Energy Smart appointments.
    - **Current employees (with 2025 badges):** Fill in first name and last name fields. A new photo is not required, though you may upload one if needed.
    - **New employees:** Fill in name fields and upload a photo as part of the submission.
- **Save the date for the 2026 Trade Ally Kickoff meeting**
  - January 15, 2026, Delgado Community College, 9-11 a.m. More details to come.

Safety message

The holiday season is a time for joy, connection and celebration, but it's also a time when safety can easily be overlooked. Let's make sure we end the year on a happy and healthy note by keeping these reminders in mind:

Travel smart: Plan ahead, check weather conditions and never drive under the influence. Fatigue can be just as dangerous as alcohol, so rest well before long trips.

Decorate safely: Use sturdy ladders, avoid overloading electrical outlets and keep flammable items away from heat sources.

Prevent fire: Test smoke alarms, keep candles away from children and pets, and never leave cooking unattended.

Stay healthy: Dress warmly in cold weather, wash hands often and take breaks to avoid stress and burnout.

Celebrate responsibly: If alcohol is part of your festivities, arrange a safe ride home or stay overnight.

Remember: The best gift you can give your loved ones is your safety and well-being.

Let's look out for each other and make this holiday season both merry and safe.

Closing

Thank you for your continued commitment to energy efficiency and sustainability. Together, we're making a lasting difference in New Orleans. **Let's make 2026 our most impactful year yet.**

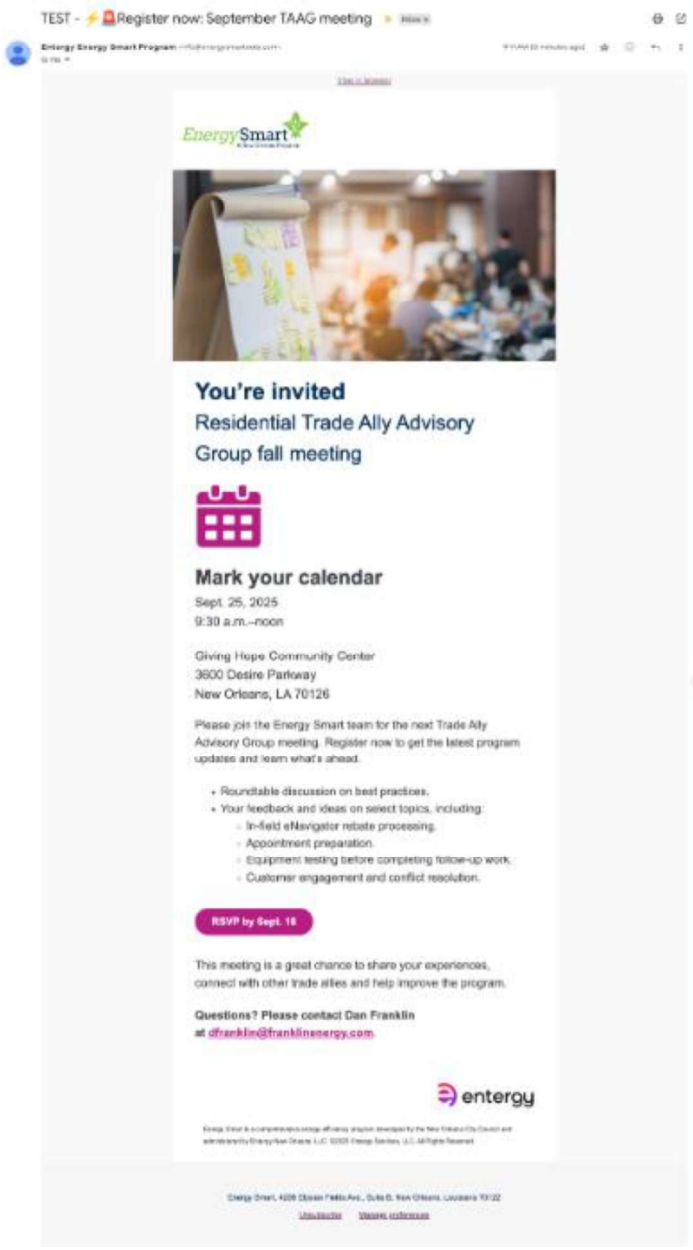
Thank you,
The Energy Smart program team

If you have any questions, please email **Daniel Franklin** at **dfranklin@franklinenergy.com** or send a text to **618-272-2665**.

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TAAG Save-the-Date



TEST - ⚡🚨Register now: September TAAG meeting

EnergySmart

You're invited

Residential Trade Ally Advisory Group fall meeting

Mark your calendar

Sept. 25, 2025
9:30 a.m.–noon

Giving Hope Community Center
3600 Desire Parkway
New Orleans, LA 70126

Please join the Energy Smart team for the next Trade Ally Advisory Group meeting. Register now to get the latest program updates and learn what's ahead.

- Roundtable discussion on best practices.
- Your feedback and ideas on select topics, including:
  - In-field eNavigator rebate processing.
  - Appointment preparation.
  - Equipment testing before completing follow-up work.
  - Customer engagement and conflict resolution.

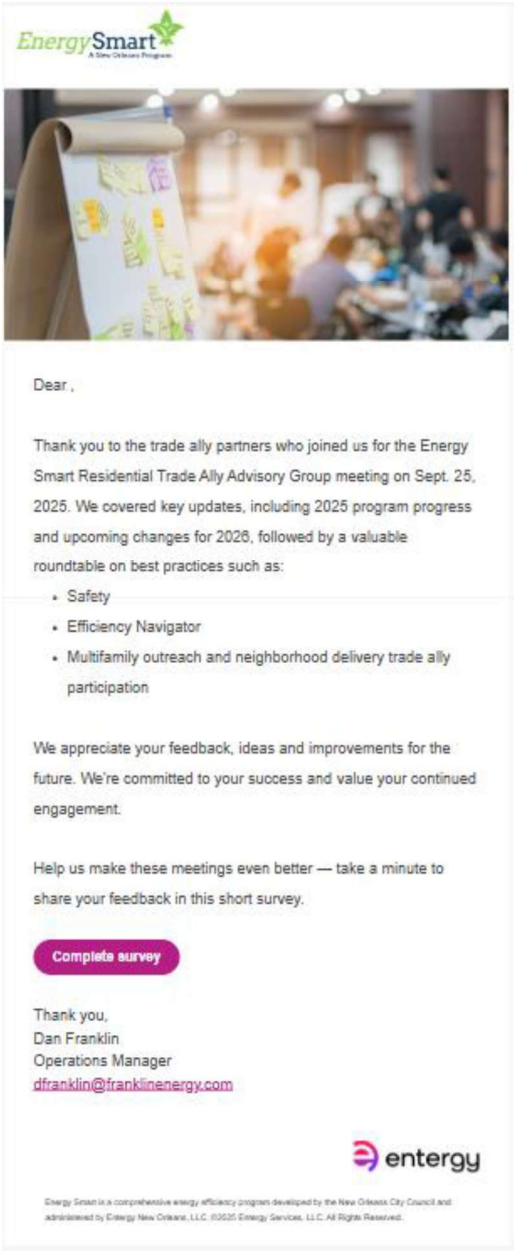
RSVP by Sept. 18

This meeting is a great chance to share your experiences, connect with other trade allies and help improve the program.

Questions? Please contact Dan Franklin at dfranklin@franklinenergy.com.

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TAAG meeting survey post-email



Dear ,

Thank you to the trade ally partners who joined us for the Energy Smart Residential Trade Ally Advisory Group meeting on Sept. 25, 2025. We covered key updates, including 2025 program progress and upcoming changes for 2026, followed by a valuable roundtable on best practices such as:

- Safety
- Efficiency Navigator
- Multifamily outreach and neighborhood delivery trade ally participation

We appreciate your feedback, ideas and improvements for the future. We're committed to your success and value your continued engagement.

Help us make these meetings even better — take a minute to share your feedback in this short survey.

Complete survey

Thank you,
Dan Franklin
Operations Manager
dfranklin@franklinenergy.com

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TAAG meeting survey



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A New Orleans Program

We'd love your feedback

Thank you for your time and effort in attending the Residential Trade Ally Advisory Group meeting on September 25, 2025. Together, we can make a difference here in New Orleans, and it starts with us. Your input is essential to the success of the program. Please complete the following survey to help us continually improve and ensure these meetings are valuable and time well spent.

Name*

Required field

First Name

Last Name

Email*

Company name*

How satisfied were you with the event?*

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

On a scale of 1-10, 10 being very satisfied.

Do you feel the information presented was clear and beneficial?*

Please share any additional comments/feedback about the presentation and topics discussed.

What can we do to make these meetings better?*

How satisfied were you with the food and beverage?*

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

On a scale of 1-10, 10 being very satisfied.

What is the most ideal time for future trade ally meetings and trainings?*

Which residential offerings have you participated in?

- Home Performance with ENERGY STAR®
- Income-Qualified Weatherization
- Multifamily Solutions
- A/C Solutions

Submit

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Demand Response Marketing Assets

EasyCool Earth Day – April 16, 2025



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A New Orleans Program

Do not miss out

This Earth Day, join the EasyCool community

Earn cash like your neighbors do.

Did you know that enrolling your smart thermostat in EasyCool can earn you extra cash? Your neighbors do. Last year, over 6,000 Entergy New Orleans customers enrolled their smart thermostats in the EasyCool offering and collectively received over $229,000.

This Earth Day, join your neighbors in saving energy, earning extra cash and contributing to a sustainable New Orleans.

Benefits of EasyCool

- Receive a one-time $50 enrollment payment.
- Receive a $25 payment each additional year you participate.
- Reduce the strain on the energy grid during times of high energy use.
- Make a positive impact on the environment.

Start earning today

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Our mailing address is:
Energy Smart
1100 Poydras St., Suite 2060
New Orleans, LA 70163

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

EasyCool Pre-Season Email – May 1, 2025



EnergySmart
A New Orleans Program

Dear EasyCool customer,

Thank you for participating in the Entergy New Orleans Energy Smart EasyCool offering. Now in its 10th 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 the year, we may schedule an event, which means your smart thermostat temperature setting will be adjusted 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

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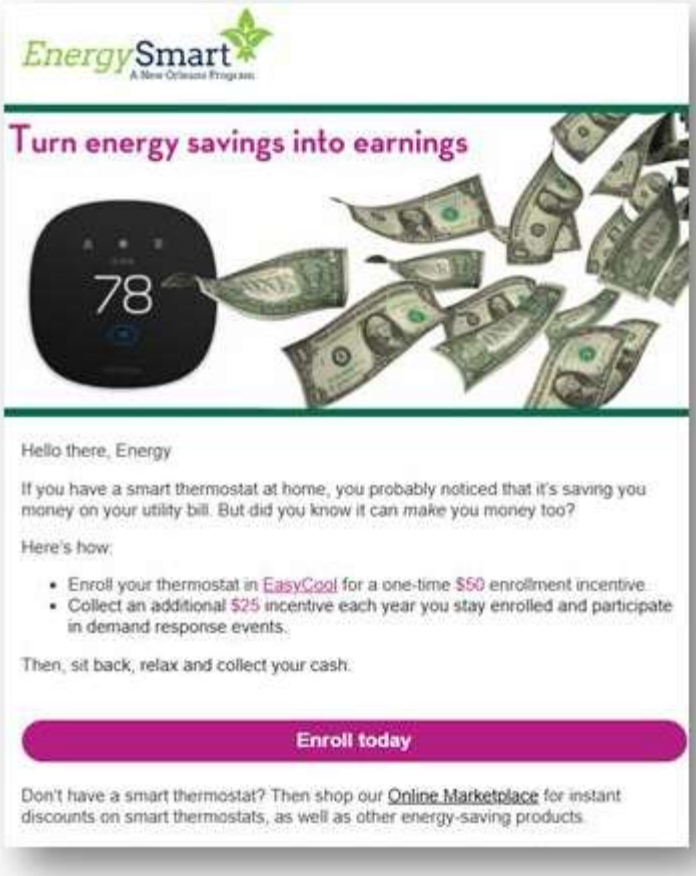
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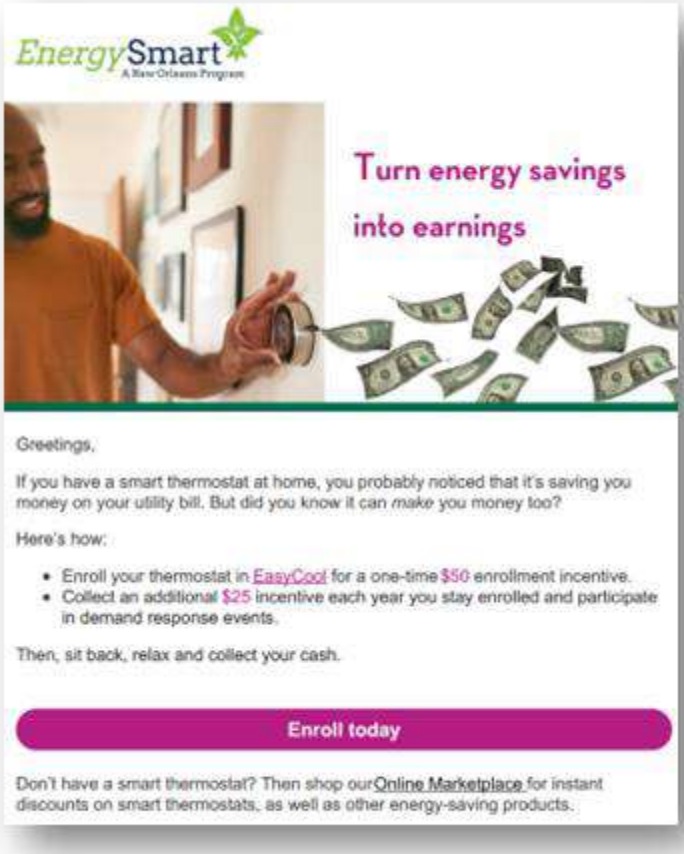
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

EasyCool $100 Enrollment Incentive Email: May – June, 2025



EasyCool $50 Enrollment Incentive Emails: July 15 and July 24




EnergySmart
A New Orleans Program
Turn energy savings into earnings
Greetings,
If you have a smart thermostat at home, you probably noticed that it's saving you money on your utility bill. But did you know it can *make* you money too?
Here's how:
• Enroll your thermostat in EasyCool for a one-time $50 enrollment incentive.
• Collect an additional $25 incentive each year you stay enrolled and participate in demand response events.
Then, sit back, relax and collect your cash.
Enroll today
Don't have a smart thermostat? Then shop our Online Marketplace for instant discounts on smart thermostats, as well as other energy-saving products.

EasyCool $100 Enrollment Incentive OLM Retargeting Emails: After T-Stat Purchase: May – June, 2025



EnergySmart
A New Orleans Program

Enroll today
earn $100
EasyCool

You made the right choice by purchasing a smart thermostat for your home. Now's the perfect time to enroll it in EasyCool and earn our largest incentive ever - **$100.*** Plus you'll receive $25 each additional year you stay enrolled and help reduce electricity use during peak demand times.

Once your device arrives, take the following steps:

- Install it.
- Enroll it.
- Earn cash.

But don't wait. This limited-time $100 offer is only available while funds last or until May 31, 2025. After that, the enrollment incentive drops to $50.

It's a win-win. You save energy, support the environment and get paid for doing it.

Enroll today

*Limited-time offer while funds last or through May 31, 2025. After promo period, enrollment incentive is $50. Limit of two (2) device incentives per Entergy account number.

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EasyCool $100 Enrollment Incentive OLM Retargeting Email: When T-Stat Ships: May – June 30, 2025



EasyCool Online Marketplace Homepage Banner Ads



EasyCool Online Marketplace Smart Thermostat Landing Page Banner Ad



Peak Time Rebate Welcome Back Email: May 1, 2025



EnergySmart
A New Orleans Program

Energy Smart Peak Time Rebate Pilot season notice

Welcome back Energy,

Thank you for your continued participation in the Energy Smart Peak Time Rebate Pilot. 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.

Program features

Updated incentive tiers

Learn more

Event text message notifications

Request to opt-in

Common questions answered section

Visit our website

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.

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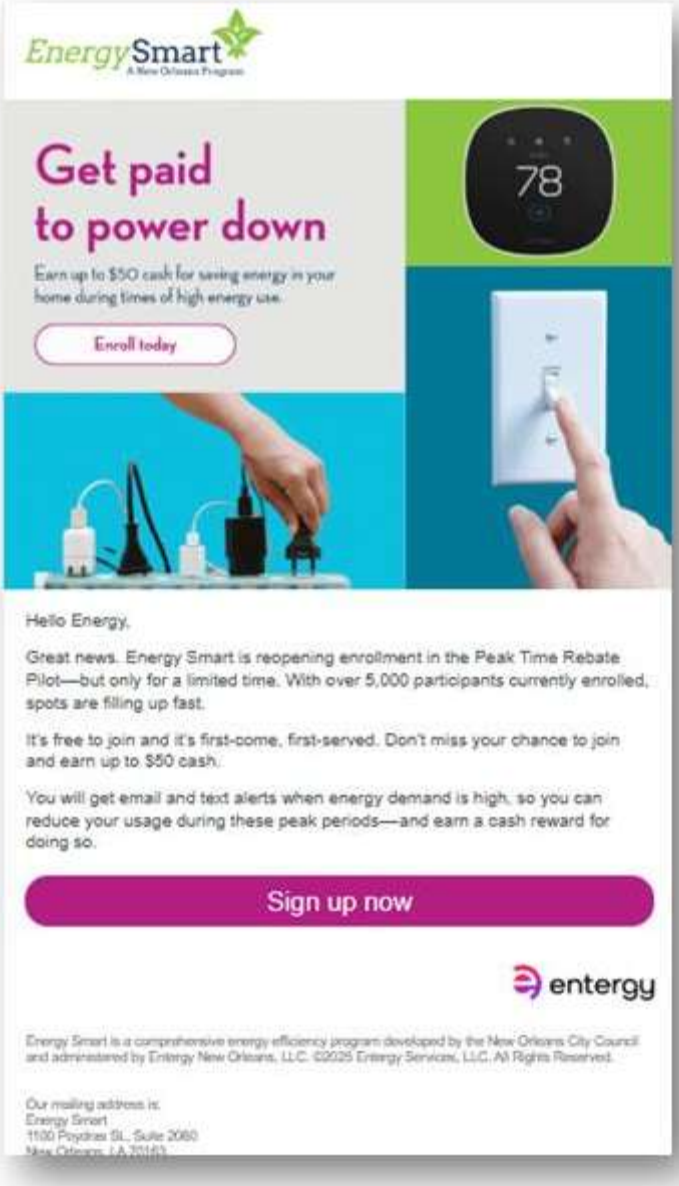
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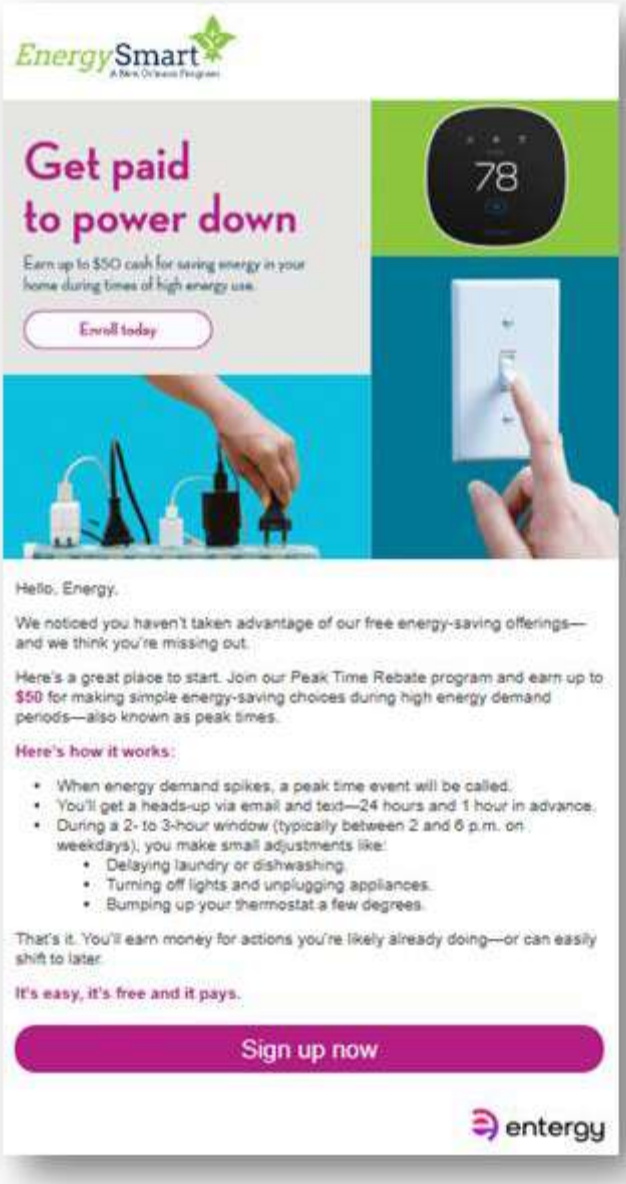
Peak Time Rebate Animated Creative for May-June Marketing Assets



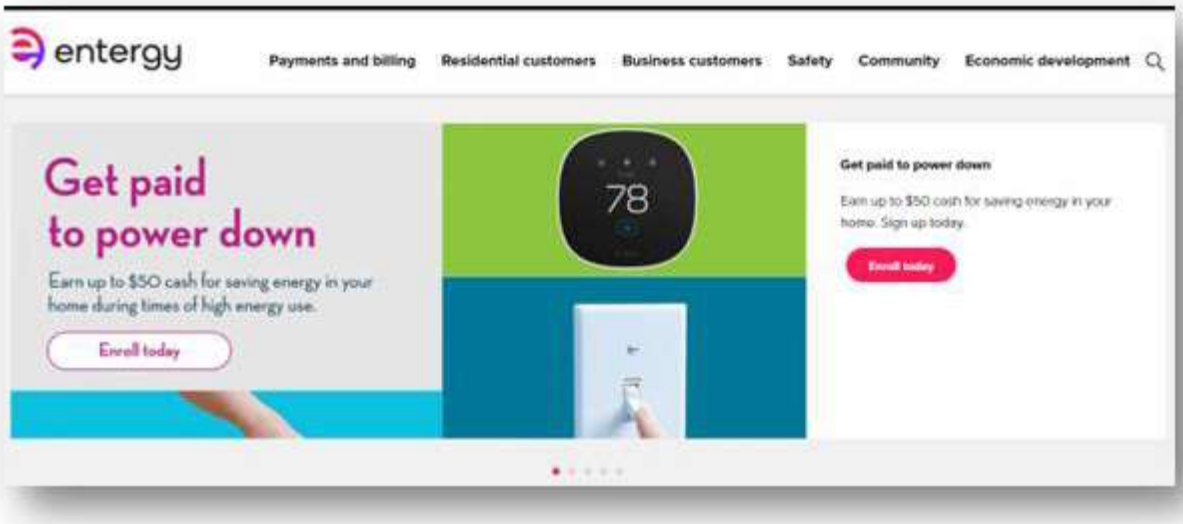
Peak Time Rebate Recruitment Email: May 19 – Jun 6, 2025



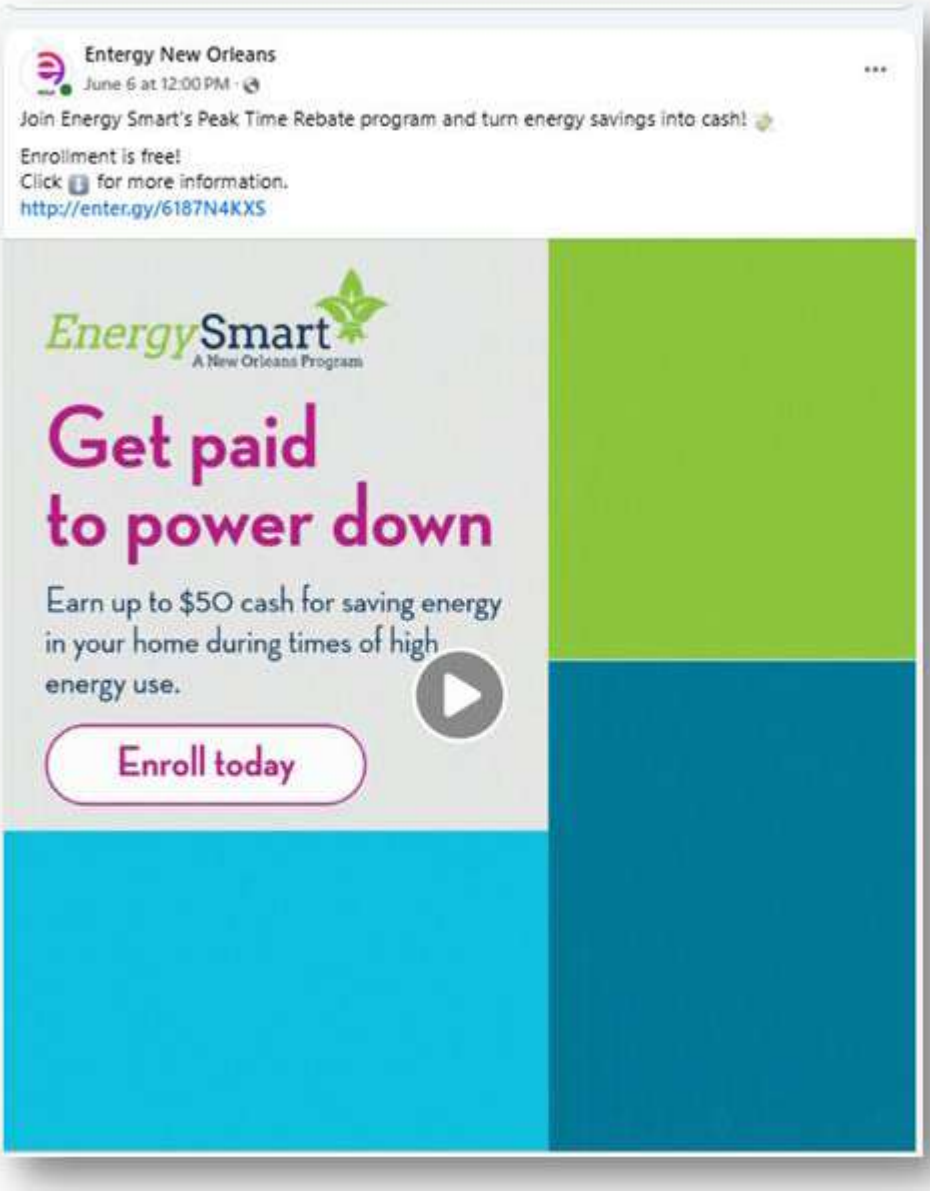
Peak Time Rebate Email: June 27, 2025



Peak Time Rebate Rotator Ad on Entergy New Orleans website: May – June 2025



Peak Time Rebate Organic Social: June 2025



Peak Time Rebate Welcome Email



EnergySmart
A New Orleans Program

Welcome to the Energy Smart Peak Time Rebate Pilot

You will now 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.

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.

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New Orleans, LA 70163

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

Peak Time Rebate Eligibility Email



EnergySmart
A New Orleans Program

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.

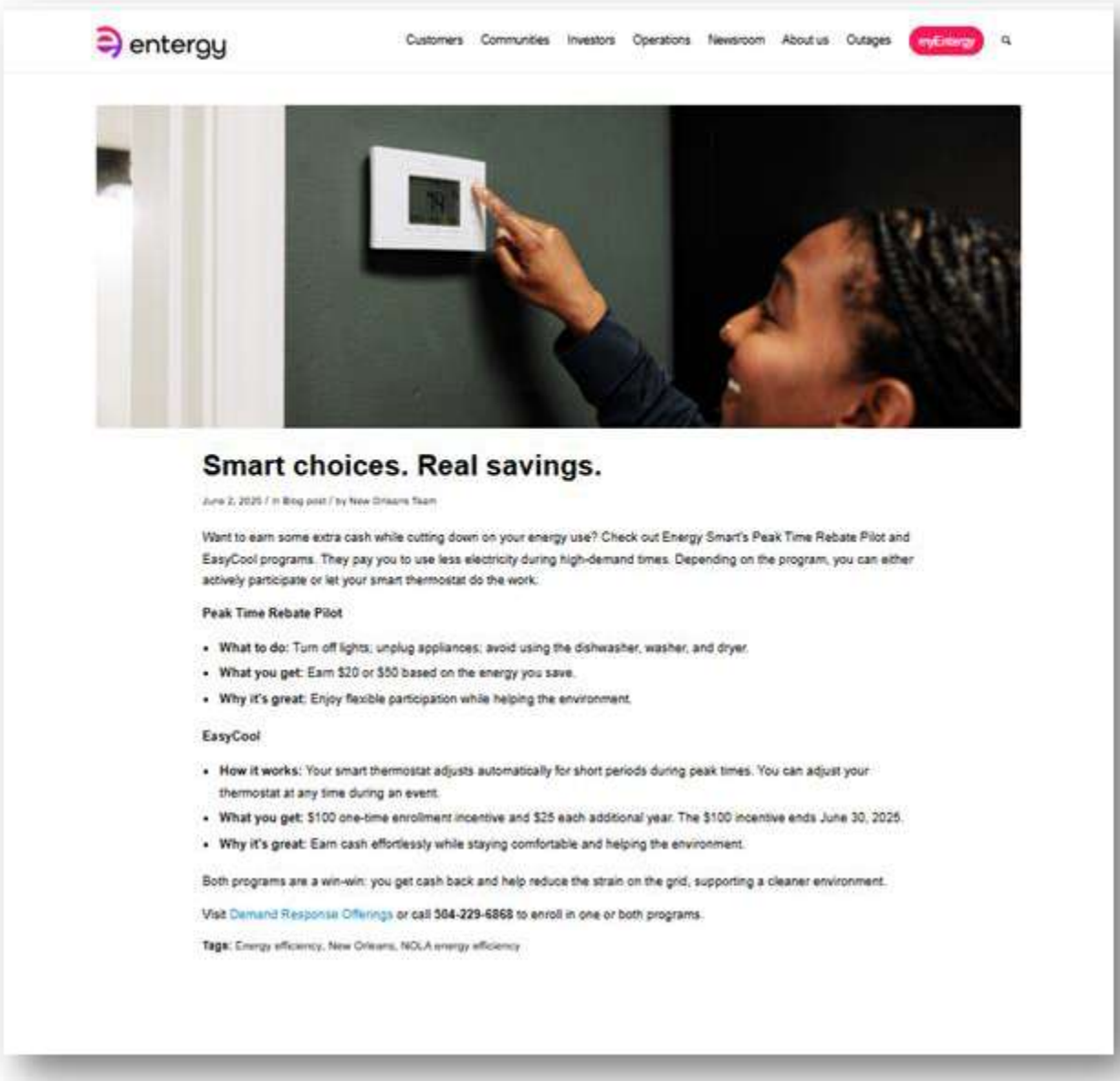
Energy-saving tips for everyone

- 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.

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Circuit Newsletter Article – Peak Time Rebate and EasyCool: June 2025



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Customers Communities Investors Operations Newsroom About us Outages myEntergy

Smart choices. Real savings.

June 2, 2025 / in Blog post / by New Orleans Team

Want to earn some extra cash while cutting down on your energy use? Check out Energy Smart's Peak Time Rebate Pilot and EasyCool programs. They pay you to use less electricity during high-demand times. Depending on the program, you can either actively participate or let your smart thermostat do the work.

Peak Time Rebate Pilot

- **What to do:** Turn off lights; unplug appliances; avoid using the dishwasher, washer, and dryer.
- **What you get:** Earn $20 or $50 based on the energy you save.
- **Why it's great:** Enjoy flexible participation while helping the environment.

EasyCool

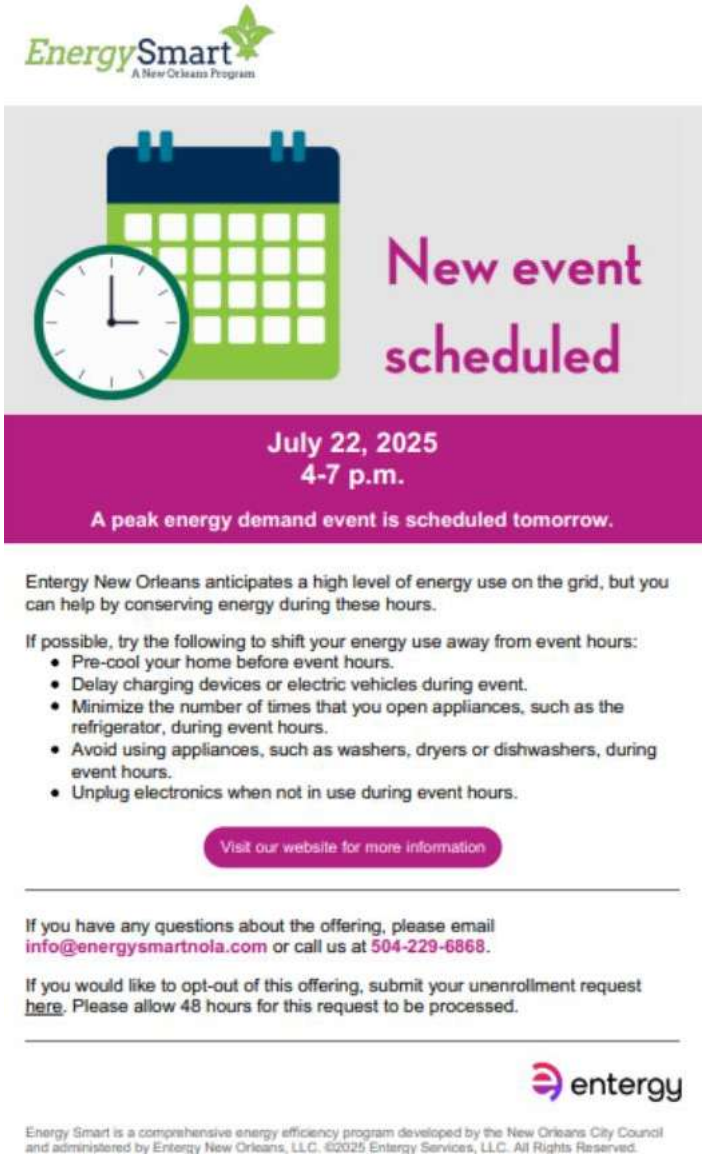
- **How it works:** Your smart thermostat adjusts automatically for short periods during peak times. You can adjust your thermostat at any time during an event.
- **What you get:** $100 one-time enrollment incentive and $25 each additional year. The $100 incentive ends June 30, 2025.
- **Why it's great:** Earn cash effortlessly while staying comfortable and helping the environment.

Both programs are a win-win: you get cash back and help reduce the strain on the grid, supporting a cleaner environment.

Visit Demand Response Offerings or call **504-229-6868** to enroll in one or both programs.

Tags: Energy efficiency, New Orleans, NOLA energy efficiency

Peak Time Rebate Event Email
24-hour Event Email Template



1-Hour Event Email Template

EnergySmart
A New Orleans Program



Set your alarm, and start saving

July 22, 2025
4 - 7 p.m.

A peak energy demand event is starting soon in New Orleans.



Tips to help you save energy during the event

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

- Adjust your thermostat to 78°F., or use fans instead of air conditioning.
- Turn off your lights, and open blinds for natural light.
- Avoid using appliances such as washers, dryers or dishwashers.
- Unplug and/or turn off appliances and electronics not in use.
- Minimize the number of times that you open appliances such as the refrigerator.
- Delay charging devices or an electric vehicle.

Visit our website for commonly asked questions



Explore alternative activities

While many of our day-to-day activities revolve around appliances and electronics, we understand that you might prefer to explore other activities.

To make the most of this scheduled peak time event, we encourage exploration of outdoor adventures, creative projects, community engagement, and fitness and wellness activities.

For those who prefer to take it easy or if the weather is not conducive for outdoor activities, we encourage rest, reading a book and family board games. Spending quality time with loved ones and enjoying a moment of relaxation can be just as rewarding.

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.

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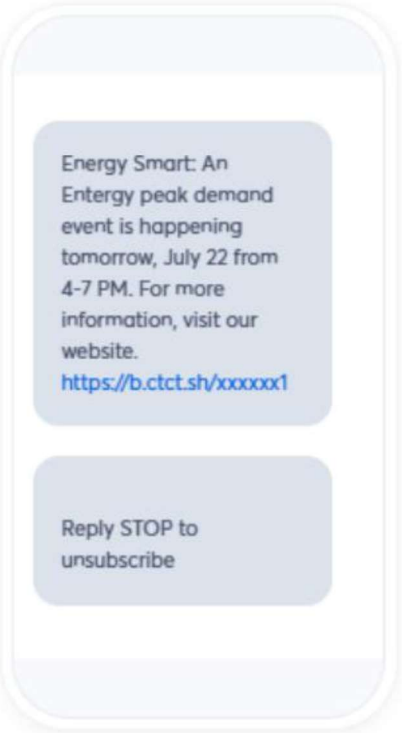
Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2025 Entergy Services, LLC. All Rights Reserved.

Our mailing address is:
Energy Smart
1100 Poydras St., Suite 2060
New Orleans, LA 70163

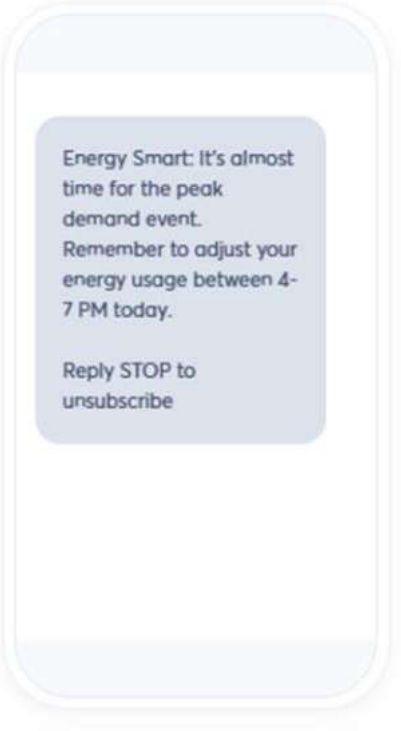
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

Peak Time Rebate Event SMS

24 Hour SMS Template



1 Hours SMS Template



Verite News Sponsorship: June – July 16, 2025
300 x 250 Digital Ad



790 x 250 Digital Ad



Article – June 13, 2025



PAID PARTNER STORIES

Powering a Greener New Orleans

Entergy New Orleans is encouraging residents and businesses to save energy and reduce costs by offering cash incentives and free energy assessments.

PAID FOR ENTERGY NEW ORLEANS

In 2010, in response to the city's energy burdens, Entergy New Orleans, in collaboration with the New Orleans City Council, launched the Energy Smart program. This comprehensive initiative encourages residents and businesses to save energy and reduce costs by offering cash incentives and free energy assessments. **Since its inception, Energy Smart has awarded $61.4 million in incentives, benefiting over 135,000 homes and businesses while saving the city a staggering 500 million kilowatt-hours of power.** With the potential for up to 100% cost coverage on qualifying projects, Energy Smart empowers customers to make energy-saving upgrades that contribute to a more sustainable city.



Derek Mills
Photo Credit: Entergy New Orleans

"Our team 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," said Derek Mills, manager of demand side management at Entergy New Orleans. "We recognize that helping customers reduce their energy at home or at their business is good customer service, while also helping us reduce the stress on the grid and our carbon footprint.

For residential customers, Energy Smart provides essential services like free home energy assessments and instant rebates for upgrades that improve energy efficiency and comfort. Home weatherization and HVAC system treatments offer maximized savings to eligible residents, while initiatives such as the Peak Time Rebate and EasyCool programs reward participants for reducing energy use during periods of high demand.

Energy Smart also extends its support to businesses, offering free assessments through the Small Business Energy Assessment program. Eligible businesses can also receive financial incentives that cover up to 100% of the cost of energy efficiency upgrades through the Energy Smart Fund. In 2025, Energy Smart has $5.6M available to businesses for energy efficiency upgrades. To date, local businesses have claimed nearly $2.6 million in funds.

Partnerships with local organizations and trade allies are vital to the success of Energy Smart.

Commercial & Industrial Marketing Assets

Emails

February 2025: New website launch (Email 1)



EnergySmart
A New Orleans Program

Get in the game

EnergySmart

Helping New Orleans save energy and money

Energy Smart | New Orleans | 1st 15:00 | 25 | 1st & 10

Game on for cash savings

Energy Smart, Entergy New Orleans' energy efficiency and demand response program, launches its brand-new website just in time for kickoff.

Gear up for the new website features:

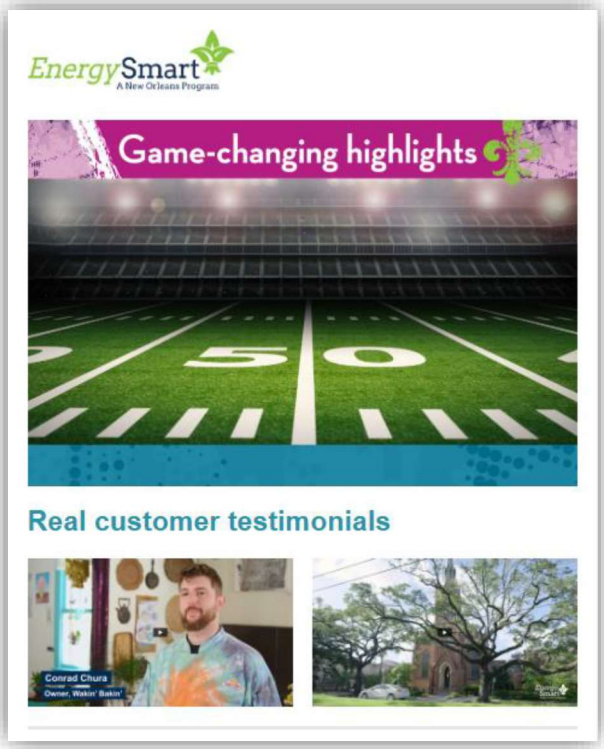
- Custom ways for your company to save energy and money.
- Steps on how to get your business started with Energy Smart.
- Frequently asked questions by business customers.
- Animated guides that walk customers through the energy assessment process.
- Video testimonials from customers who have saved their business money and energy.
- Interactive quiz to guide customers to eligible energy assessments.
- Accessible contact forms for easy enrollment.

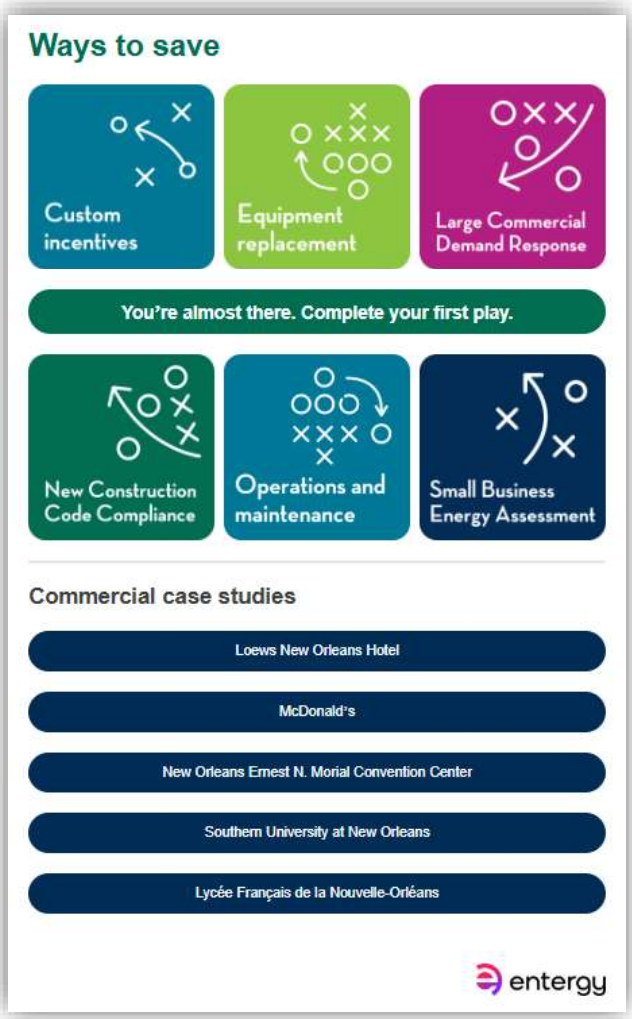
Energy Smart helps Entergy New Orleans electric customers identify energy-saving opportunities. Energy Smart has helped over 135,000 residents and businesses maximize energy efficiency by providing expert guidance and over $61.4 million in incentives.

Learn how you can score big energy savings all year round

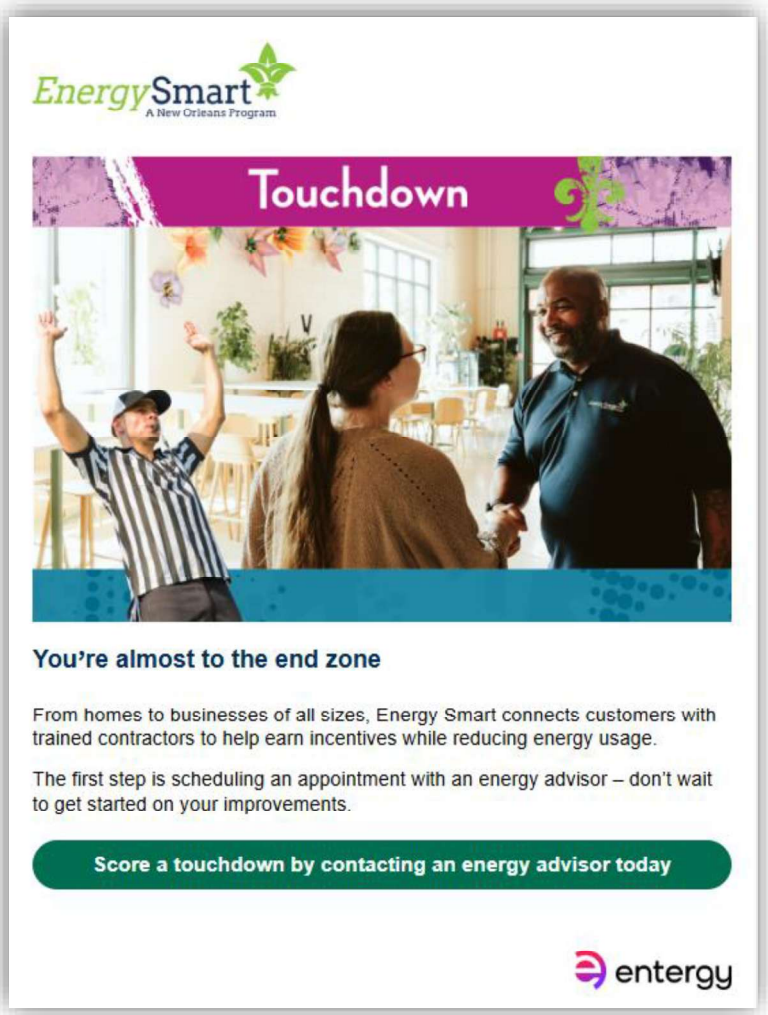
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February 2025: New website launch (Email 2)

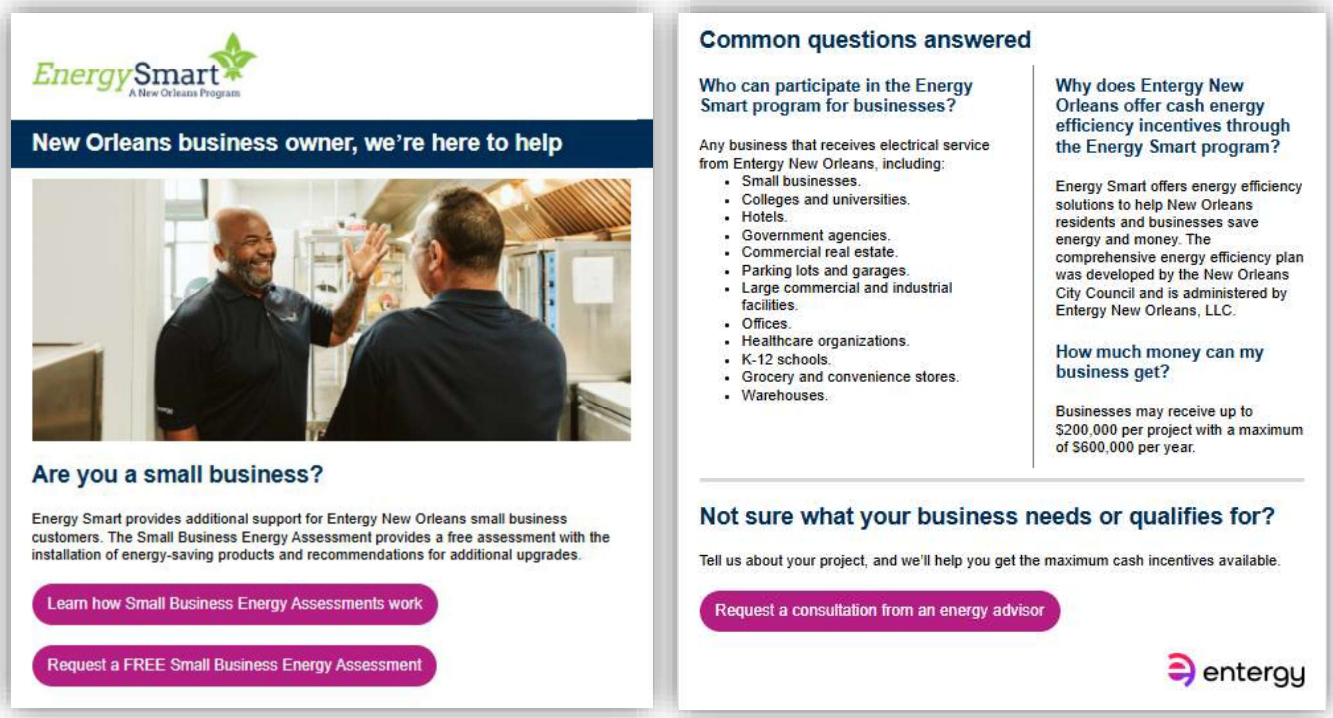




February 2025: New website launch (Email 3)



February 10: Small Business Energy Assessment



EnergySmart
A New Orleans Program

New Orleans business owner, we're here to help

Are you a small business?

Energy Smart provides additional support for Entergy New Orleans small business customers. The Small Business Energy Assessment provides a free assessment with the installation of energy-saving products and recommendations for additional upgrades.

Learn how Small Business Energy Assessments work

Request a FREE Small Business Energy Assessment

Common questions answered

Who can participate in the Energy Smart program for businesses?

Any business that receives electrical service from Entergy New Orleans, including:

- Small businesses.
- Colleges and universities.
- Hotels.
- Government agencies.
- Commercial real estate.
- Parking lots and garages.
- Large commercial and industrial facilities.
- Offices.
- Healthcare organizations.
- K-12 schools.
- Grocery and convenience stores.
- Warehouses.

Why does Entergy New Orleans offer cash energy efficiency incentives through the Energy Smart program?

Energy Smart offers energy efficiency solutions to help New Orleans residents and businesses save energy and money. The comprehensive energy efficiency plan was developed by the New Orleans City Council and is administered by Entergy New Orleans, LLC.

How much money can my business get?

Businesses may receive up to $200,000 per project with a maximum of $600,000 per year.

Not sure what your business needs or qualifies for?

Tell us about your project, and we'll help you get the maximum cash incentives available.

Request a consultation from an energy advisor

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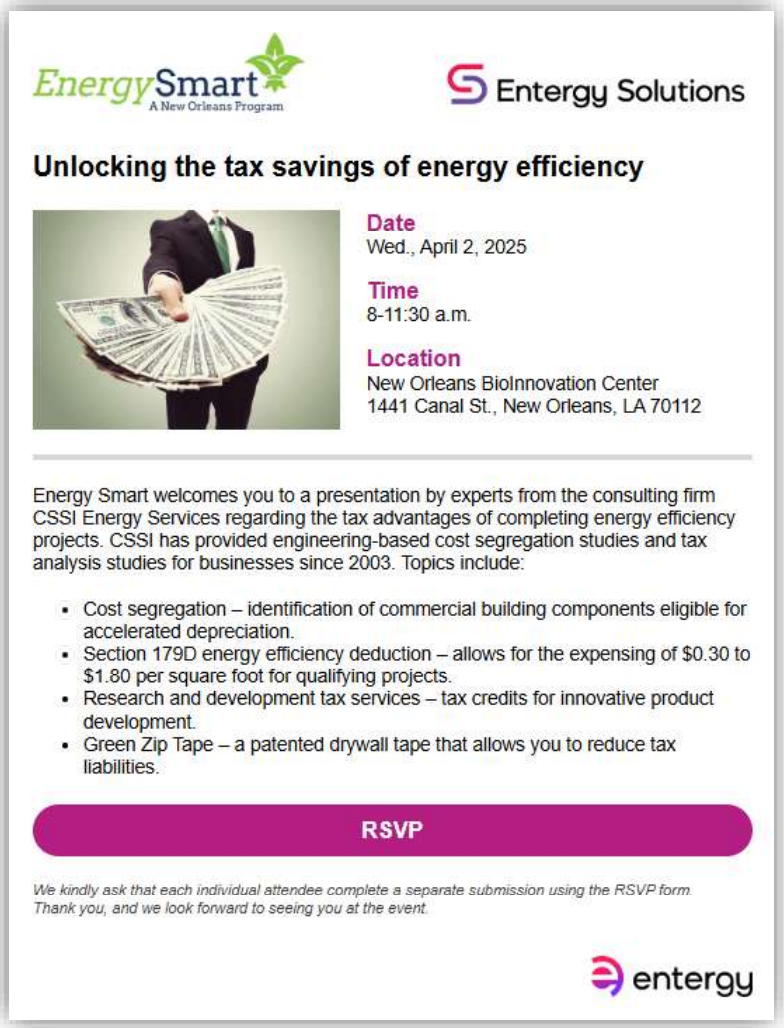
February 21: Small Business Energy Assessment



March 7: Small Business Energy Assessment Remarket



March 10: Unlock the tax savings of energy efficiency (Email 1)



EnergySmart
A New Orleans Program

Entergy Solutions

Unlocking the tax savings of energy efficiency

Date
Wed., April 2, 2025

Time
8-11:30 a.m.

Location
New Orleans BioInnovation Center
1441 Canal St., New Orleans, LA 70112

Energy Smart welcomes you to a presentation by experts from the consulting firm CSSI Energy Services regarding the tax advantages of completing energy efficiency projects. CSSI has provided engineering-based cost segregation studies and tax analysis studies for businesses since 2003. Topics include:

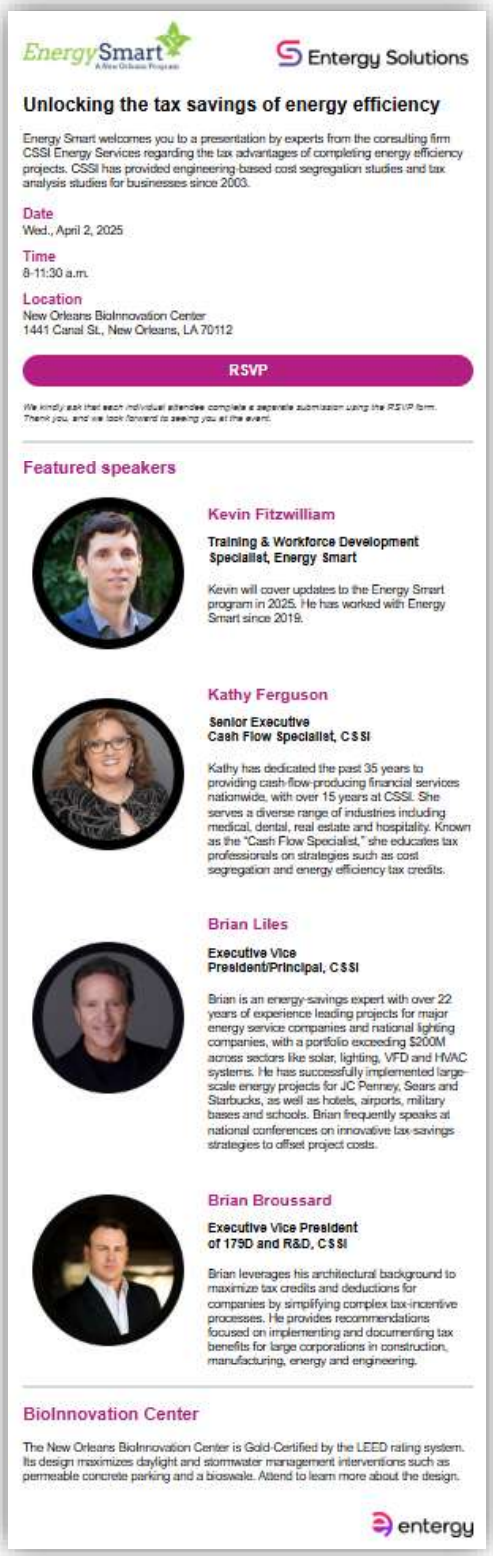
- Cost segregation – identification of commercial building components eligible for accelerated depreciation.
- Section 179D energy efficiency deduction – allows for the expensing of $0.30 to $1.80 per square foot for qualifying projects.
- Research and development tax services – tax credits for innovative product development.
- Green Zip Tape – a patented drywall tape that allows you to reduce tax liabilities.

RSVP

We kindly ask that each individual attendee complete a separate submission using the RSVP form. Thank you, and we look forward to seeing you at the event.

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March: Unlock the tax savings of energy efficiency (Email 2)



EnergySmart
A New Orleans Program

Entergy Solutions

Unlocking the tax savings of energy efficiency

Energy Smart welcomes you to a presentation by experts from the consulting firm CSSI Energy Services regarding the tax advantages of completing energy efficiency projects. CSSI has provided engineering-based cost segregation studies and tax analysis studies for businesses since 2003.

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1441 Canal St., New Orleans, LA 70112

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Featured speakers

Kevin Fitzwilliam

Training & Workforce Development Specialist, Energy Smart

Kevin will cover updates to the Energy Smart program in 2025. He has worked with Energy Smart since 2019.

Kathy Ferguson

Senior Executive Cash Flow Specialist, CSSI

Kathy has dedicated the past 35 years to providing cash-flow-producing financial services nationwide, with over 15 years at CSSI. She serves a diverse range of industries including medical, dental, real estate and hospitality. Known as the "Cash Flow Specialist," she educates tax professionals on strategies such as cost segregation and energy efficiency tax credits.

Brian Liles

Executive Vice President/Principal, CSSI

Brian is an energy-savings expert with over 22 years of experience leading projects for major energy service companies and national lighting companies, with a portfolio exceeding $200M across sectors like solar, lighting, VFD and HVAC systems. He has successfully implemented large-scale energy projects for JC Penney, Sears and Starbucks, as well as hotels, airports, military bases and schools. Brian frequently speaks at national conferences on innovative tax-savings strategies to offset project costs.

Brian Broussard

Executive Vice President of 179D and R&D, CSSI

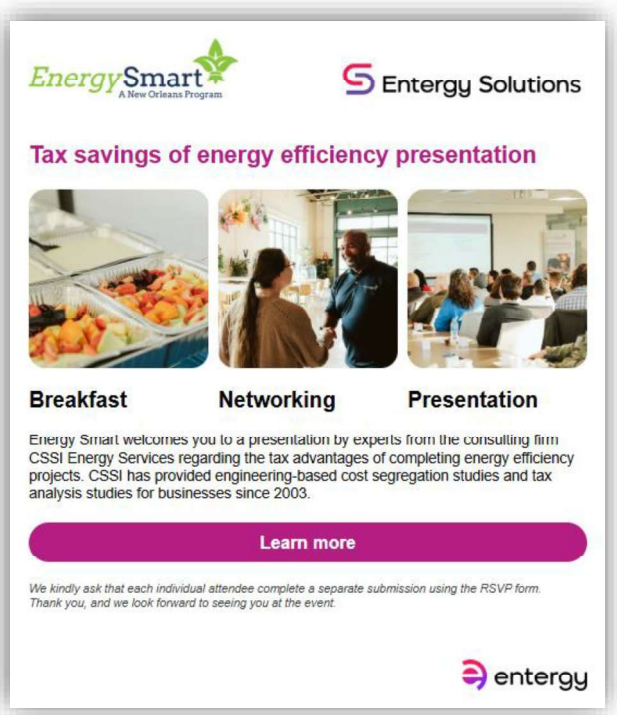
Brian leverages his architectural background to maximize tax credits and deductions for companies by simplifying complex tax-incentive processes. He provides recommendations focused on implementing and documenting tax benefits for large corporations in construction, manufacturing, energy and engineering.

BioInnovation Center

The New Orleans BioInnovation Center is Gold-Certified by the LEED rating system. Its design maximizes daylight and stormwater management interventions such as permeable concrete parking and a bioswale. Attend to learn more about the design.

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March: Unlock the tax savings of energy efficiency (Email 3)



March: Unlock the tax savings of energy efficiency (Email 4)



EnergySmart
A New Orleans Program

Entergy Solutions

Last chance to RSVP

Energy Smart welcomes you to a presentation by experts from the consulting firm CSSI Energy Services regarding the tax advantages of completing energy efficiency projects. CSSI has provided engineering-based cost segregation studies and tax analysis studies for businesses since 2003.

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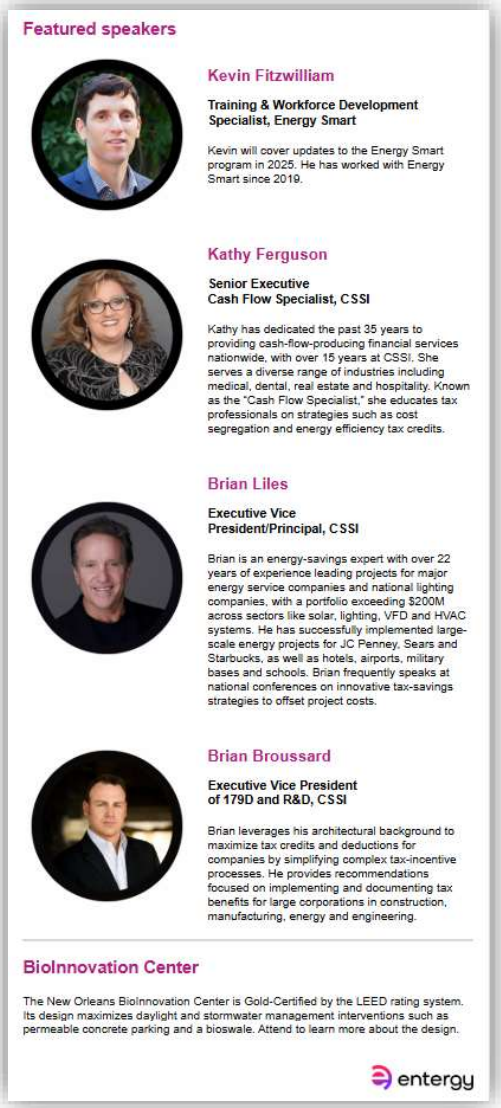
Time
8-11:30 a.m.

Location
New Orleans BioInnovation Center
1441 Canal St., New Orleans, LA 70112

Agenda
8-9 a.m.: Registration/networking/breakfast
9-11 a.m.: Presentation by CSSI Energy Services team
11-11:30 a.m.: Networking

RSVP

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Featured speakers

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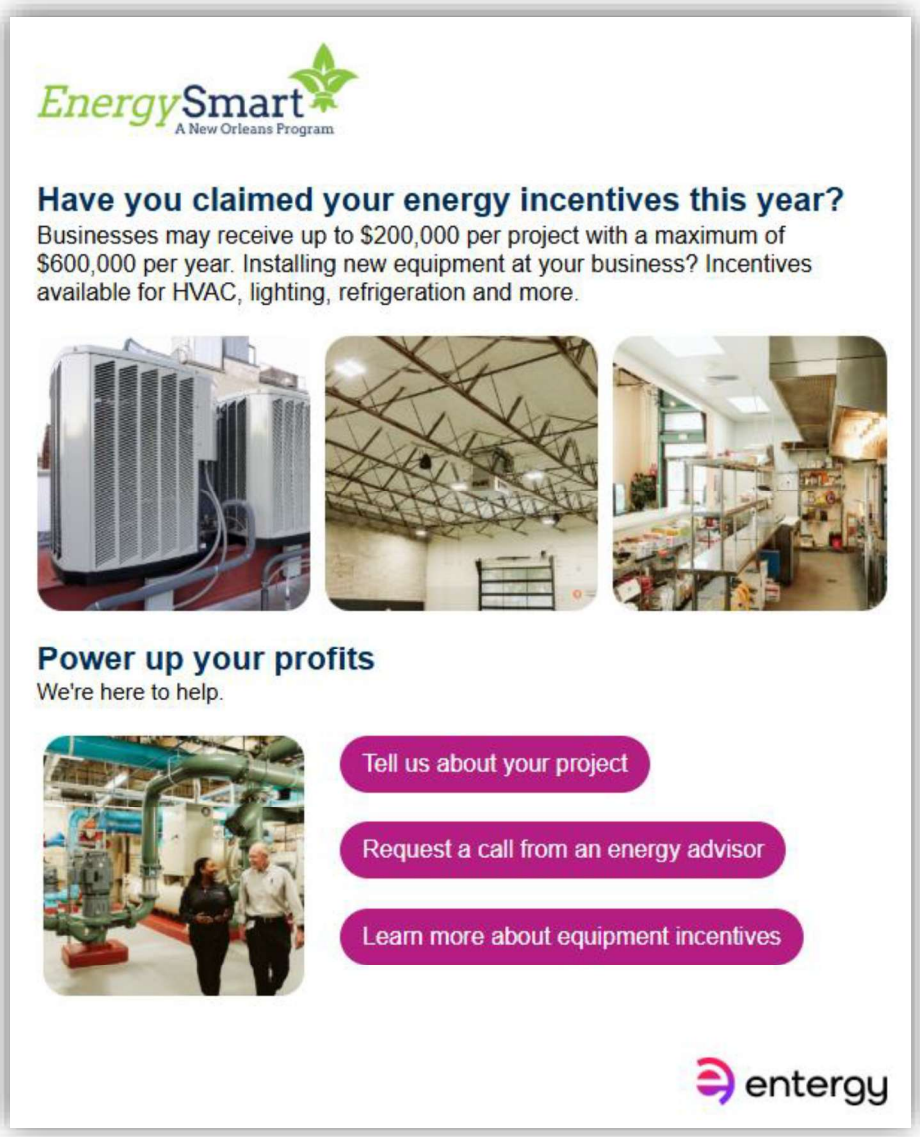
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BioInnovation Center

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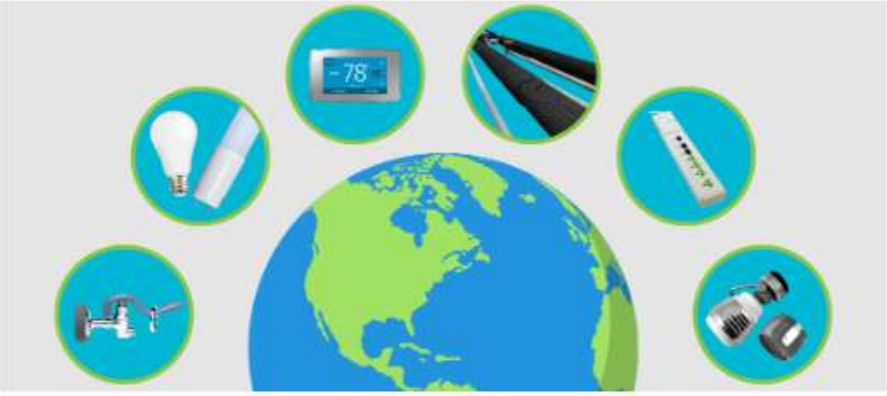
April 2025: Claim your energy incentives



April 2025: Earth Day Small Business Energy Assessment

EnergySmart
A New Orleans Program

Earth Day, every day: Claim your free Small Business Energy Assessment



Cut costs, save energy and protect our planet

Here is what you can 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.

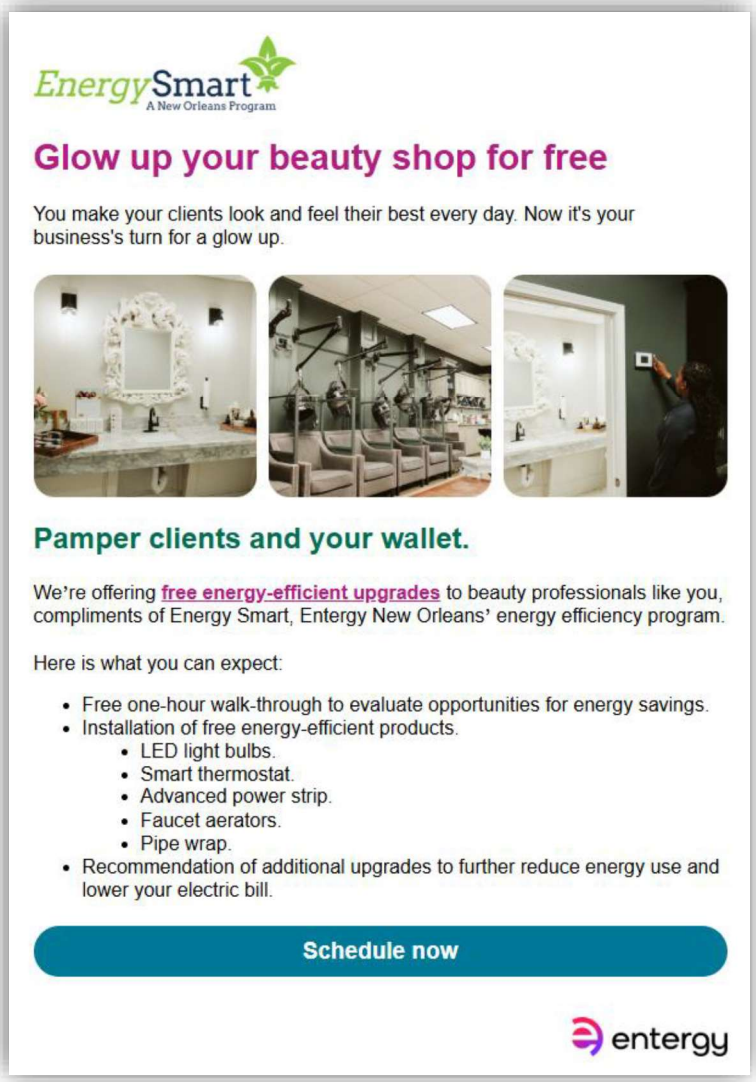
Claim your free Small Business Energy Assessment

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April 2025: Earn incentives for LED lighting



May 2025: Beauty Shops (Small Business Energy Assessment)



EnergySmart
A New Orleans Program

Glow up your beauty shop for free

You make your clients look and feel their best every day. Now it's your business's turn for a glow up.

Pamper clients and your wallet.

We're offering free energy-efficient upgrades to beauty professionals like you, compliments of Energy Smart, Entergy New Orleans' energy efficiency program.

Here is what you can 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.

Schedule now

entergy

May 2025: Eating Places (Small Business Energy Assessment)

EnergySmart
A New Orleans Program

Serving up free energy-efficient upgrades to New Orleans businesses

Your business keeps New Orleans fed, and we're here to help you keep it running smoothly and efficiently.





Flavor meets efficiency.

We're offering free energy-efficient upgrades to local restaurants, cafes and small food businesses to cut costs and boost comfort. Compliments of Energy Smart, Entergy New Orleans' energy efficiency program.

Get started

Here is what you can 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.

Schedule now

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May 2025: Places of Worship (Small Business Energy Assessment)



May 2025: We're here to help your business (SBEA)



EnergySmart
A New Orleans Program

We're here to help your business

Request your **free Small Business Energy Assessment** compliments of Energy Smart, Entergy New Orleans' energy efficiency program.

Energy Smart energy advisors help make the process simple and easy for business owners.

Schedule now

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Ready to get Energy Smart?
Visit energysmartnola.info. Call toll-free 866-721-0249. Email info@energysmartnola.info.

Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2025 Entergy Services, LLC. All Rights Reserved.

May 2025: Free energy-efficient upgrades (SBEA)

EnergySmart
A New Orleans Program

Free energy-efficient upgrades



Energy Smart helps businesses like yours uncover opportunities to:

- Reduce your energy use.
- Save on your electric bill.
- Improve workplace comfort.

Submit a **Small Business Energy Assessment** request, and Energy Smart will handle the rest.

Schedule now

Ready to get Energy Smart?
Visit energysmartnola.info. Call toll-free 866-721-0249. Email info@energysmartnola.info.

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June 2025: Eating places summer lull (SBEA)



EnergySmart
A New Orleans Program

Make the most of the summer lull

Boost energy efficiency at no cost

We're offering **free energy-efficient upgrades** to local restaurants, cafes and small food businesses to cut costs and boost comfort, compliments of Energy Smart, Entergy New Orleans' energy efficiency program.

Request free assessment

Here is what you can 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.

Your business keeps New Orleans fed, and we're here to help you keep it running smoothly and efficiently.

Get started

entergy

July 2025: Small Business Energy Assessment



July 2025: Small Business Energy Assessment Remarket



August 2025: Grocery Sector Campaign Lead Generation (Large C&I)



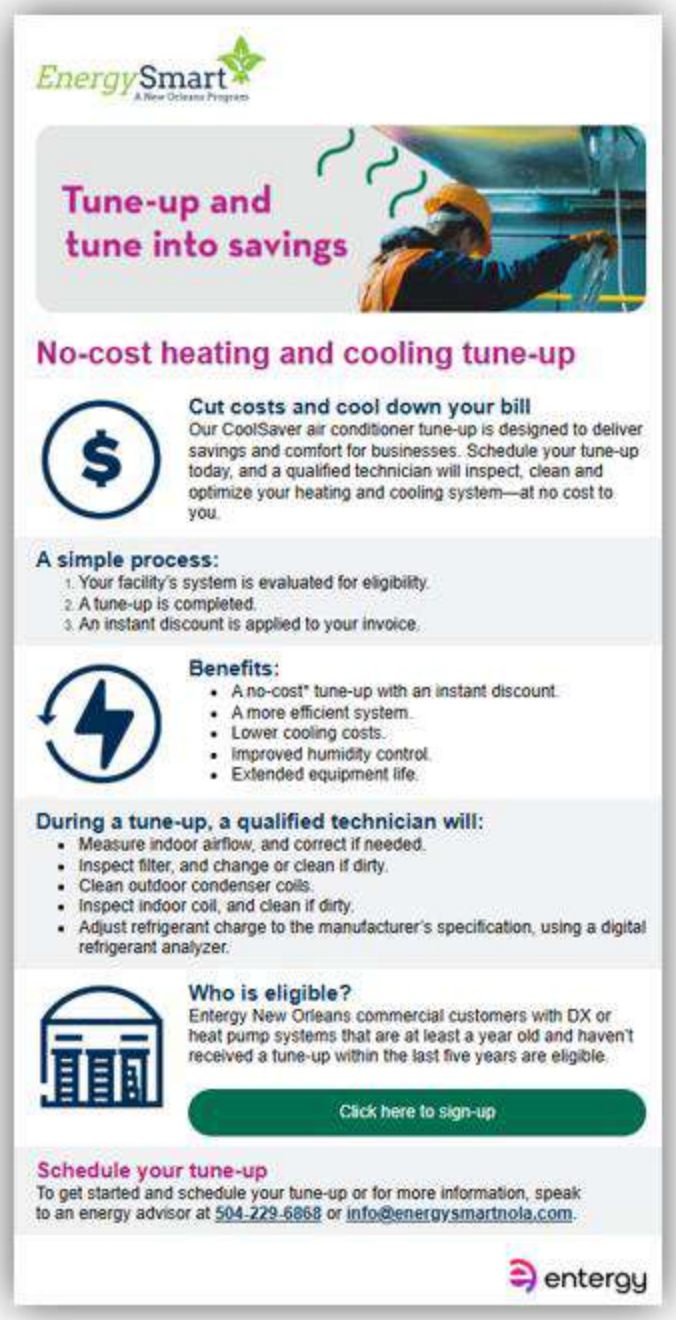
August 2025: Grocery Sector Campaign Remarket Email (Large C&I)



August 2025: Grocery Sector Campaign Remarket Email



August 2025: Collaborative tune-up email with CLEAResult.



EnergySmart
A New Orleans Program

Tune-up and tune into savings

No-cost heating and cooling tune-up

Cut costs and cool down your bill

Our CoolSaver air conditioner tune-up is designed to deliver savings and comfort for businesses. Schedule your tune-up today, and a qualified technician will inspect, clean and optimize your heating and cooling system—at no cost to you.

A simple process:

1. Your facility's system is evaluated for eligibility.
2. A tune-up is completed.
3. An instant discount is applied to your invoice.

Benefits:

- A no-cost* tune-up with an instant discount.
- A more efficient system.
- Lower cooling costs.
- Improved humidity control.
- Extended equipment life.

During a tune-up, a qualified technician will:

- Measure indoor airflow, and correct if needed.
- Inspect filter, and change or clean if dirty.
- Clean outdoor condenser coils.
- Inspect indoor coil, and clean if dirty.
- Adjust refrigerant charge to the manufacturer's specification, using a digital refrigerant analyzer.

Who is eligible?

Entergy New Orleans commercial customers with DX or heat pump systems that are at least a year old and haven't received a tune-up within the last five years are eligible.

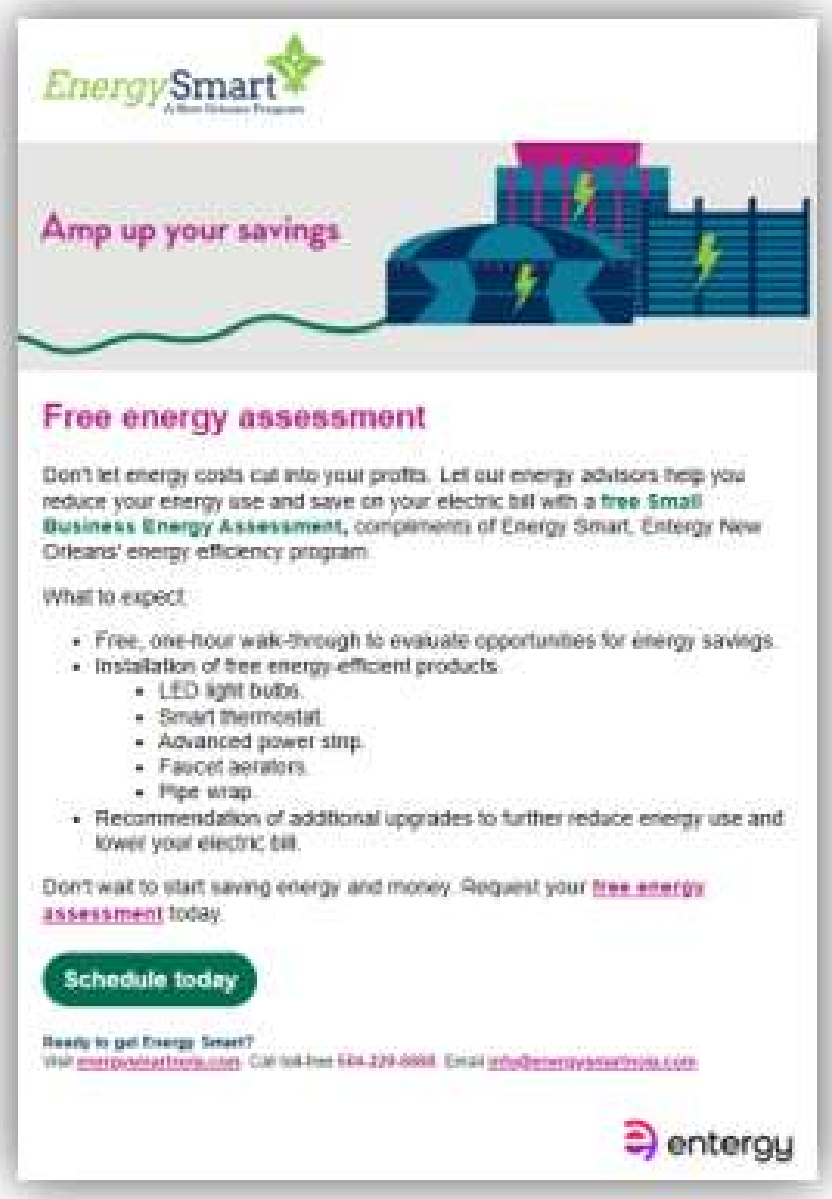
Click here to sign-up

Schedule your tune-up

To get started and schedule your tune-up or for more information, speak to an energy advisor at 504-229-6868 or info@energysmartnola.com.

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September 2025: SBEA Email



EnergySmart
A New Orleans Program

Amp up your savings

Free energy assessment

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.

Schedule today

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

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September 2025: Energy Smart fund remaining (Small and Large C&I)



September 2025: SBEA Email



EnergySmart
A New Orleans Program

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.

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

entergy

September 2025: Energy Smart fund remaining

EnergySmart
A New Orleans Program



Upgrade your business with energy-efficient solutions and earn cash incentives

New Orleans business customers are taking advantage of a variety of savings opportunities through Energy Smart, Entergy New Orleans' energy efficiency program.

Energy Smart helps businesses like yours receive cash incentives to complete energy efficiency upgrades. Whether your business is large or small, we have a solution for you.

How Energy Smart can help your business

Not sure how to fund your next energy-saving upgrade? Let Energy Smart help pay for it through the Energy Smart fund.

The Energy Smart fund for 2025 is $5.6 million. Don't miss out on getting your share. To date, close to $3.6 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.

Request funds

Visit **Businesses | Energy Smart NOLA** for other business offerings.

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

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September 2025: Trade ally advisory group meeting invite



EnergySmart
A New Orleans Program

Golf at the Trade Ally Advisory Group Meeting Sept. 25

Energy Smart invites you to the Fall 2025 Commercial & Industrial Trade Ally Advisory Group meeting at Five O Five Golf in New Orleans.

Location
5800 Howard Ave, New Orleans, LA 70125

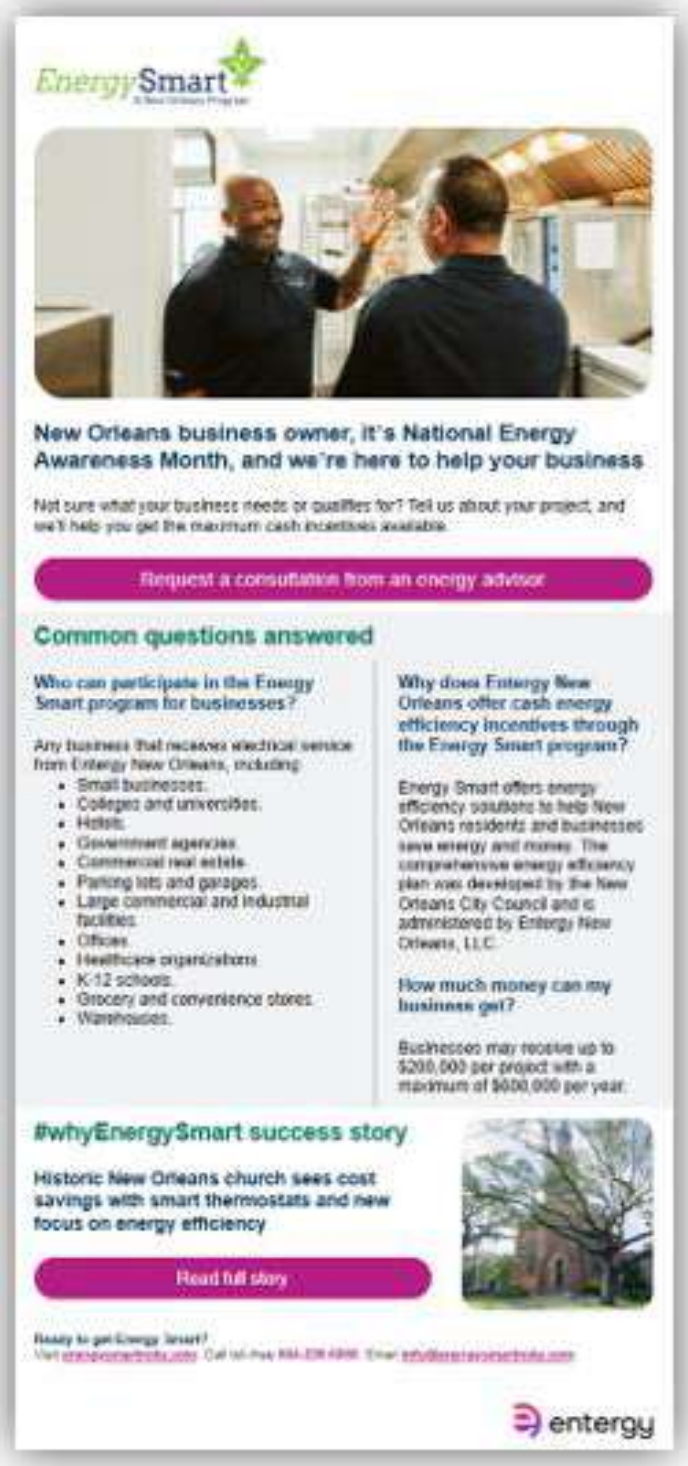
Energy Smart has reserved the location from 2 pm to 5 pm. The Trade Ally Advisory Group meeting will start at 2:30 pm. Following the meeting trade allies will have access to golf until 5 pm. Food and drink will be provided. A guest speaker from the City of New Orleans Office of Resilience and Sustainability will discuss the new commercial benchmarking ordinance that will go into effect next year.

Register

Ready to get Energy Smart?

entergy

October 2025: Energy Awareness Month Lead Gen



EnergySmart

New Orleans business owner, it's National Energy Awareness Month, and we're here to help your business

Not sure what your business needs or qualifies for? Tell us about your project, and we'll help you get the maximum cash incentives available.

Request a consultation from an energy advisor

Common questions answered

Who can participate in the Energy Smart program for businesses?

Any business that receives electrical service from Entergy New Orleans, including:

- Small businesses.
- Colleges and universities.
- Hotels.
- Government agencies.
- Commercial real estate.
- Parking lots and garages.
- Large commercial and industrial facilities.
- Offices.
- Healthcare organizations.
- K-12 schools.
- Grocery and convenience stores.
- Warehouses.

Why does Entergy New Orleans offer cash energy efficiency incentives through the Energy Smart program?

Energy Smart offers energy efficiency solutions to help New Orleans residents and businesses save energy and money. The comprehensive energy efficiency plan was developed by the New Orleans City Council and is administered by Entergy New Orleans, LLC.

How much money can my business get?

Businesses may receive up to $200,000 per project with a maximum of $600,000 per year.

#whyEnergySmart success story

Historic New Orleans church sees cost savings with smart thermostats and new focus on energy efficiency

Read full story

Ready to get Energy Smart?

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October 2025: Energy Awareness Month Remarket



October 2025: Trade ally sales training invite



EnergySmart
A New Orleans Program

October 14: Trade ally sales training

Energy Smart welcomes trade allies to attend a sales training on October 14, led by Carl Herrick of The Sandler Selling System. This interactive training will include practice exercises with the goal of improving sales efficiency. Breakfast will be served.

Date
Tuesday, October 14

Time
9 a.m. - noon

Location
Energy Centre Building, 8th Floor
1100 Poydras Street

Register

Note: Validated parking in the Energy Centre Annex Garage (650 Loyola Ave.)

About Carl Herrick

Carl spent 15 years in engineering, project management and sales positions. He was then on a team of trainers for DaimlerChrysler for 11 yrs. Beginning in 2009, he established a Sandler Training Center in Baton Rouge, coached executives for Ford and founded the LSU intercollegiate sales team. Herrick is an active board member of the Zachary Rotary Club.

"My goal for decades has been to give back to the state of Louisiana by elevating the sales profession through coaching salespeople at all levels and business leaders who will go on to lead great companies."

For questions, contact Kevin Fitzwilliam at kevin.fitzwilliam@apbm.com

entergy

October 2025: Benchmarking: What it means for you



EnergySmart

Join us

Energy Smart invites you to learn about the recently passed New Orleans Building Energy Benchmarking Ordinance. Breakfast will be provided.

Date
Thursday, Nov. 13

Time
9-11 a.m.

Location
Hilton New Orleans Riverside
2500 Howard Ave
New Orleans, LA 70125

Parking: The Hilton New Orleans Riverside parking lot will be validated.

Benchmarking: What it means for you

Benchmarking is the practice of comparing energy-use data to peers to compare and motivate improvement.

Two representatives from the City of New Orleans Office of Resilience and Sustainability (Sophia Winston, Energy Policy and Program Manager, and Jackson Wright, FUSE Executive Fellow) will discuss details of the ordinance, which requires large properties to benchmark beginning in 2026.

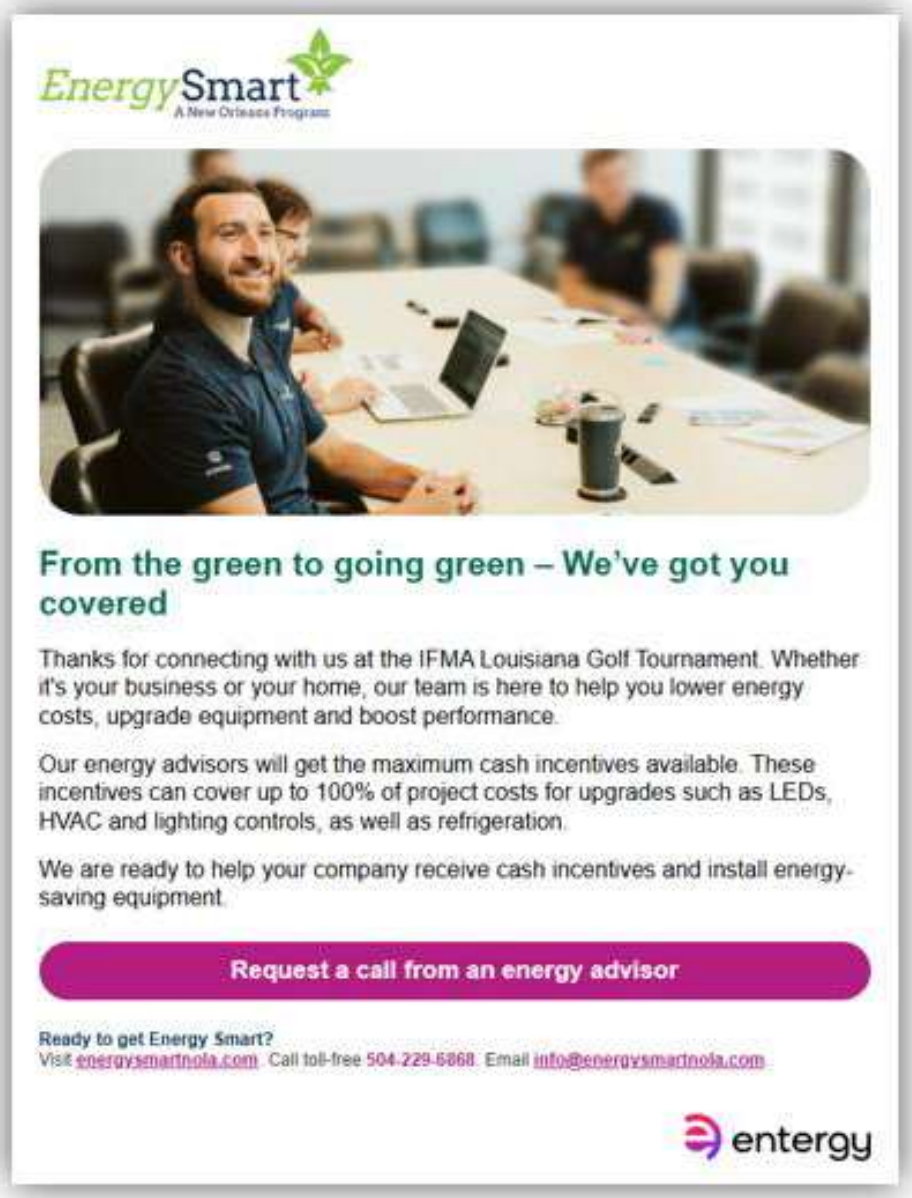
Additionally, guest speaker Dr. Zhihong Pang, Assistant Professor at LSU in Construction Management, will cover new benchmarking technology as well as the role artificial intelligence will play in energy efficiency.

Register

Ready to get Energy Smart?
Visit energysmartnola.com. Call toll-free 504-229-9958. Email info@energysmartnola.info

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October 2025: IFMA golf tournament post-event follow-up email



EnergySmart
A New Orleans Program

From the green to going green – We've got you covered

Thanks for connecting with us at the IFMA Louisiana Golf Tournament. Whether it's your business or your home, our team is here to help you lower energy costs, upgrade equipment and boost performance.

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.

We are ready to help your company receive cash incentives and install energy-saving equipment.

Request a call from an energy advisor

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

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November 2025: Prepare your business for the holidays (Email 1)



November 2025: Prepare your business for the holidays (Email 2)



EnergySmart

A New Orleans Program

Get ahead of the holidays – and get rewarded for it

Energy-efficient upgrades that pay off.

We know the holiday rush will begin soon, and upgrades might be the last thing on your mind. That's why the Energy Smart team makes it quick and stress free to find out what energy-efficient upgrades your business qualifies for, to ensure your business is set up for success heading into the holidays.

Not sure what your business needs?

We're here to help. Even if you're not sure where to start, we'll help you find eligible upgrade,s connect with trusted contractors and unlock available cash incentives before the season begins.

Let our team take care of the details so you can focus on what matters most - your customers and business.

Schedule a call to lock in your savings before the holiday rush

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

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November 2025: Prepare your business for the holidays (Email 3)



EnergySmart
A New Orleans Program

Last chance for energy-efficient upgrades before the holidays begin

The holidays are here, and this is your final opportunity to complete upgrades and claim cash incentives and energy-efficient upgrades for your business.

Whether it's lighting, HVAC or refrigeration, our team can help you cut costs, improve comfort and boost your space's appearance before the new year.

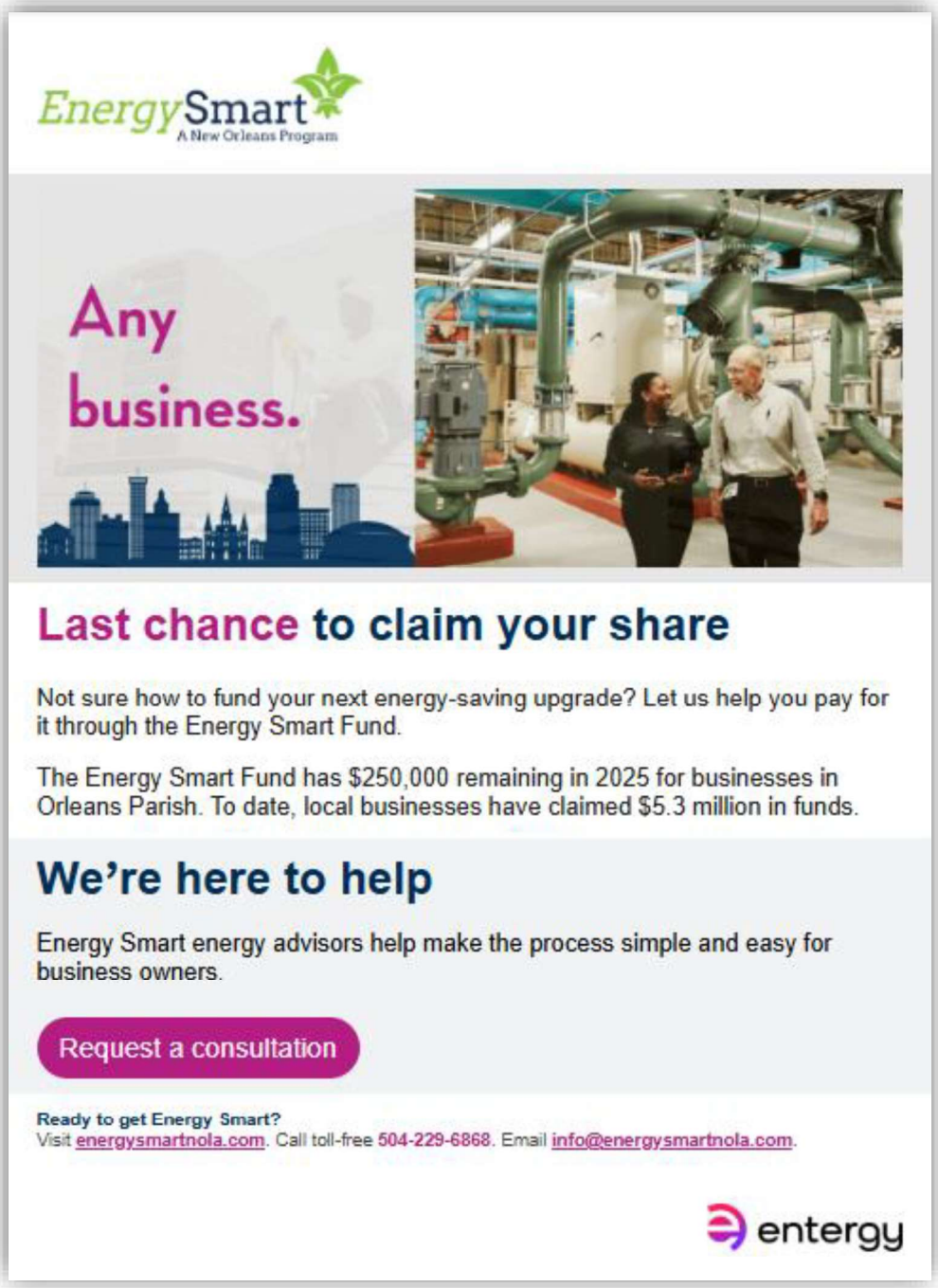
Our team will make the process fast, easy and completely guided, but funds are ending soon. Don't miss out on savings that could start benefiting your business right away.

Schedule a call with an energy expert

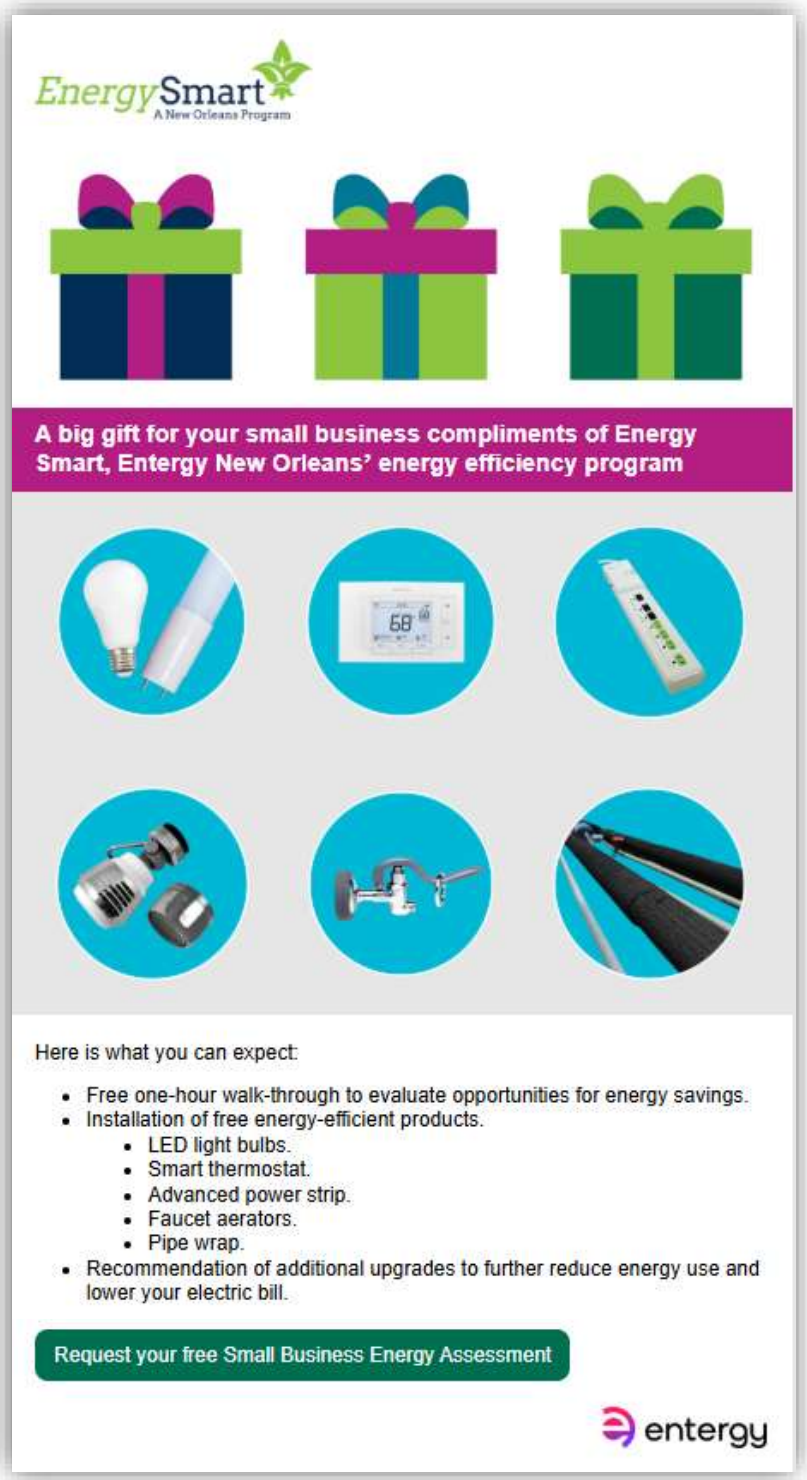
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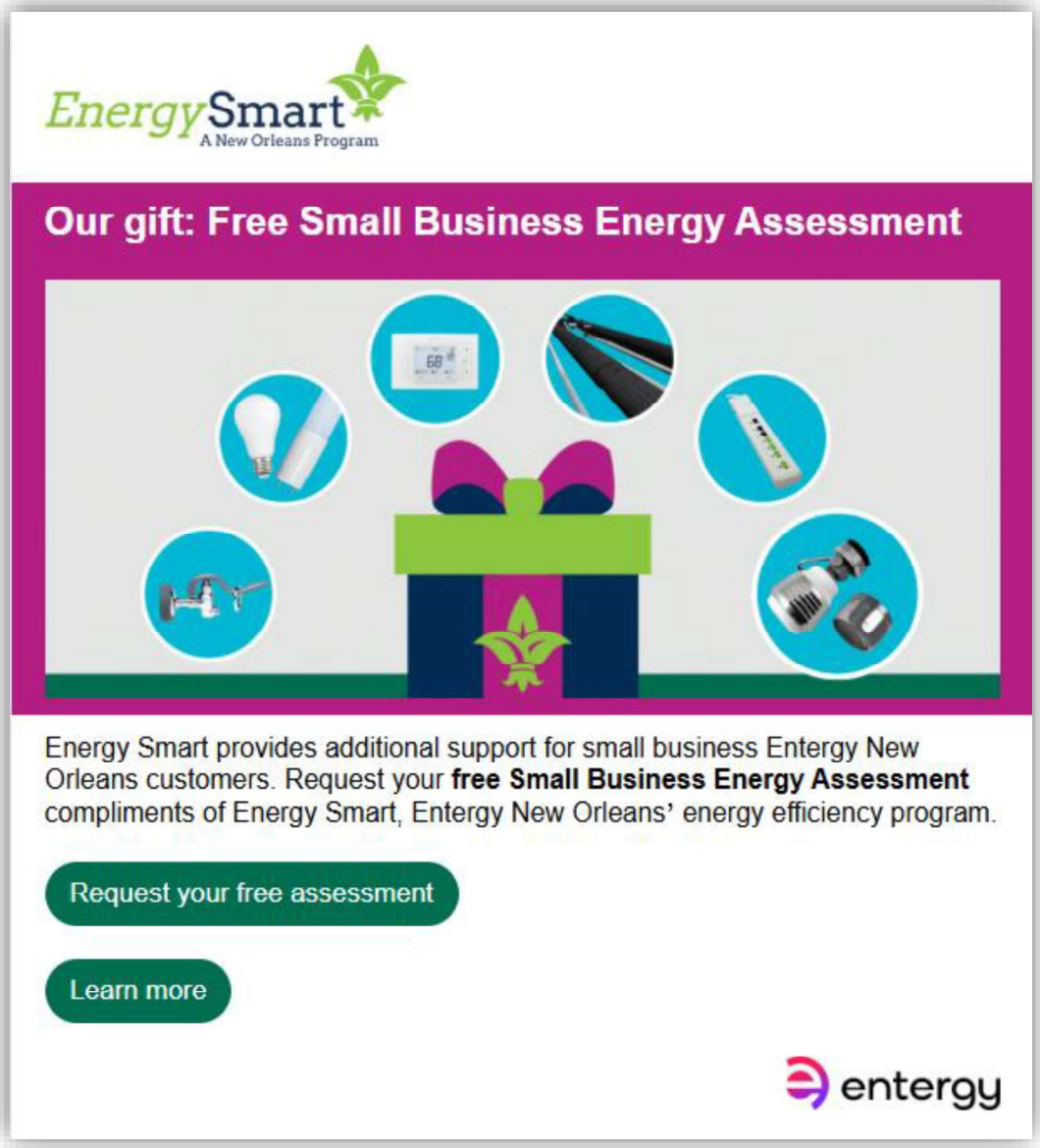
November 2025: Energy Smart fund



December 2025: SBEA Holiday Email



December 2025: SBEA Holiday Email



December 2025: SBEA Holiday Email



EnergySmart
A New Orleans Program

Our gift: Free Small Business Energy Assessment

Energy Smart provides additional support for small business Entergy New Orleans customers. Request your **free Small Business Energy Assessment** compliments of Energy Smart, Entergy New Orleans' energy efficiency program.

Here is what you can 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.

Request your free assessment

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

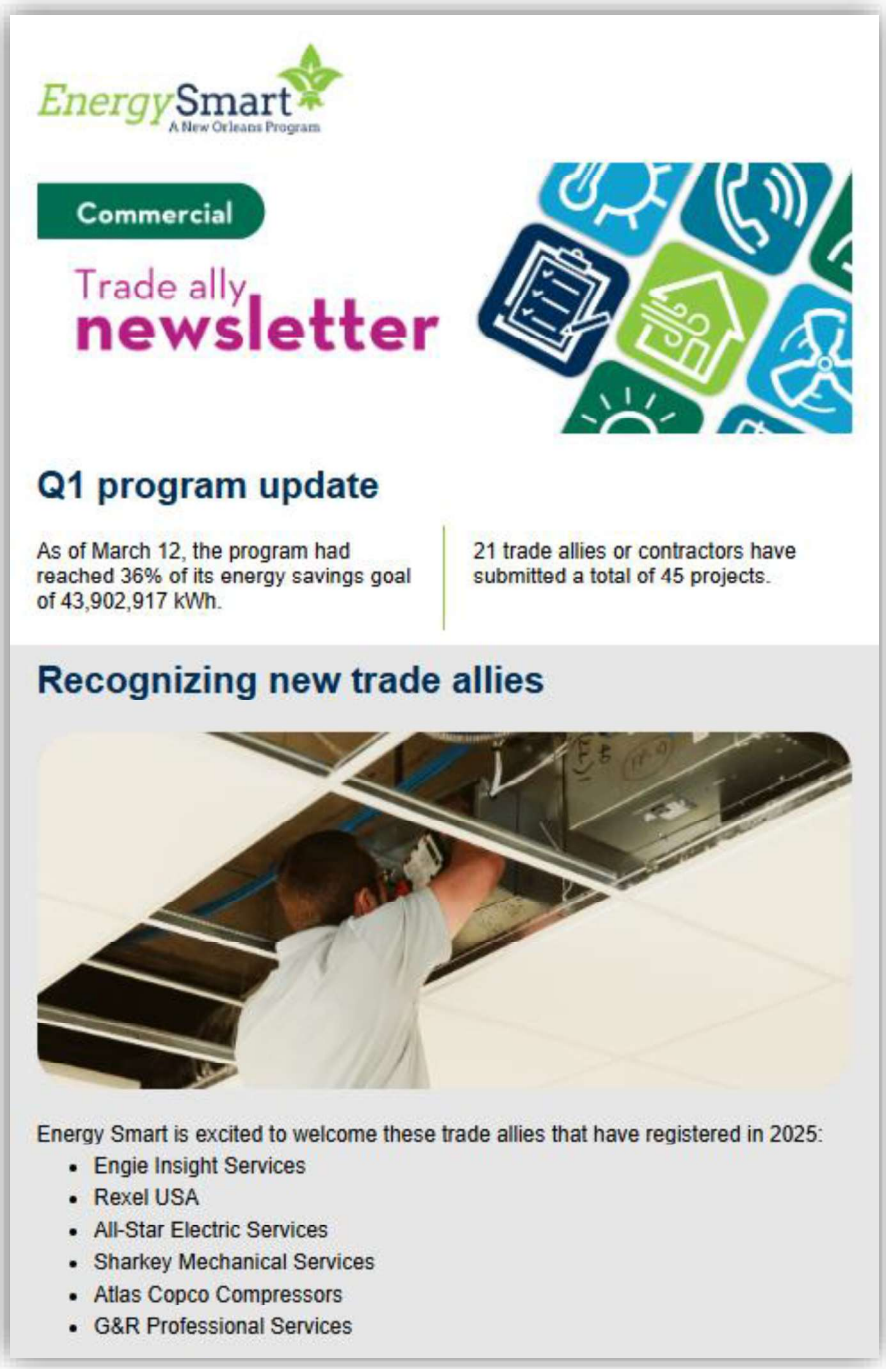
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December 2025: Digital Holiday Card



Trade ally newsletters

March 2025: Q1 newsletter



EnergySmart
A New Orleans Program

Commercial

Trade ally
newsletter

Q1 program update

As of March 12, the program had reached 36% of its energy savings goal of 43,902,917 kWh.

21 trade allies or contractors have submitted a total of 45 projects.

Recognizing new trade allies

Energy Smart is excited to welcome these trade allies that have registered in 2025:

- Engie Insight Services
- Rexel USA
- All-Star Electric Services
- Sharkey Mechanical Services
- Atlas Copco Compressors
- G&R Professional Services

Training



Date
Wed., April 2, 2025

Time
8-11:30 a.m.

Location
New Orleans BioInnovation Center
1441 Canal St., New Orleans, LA 70112

Energy Smart welcomes you to a presentation by experts from the consulting firm CSSI Energy Services regarding the tax advantages of completing energy efficiency projects. CSSI has provided engineering-based cost segregation studies and tax analysis studies for businesses since 2003. Topics include:

- Cost segregation – identification of commercial building components eligible for accelerated depreciation.
- Section 179D energy efficiency deduction – allows for the expensing of $0.30 to $1.80 per square foot for qualifying projects.
- Research and development tax services – tax credits for innovative product development.
- Green Zip Tape – a patented drywall tape that allows you to reduce tax liabilities.
- Case studies that illustrate application of HVAC systems in various scenarios.

RSVP

We kindly ask that each individual attendee complete a separate submission using the RSVP form. Thank you, and we look forward to seeing you at the event.

Workforce development

Building automation curriculum advances

On March 13, Energy Smart facilitated a discussion with Dr. Solomon Yin of UL-Lafayette, a mechanical engineering professor seeking trade ally input to assist his goal of developing academic curriculum and employees in building automation. Trade allies in Energy Smart can provide Dr. Yin feedback on the skills, certifications and professional traits that incoming professionals in automation need to thrive in this field. If you specialize in automation and were unable to attend the March 13 webinar, you can still provide insight to Dr. Yin by contacting Kevin Fitzwilliam.

UL-Lafayette seeks trade ally responses to energy efficiency survey

UL-Lafayette invites you to complete an online survey aimed at enhancing workforce development in the building energy efficiency sector. This survey covers your company's operations, essential skills and certifications, technical training experiences, recruitment strategies, and demographic information. The University of Louisiana at Lafayette will use the collected data to create training programs tailored to local business needs. The survey will take approximately 15-20 minutes to complete.

Survey

For questions, contact Kevin Fitzwilliam at kevin.fitzwilliam@aptim.com.

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New Orleans, LA 70163

June 2025: Q2 newsletter



EnergySmart
A New Orleans Program

Commercial

Trade ally
newsletter

Q2 program update

As of May 30, the program reached 52% of its energy savings goal of 43,902,917 kWh.

Sixty-four trade allies or contractors submitted a total of 194 projects.

Recognizing new trade allies

Energy Smart is excited to welcome these trade allies that have registered in the program since March:

- YKH Consulting
- Francois' PowerHouse
- Hussman Corporation
- S Design Master
- Air Tight Construction

Trade Ally Advisory Group meeting

Date
Tuesday, July 1

Time
9-9:30 a.m.

Location
Virtual

Register

Training: Seeking trade ally feedback

Energy Smart is seeking your feedback on the type of training you would like the program to offer. Over the years, Energy Smart has provided training on a variety of topics such as building automation controls, HVAC fundamentals and sales strategies, as well as providing networking events and panel discussions. To ensure that the program is providing high-quality training, we would like to consider your suggestions. Click here to provide your input.

Training feedback survey

EnergySmart
A New Orleans Program

Commercial

Trade ally
newsletter

Q2 program update

As of May 30, the program reached 52% of its energy savings goal of 43,902,917 kWh.

Sixty-four trade allies or contractors submitted a total of 194 projects.

Recognizing new trade allies

Energy Smart is excited to welcome these trade allies that have registered in the program since March:

- YKH Consulting
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- Hussman Corporation
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Time
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Location
Virtual

Register

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Training feedback survey

EnergySmart
A New Orleans Program

Chiller tune-ups

To ensure a successful pre-approval for a chiller tune-up, trade allies should contact Energy Smart staff to confirm that a chiller tune-up has not occurred at the facility within the last three years. Then, during the tune-up, the trade ally should take a series of photos. At a minimum, the program requires a close-up photo of the nameplate of the chiller as well as a photo of the chiller itself. Preferably, an action photo of the worker(s) performing the tune-up should also be included.

Workforce development

Bayou Chapter of the Association of Energy Engineers

Trade allies are welcome to join the clean-energy networking group called the Bayou Chapter of the Association of Energy Engineers, which kicked off earlier this year. The Association of Energy Engineers is a nonprofit professional society founded in 1977 that promotes scientific and education interests in the energy industry. The Bayou Chapter brings together professionals working in energy efficiency and renewable energy in Louisiana for networking and education. Over the next few months, it will host webinars on a range of topics, and in-person meetings will recommence in the late summer. For membership prices, contact aeeonthebayou@gmail.com.

Tulane University Career Management Center

Energy Smart has developed connections within the Tulane University Career Management Center to help trade allies connect with students pursuing a Master of Management in Energy. If your business is looking for specialized graduates or current students in energy management or business analytics, Energy Smart can assist you.

For questions, contact Kevin Fitzwilliam at kevin.fitzwilliam@aptim.com.

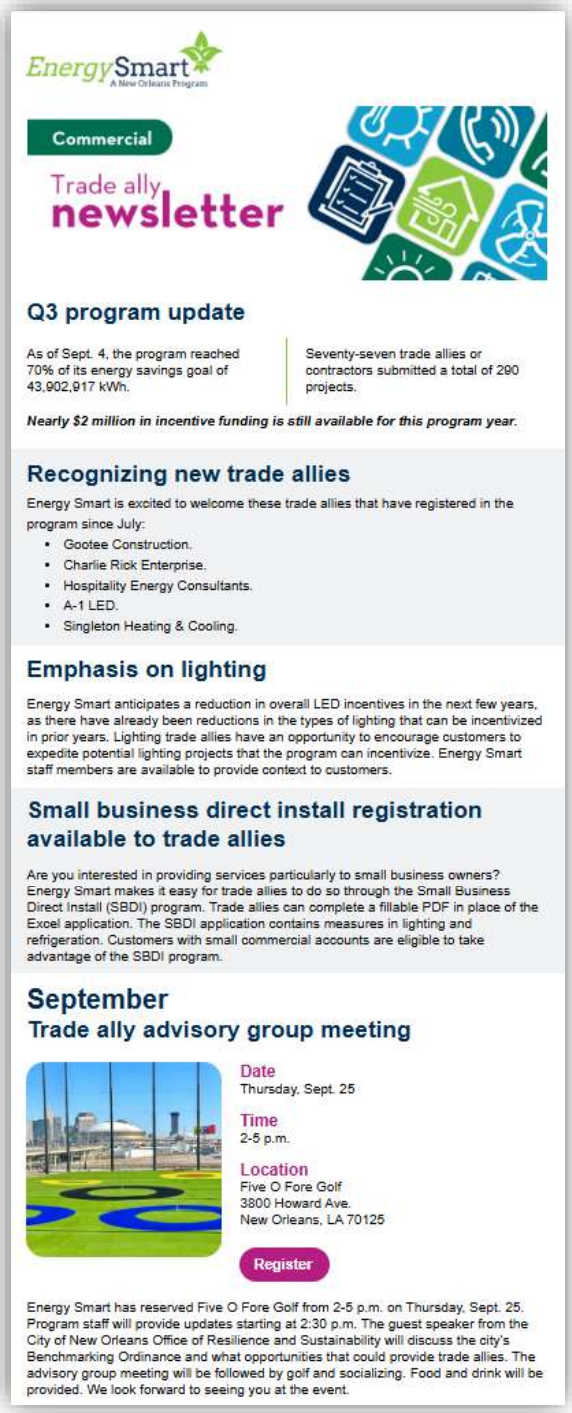
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September 2025: Q3 newsletter



EnergySmart
A New Orleans Program

Commercial

Trade ally
newsletter

Q3 program update

As of Sept. 4, the program reached 70% of its energy savings goal of 43,902,917 kWh.

Seventy-seven trade allies or contractors submitted a total of 290 projects.

Nearly $2 million in incentive funding is still available for this program year.

Recognizing new trade allies

Energy Smart is excited to welcome these trade allies that have registered in the program since July:

- Gootee Construction.
- Charlie Rick Enterprise.
- Hospitality Energy Consultants.
- A-1 LED.
- Singleton Heating & Cooling.

Emphasis on lighting

Energy Smart anticipates a reduction in overall LED incentives in the next few years, as there have already been reductions in the types of lighting that can be incentivized in prior years. Lighting trade allies have an opportunity to encourage customers to expedite potential lighting projects that the program can incentivize. Energy Smart staff members are available to provide context to customers.

Small business direct install registration available to trade allies

Are you interested in providing services particularly to small business owners? Energy Smart makes it easy for trade allies to do so through the Small Business Direct Install (SBDI) program. Trade allies can complete a fillable PDF in place of the Excel application. The SBDI application contains measures in lighting and refrigeration. Customers with small commercial accounts are eligible to take advantage of the SBDI program.

September
Trade ally advisory group meeting

Date
Thursday, Sept. 25

Time
2-5 p.m.

Location
Five O Fore Golf
3800 Howard Ave.
New Orleans, LA 70125

Register

Energy Smart has reserved Five O Fore Golf from 2-5 p.m. on Thursday, Sept. 25. Program staff will provide updates starting at 2:30 p.m. The guest speaker from the City of New Orleans Office of Resilience and Sustainability will discuss the city's Benchmarking Ordinance and what opportunities that could provide trade allies. The advisory group meeting will be followed by golf and socializing. Food and drink will be provided. We look forward to seeing you at the event.

EnergySmart
A New Orleans Program

October

Trade ally sales training



Date
Tuesday, Oct. 14

Time
9 a.m. - noon

Location
Energy Centre
1100 Poydras Street, Suite 800
New Orleans, LA 70163

Register

Sales trainer Carl Herrick of Sandler Selling will offer a training from 9 a.m.- noon on Oct. 14. Herrick spent 15 years in engineering, project management and sales positions. He was then on a team of trainers for DaimlerChrysler for 11 years. Beginning in 2009, he established a Sandler Training Center in Baton Rouge, coached executives for Ford and founded the LSU intercollegiate sales team. Herrick is an active board member of the Zachary Rotary Club.

"My goal for decades has been to give back to the state of Louisiana by elevating the sales profession through coaching salespeople at all levels and business leaders who will go on to lead great companies."

Food and drink will be provided, and parking will be validated.

November

Benchmarking presentation



Date
Thursday, Nov. 13

Time
9-11 a.m.

Location
Hilton Riverside
Two Poydras Street
New Orleans, LA 70130

Register

Trade allies are welcome to attend an event Energy Smart is hosting at the Hilton Riverside on Nov. 13. The event is a great networking opportunity, as facility directors from a variety of industries will be in attendance. Two representatives from the City of New Orleans Office of Resilience and Sustainability (Sophia Winston, energy policy and program manager, and Jackson Wright, FUSE executive fellow) will present on the city's new benchmarking ordinance which was passed in July 2025. Additionally, Dr. Zhihong Pang, assistant professor at LSU in construction management, will present on a technical topic.

For questions, contact Kevin Fitzwilliam at kevin.fitzwilliam@aptim.com.

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December 2025: Q4 newsletter

EnergySmart
A New Orleans Program

Commercial

Trade ally
newsletter



Q4 program update

As of Dec. 22, the program reached **95%** of its energy savings goal of 43,902,917 kWh.

Ninety trade allies or contractors submitted a total of **570** projects.

This total sets a record as the highest number of projects in program history. The Trade Ally Network is the driving force behind those projects, and Energy Smart expresses its appreciation to all trade allies that have submitted projects this year. These projects have resulted in over $5 million in incentives benefiting customers. There remains a limited incentive budget for new 2025 projects. Thank you all for your participation this year.

2026

Energy Smart has received program approval from the City Council for the next program cycle, and trade allies can now submit 2026 projects for pre-approval. At that point, we will be able to begin pre-approving projects scheduled for installation next year, and we encourage trade allies to submit those projects. The trade ally and customer will first receive an "on-hold" email and then a second email at the time funds have become available. It is at that time that Energy Smart will begin pre-approving next year's projects.

Recognizing new trade allies

Energy Smart is excited to welcome these trade allies that have registered in the program since October:

- Guillory Sheet Metal Works.
- NAC Builders.
- Building Controls & Solutions.
- Utility Metering Solutions.
- Grizzly Commercial Roofing.
- Pisciotta Bros.
- Antoine Enterprises.



Trade ally survey

Energy Smart values the feedback of its trade allies. The success of the program depends on the trade ally engagement. We are asking you to complete this four-question survey so that it can help us plan for another successful year in 2026.

Complete survey

Trade ally awards and kick-off event

Date
Thursday, Jan. 15, 2026

Time
9-11 a.m.

Location
Student Life Center of Delgado Community College

RSVP

We will send a separate email announcement with the invitation. We encourage you to reserve this date and time on your calendar in the meantime.

For questions, contact Kevin Fitzwilliam at kevin.fitzwilliam@aptim.com.

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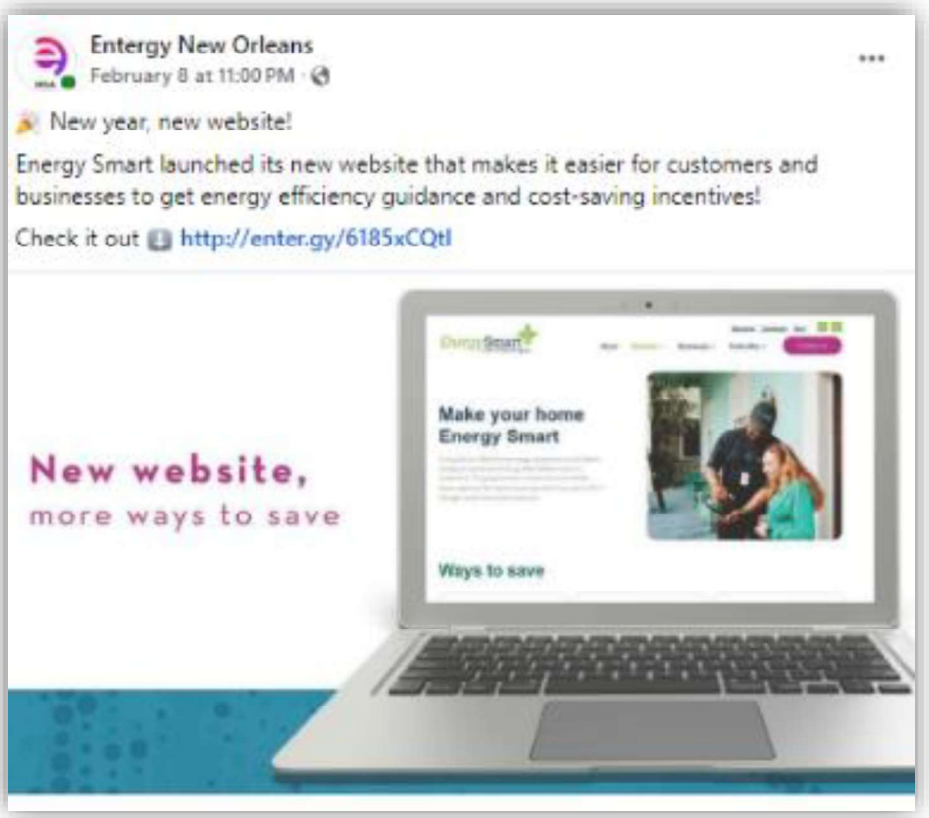
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Organic Social

February 2025: Entergy New Orleans Facebook



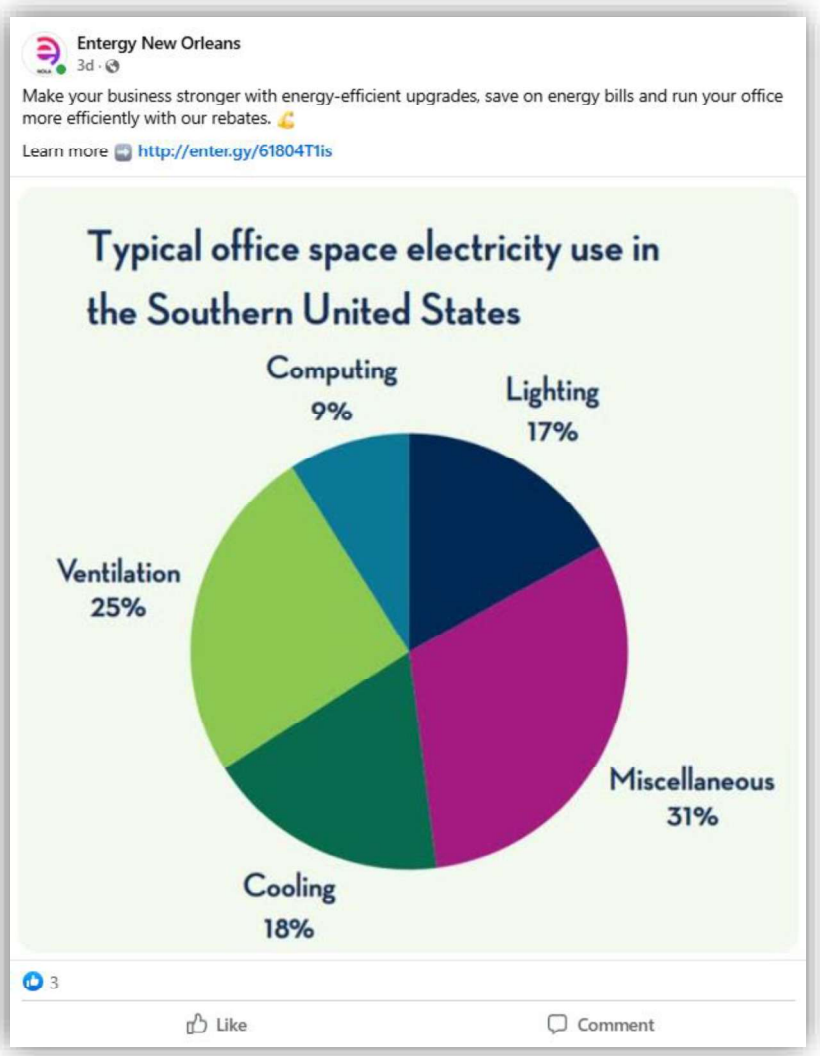
April 2025: Entergy New Orleans Facebook



July 2025: Entergy New Orleans Facebook



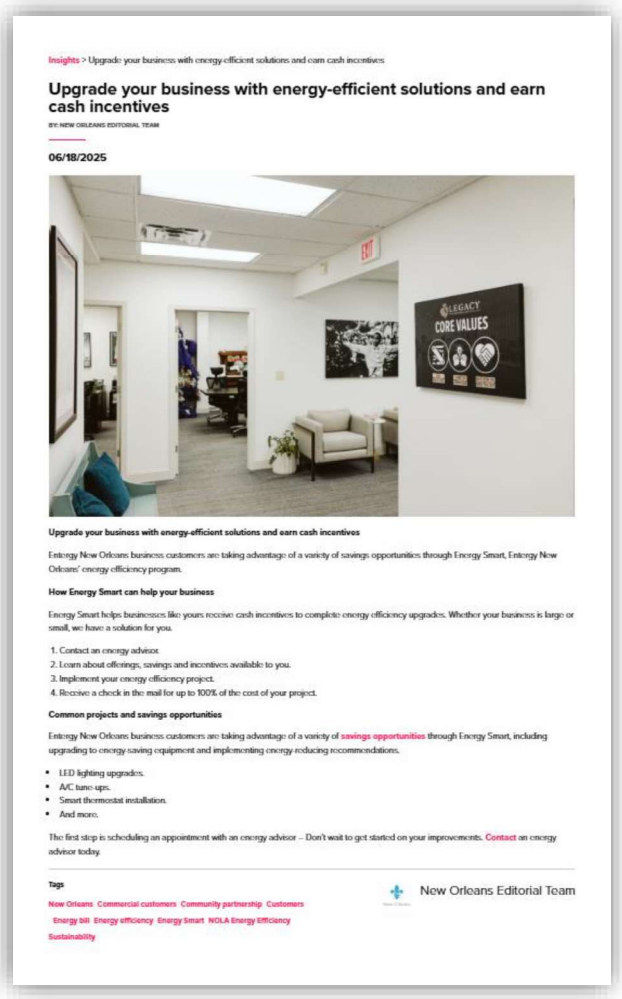
July 2025: Entergy New Orleans Facebook



Newsroom Articles

February 2025: New Website Newsroom Article

July 2025: Office Sector Newsroom Article



Insights > Upgrade your business with energy-efficient solutions and earn cash incentives

Upgrade your business with energy-efficient solutions and earn cash incentives

BY: NEW ORLEANS EDITORIAL TEAM

06/18/2025

Upgrade your business with energy-efficient solutions and earn cash incentives

Entergy New Orleans business customers are taking advantage of a variety of savings opportunities through Energy Smart, Entergy New Orleans' energy efficiency program.

How Energy Smart can help your business

Energy Smart helps businesses like yours receive cash incentives to complete energy efficiency upgrades. Whether your business is large or small, we have a solution for you.

1. Contact an energy advisor.
2. Learn about offerings, savings and incentives available to you.
3. Implement your energy efficiency project.
4. Receive a check in the mail for up to 100% of the cost of your project.

Common projects and savings opportunities

Entergy New Orleans business customers are taking advantage of a variety of savings opportunities through Energy Smart, including upgrading to energy saving equipment and implementing energy reducing recommendations.

- LED lighting upgrades.
- A/C tune-ups.
- Smart thermostat installation.
- And more.

The first step is scheduling an appointment with an energy advisor – Don't wait to get started on your improvements. Contact an energy advisor today.

Tags

New Orleans Commercial customers Community partnership Customers Energy bill Energy efficiency Energy Smart NOLA Energy Efficiency Sustainability

New Orleans Editorial Team

Program Collateral

C&I Overview



EnergySmart
A New Orleans Program

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

Equipment 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 equipment 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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Spanish C&I Overview



Ofertas comerciales e industriales

Energy Smart es el programa de eficiencia energética de Entergy New Orleans que incentiva a los clientes a realizar actualizaciones de ahorro de energía en sus instalaciones. El programa trabaja con propietarios de negocios, gerentes de instalaciones y contratistas aliados comerciales para identificar oportunidades y proporcionar incentivos en efectivo para completar actualizaciones elegibles con ahorros de energía comprobados.



Hay incentivos disponibles para actualizaciones de equipos que resulten en una reducción verificable del uso de electricidad, tales como:

- Iluminación y controles de iluminación.
- Reemplazo y controles de HVAC.
- Puesta a punto de la bomba de calor CoolSavers A/C.
- Puesta a punto de enfriadores comerciales.
- Equipamiento de cocina comercial.
- Sistemas de automatización de edificios.
- Sistemas de aire comprimido.

Las actualizaciones de eficiencia energética pueden ayudar a su empresa a:

- Aumente la comodidad de los clientes y empleados.
- Reducir costos de mantenimiento con tecnología más duradera y de alta calidad.
- Aumentar las tasas de ocupación.
- Aumentar el valor de los activos.

Límite de incentivos por proyecto

$200,000

Límite de incentivo anual por cliente

$600,000

En todos los proyectos y cuentas.

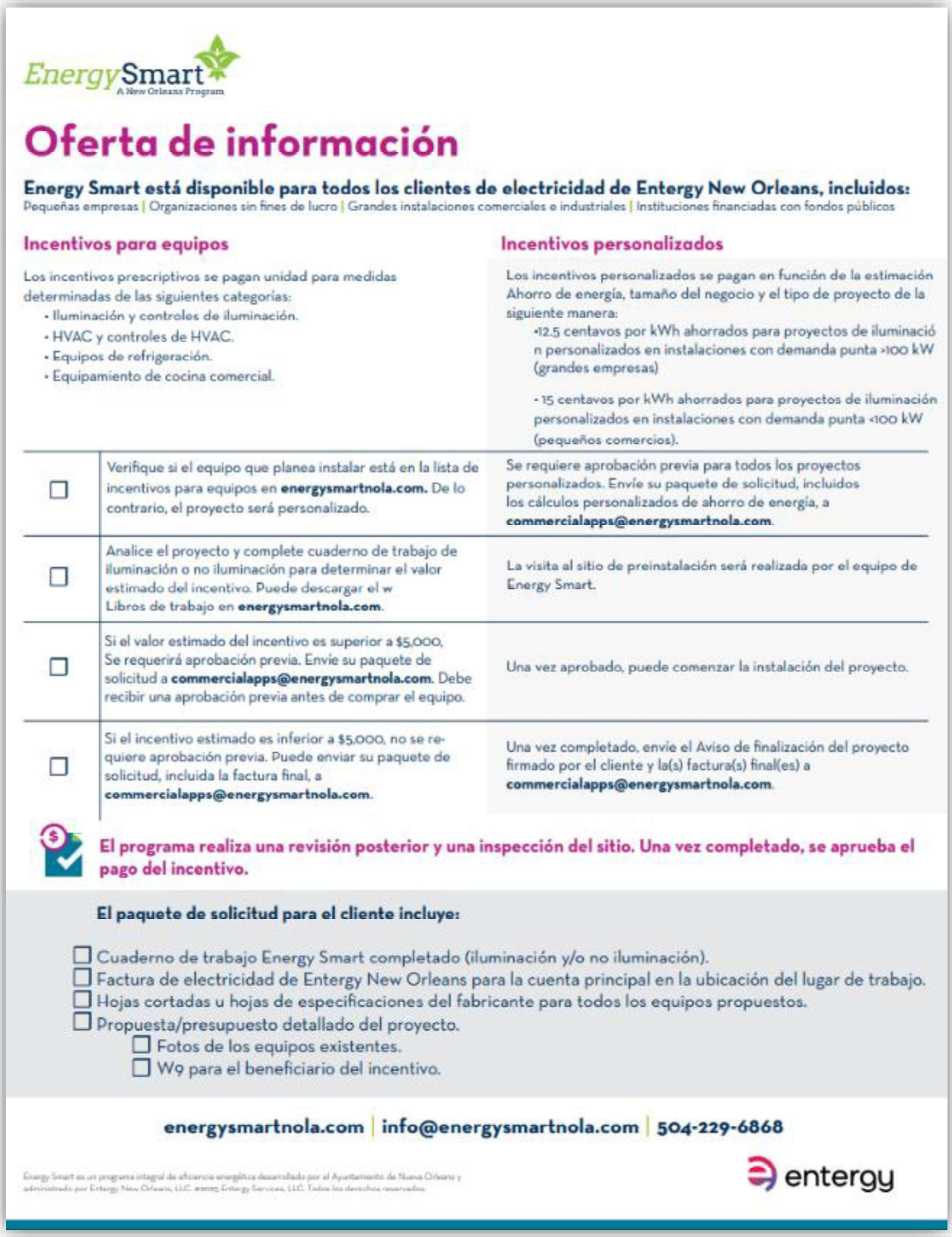
Siga estos pocos pasos para comenzar a

1. Póngase en contacto con Energy Smart para saber si se requiere una aprobación previa.
2. Preparar los documentos necesarios y completar el trabajo.
3. Recibir cheque de incentivo.

Visite **energysmartnola.com**, correo electrónico **info@energysmartnola.com**, escanee el código QR o llame al **504-229-6868**.

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Oferta de información

Energy Smart está disponible para todos los clientes de electricidad de Entergy New Orleans, incluidos:
Pequeñas empresas | Organizaciones sin fines de lucro | Grandes instalaciones comerciales e industriales | Instituciones financiadas con fondos públicos

Incentivos para equipos

Los incentivos prescriptivos se pagan unidad para medidas determinadas de las siguientes categorías:

- Iluminación y controles de iluminación.
- HVAC y controles de HVAC.
- Equipos de refrigeración.
- Equipamiento de cocina comercial.

Incentivos personalizados

Los incentivos personalizados se pagan en función de la estimación Ahorro de energía, tamaño del negocio y el tipo de proyecto de la siguiente manera:

- 12.5 centavos por kWh ahorrados para proyectos de iluminació n personalizados en instalaciones con demanda punta >100 kW (grandes empresas)
- 15 centavos por kWh ahorrados para proyectos de iluminación personalizados en instalaciones con demanda punta <100 kW (pequeños comercios).

☐	Verifique si el equipo que planea instalar está en la lista de incentivos para equipos en **energysmartnola.com.** De lo contrario, el proyecto será personalizado.	Se requiere aprobación previa para todos los proyectos personalizados. Envíe su paquete de solicitud, incluidos los cálculos personalizados de ahorro de energía, a **commercialapps@energysmartnola.com**.
☐	Analice el proyecto y complete cuaderno de trabajo de iluminación o no iluminación para determinar el valor estimado del incentivo. Puede descargar el w Libros de trabajo en **energysmartnola.com**.	La visita al sitio de preinstalación será realizada por el equipo de Energy Smart.
☐	Si el valor estimado del incentivo es superior a $5,000, Se requerirá aprobación previa. Envíe su paquete de solicitud a **commercialapps@energysmartnola.com**. Debe recibir una aprobación previa antes de comprar el equipo.	Una vez aprobado, puede comenzar la instalación del proyecto.
☐	Si el incentivo estimado es inferior a $5,000, no se requiere aprobación previa. Puede enviar su paquete de solicitud, incluida la factura final, a **commercialapps@energysmartnola.com**.	Una vez completado, envíe el Aviso de finalización del proyecto firmado por el cliente y la(s) factura(s) final(es) a **commercialapps@energysmartnola.com**.

El programa realiza una revisión posterior y una inspección del sitio. Una vez completado, se aprueba el pago del incentivo.

El paquete de solicitud para el cliente incluye:

- ☐ Cuaderno de trabajo Energy Smart completado (iluminación y/o no iluminación).
- ☐ Factura de electricidad de Entergy New Orleans para la cuenta principal en la ubicación del lugar de trabajo.
- ☐ Hojas cortadas u hojas de especificaciones del fabricante para todos los equipos propuestos.
- ☐ Propuesta/presupuesto detallado del proyecto.
  - ☐ Fotos de los equipos existentes.
  - ☐ W9 para el beneficiario del incentivo.

energysmartnola.com | info@energysmartnola.com | 504-229-6868

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HVAC Application



Commercial HVAC tune-up application

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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:

How did you hear about us? Check all that apply.
☐ Utility ☐ Email
☐ 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):

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Project application

Property information

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): _____

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

Unit make:

Unit model number:

Unit serial number:

Unit capacity (Btu/hr; tonnage):

Approximate age of system:

Pre-/post- electric readings

Pre-voltage: Post-voltage:

Pre-amperage: Post-amperage:

Record readings before the tune-up (pre) and after tune-up (post).

System refrigerant charge

Nameplate charge (lb/oz):

Charge added (oz):

Charge removed (oz):

Duct leakage (if duct sealing)

Pre-CFM (@25 Pa):

Post-CFM (@25 Pa):

Total CFM25 reduction:

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 statis 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) k/W 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 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 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:
(1) 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 and 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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Program agreement Terms and Conditions

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 earning, or loss of use, however the same may be caused.

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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 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 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.

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Prescriptive Incentive List



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Energy Smart equipment incentive rates

Rates effective January 1, 2025 (may change at program's discretion).

Measure	Small Commercial Solutions	Large Commercial & Industrial	Unit	Requirements
Interior lighting				
LED downlight lamp/kit	$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 5.1 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 <175W HID (lamp wattage)	$52	$44	per fixture	DLC 5.1 listed.
LED replacing 175W to 250W HID (lamp wattage)	$52	$44	per fixture	
LED replacing 251W to 400W HID (lamp wattage)	$130	$110	per fixture	
LED replacing 401W to 1000W HID (lamp wattage)	$325	$275	per fixture	
LED replacing >1000W HID (lamp wattage)	$385	$325	per fixture	
LED refrigerated case lighting (without controls)	$44	$44	per door	DLC 5.1 listed. Retrofits must completely remove the existing fluorescent fixture end connectors and ballasts to qualify; wiring may be reused.
LED refrigerated case lighting (with controls)	$57	$57	per door	
Exterior lighting				
LED downlight lamp/kit	$13	$8	per fixture	ENERGY STAR® certified.
T8/T12 upgrade to LED linear-4 ft.	$8	$6.50	per lamp	DLC 5.1 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.	$16	$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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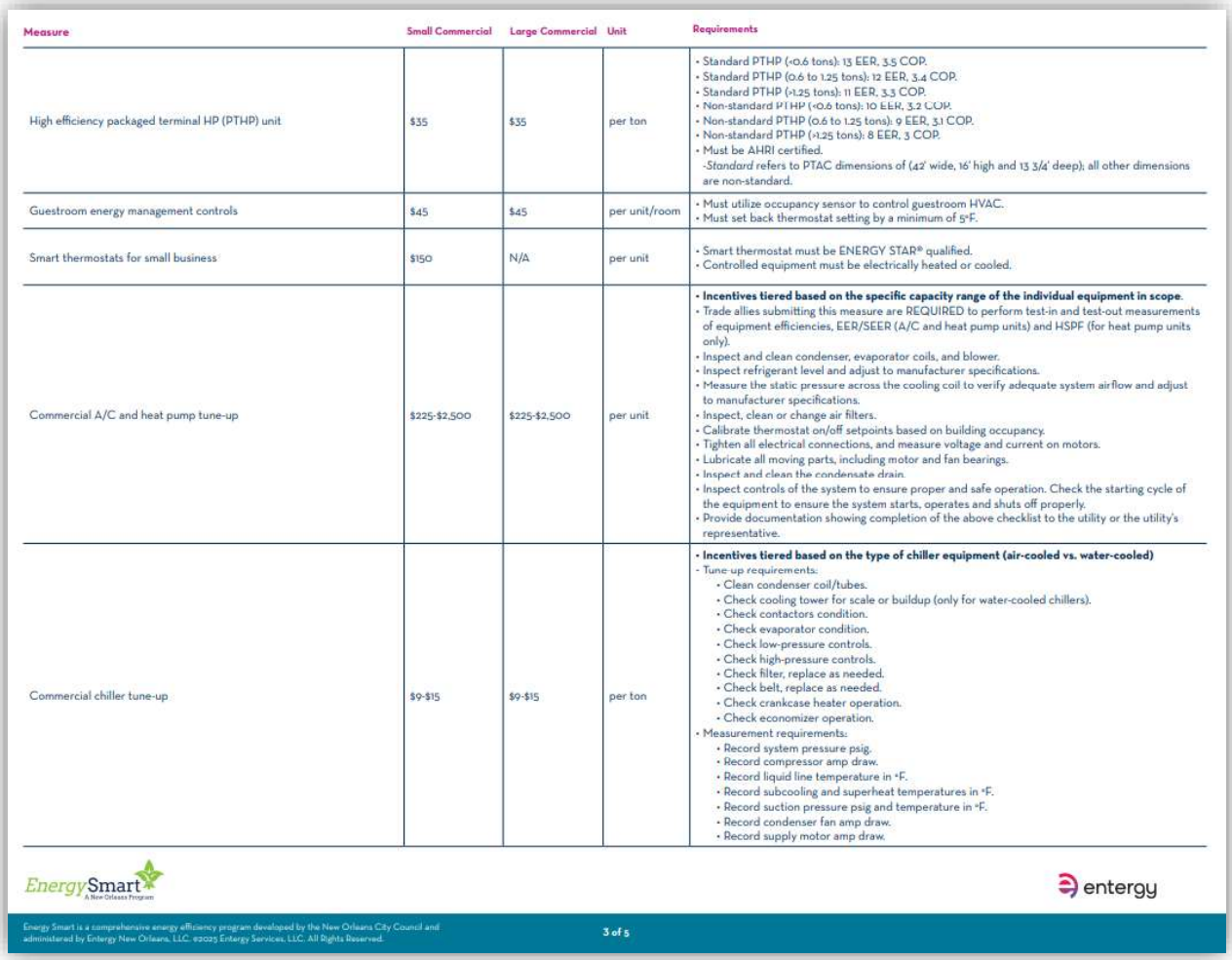
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Measure	Small Commercial	Large Commercial	Unit	Requirements
LED replacing <175W HID (lamp wattage)	$52	$44	per fixture	DLC 5.1 listed.
LED replacing 175W to 250W HID (lamp wattage)	$78	$66	per fixture	
LED replacing 251W to 400W HID (lamp wattage)	$145	$120	per fixture	
LED replacing 401W to 1000W HID (lamp wattage)	$365	$310	per fixture	
LED replacing >1000W HID (lamp wattage)	$415	$350	per fixture	
LED replacing <175W Park/Athletic Field HID (lamp wattage)	$6.50	$6.50	per fixture	
LED replacing 175W to 250W Park/Athletic Field HID (lamp wattage)	$9	$9	per fixture	
LED replacing 251W to 400W Park/Athletic Field HID (lamp wattage)	$15	$15	per fixture	
LED replacing 401W 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)	$145	$120	per unit	
Occupancy sensor – daylighting control (controlling <500W)	$56	$46	per unit	
Occupancy sensor – daylighting control (controlling >500W)	$165	$140	per unit	
Bi-level parking garage lighting controls (controlling - 50W)	$21	$18	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 51W to 100W)	$63	$53	per unit	
Bi-level parking garage lighting controls (controlling 101W to 150W)	$105	$88	per unit	
Bi-level parking garage lighting controls (controlling 151W 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 (>20.1 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 (42' wide, 16' high and 13 3/4' deep); all other dimensions are non-standard.

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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 (42" 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	$150	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-$15	$9-$15	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.

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Measure	Small Commercial	Large Commercial	Unit	Requirements
Commercial duct sealing	$.70	$.70	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 long-lasting materials such as UL 181A or UL 181 B-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 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	$17	$17	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 600 tons): min full-load kW/ton 0.595, IPLV kW/ton 0.39. • Water-cooled cent. chiller (>600 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	$65	$65	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.
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	$165	$165	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). Must firmly close the door when it is within 1 inch of full closure.
Auto door-closers - freezers (refrigeration)	$157	$157	per unit	

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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-$1.50	$.30-$1.50	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 0.50. • 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 0.70. • 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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Sector Sheets

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Grocery sector savings

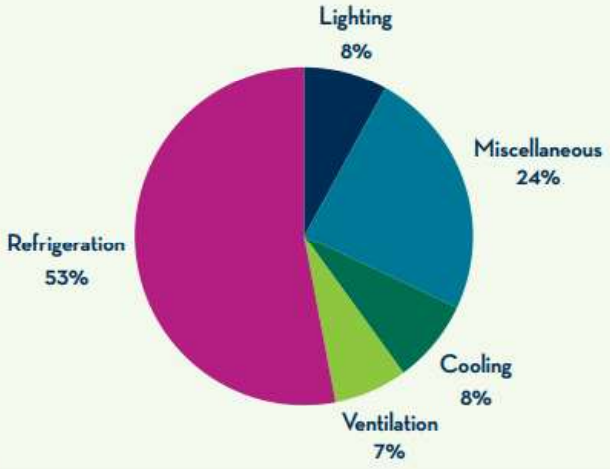
Grocery stores consume four times as much energy per square foot as a typical commercial building—averaging over $5.50 per square foot annually. Electricity for refrigeration averages $3 per square foot annually resulting in more than 50% energy use in the United States. Making additional energy-saving 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.

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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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.
Custom	$0.125-0.15	Any project that saves energy within a store can be incentivized through Energy Smarts' custom project 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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Office sector savings

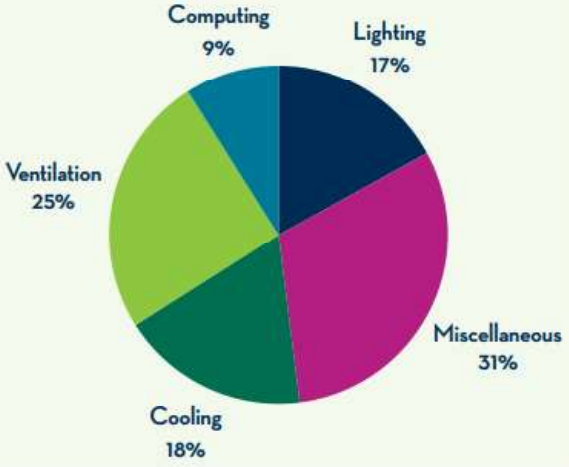
On average, electricity costs for offices average $1.50 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

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
Interior lighting	$4-$385 per lamp	Replace indoor lighting with LED lighting.
Exterior LED lighting	$6-$415 per lamp	Replace your outdoor lighting with LED lighting.
Lighting controls	$32-$165 per unit	Incentives available for lighting controls including occupancy sensors and daylighting controls.
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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Restaurant sector savings

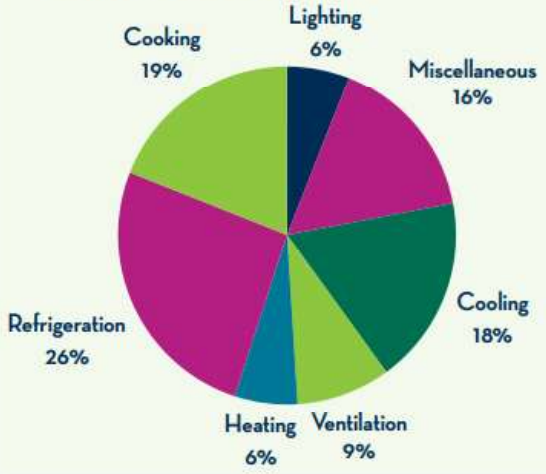
Restaurants consume four times as much energy per square foot as a typical commercial building–averaging over $5 per square foot annually. Electricity for refrigeration averages nearly $1.50 per square foot annually with refrigeration accounting for the highest percent of energy consumption. Making additional 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.

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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.
Custom	$0.125-0.15	Any project that saves energy within a store can be incentivized through Energy Smarts' custom project measure. Contact Energy Smart for more details.
Smart thermostats	$150 per thermostat	Smart thermostat must be ENERGY STAR® qualified. Controlled equipment must be electrically heated or cooled.

Scan the QR code to find a full listing of program measures and incentives.

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Retail sector savings

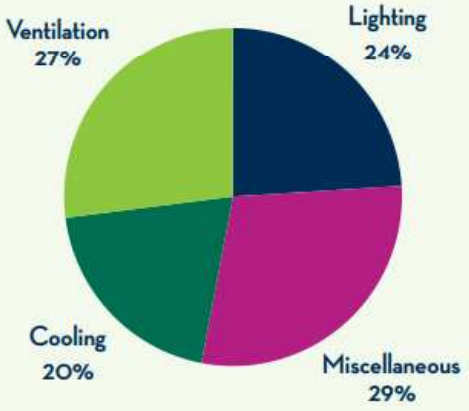
On average, electricity costs for retail average nearly $2 per square foot annually. Making additional energy-saving upgrades can help you save even more. Let Energy Smart help fund those upgrades with valuable cash incentives.

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.

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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.
Smart thermostats	$150 per thermostat	Smart thermostat must be ENERGY STAR® qualified. Controlled equipment must be electrically heated or cooled.

Scan the QR code to find a full listing of program measures and incentives.

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Warehouse sector savings

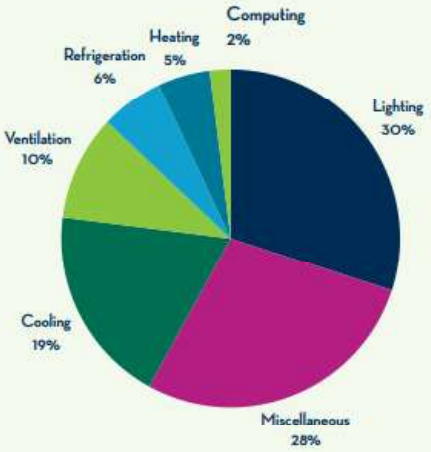
The Energy Smart program helps Entergy New Orleans customers by reducing the up-front cost of energy-saving upgrades through valuable cash incentives. Electricity costs for warehouses average $0.70 per square foot annually. If your warehouse is higher than $0.70 per square foot, you likely have good 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.
Exterior lighting	$6-$415 per lamp	Replace your outdoor lighting with LED lighting.
Lighting controls	$26-$165	Install occupancy of daylight sensors on new LED fixtures.
HVAC tune-up	$225-$2,500 per unit	Tune up rooftop units, split units or central units to improve their performance.
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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Application guide

2025

Small Business Direct Install offering



EnergySmart
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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

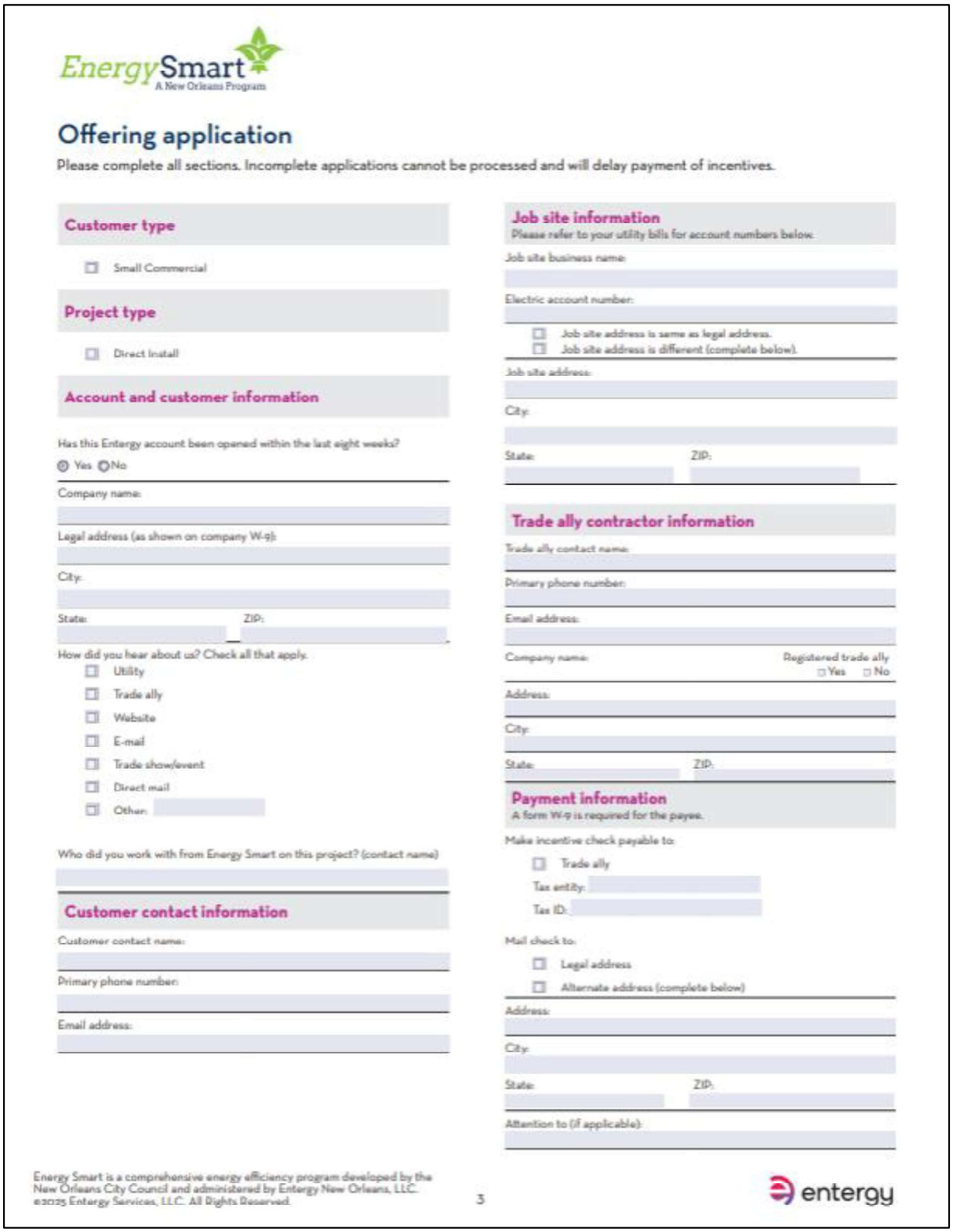
- Completed Energy Smart SBDI offering application. (Verify that all fields are completed. Incomplete applications cannot be processed.)
  - Completed Small Business Direct Install measure list with quantities installed.
- Copy of recent Entergy New Orleans bill.
- Cut sheet or manufacturer specification 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:

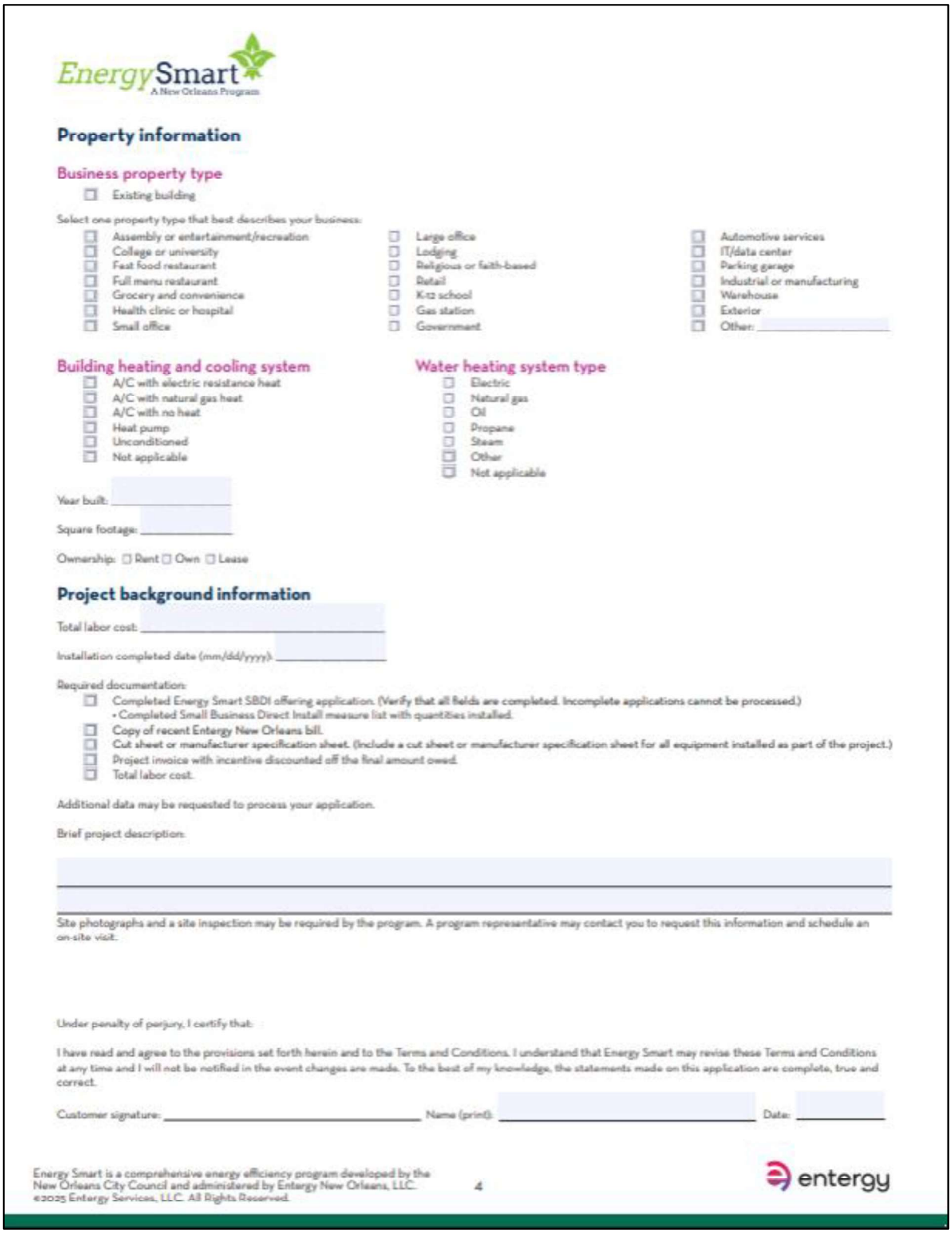
State: ZIP:

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]	Total material cost[2]	Estimated incentives
Interior lighting						
LED downlight lamp/kit	ENERGY STAR® certified.	$16.25	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.	$11.88	per lamp			
T8/T12 high output (HO) upgrade to LED linear - 4ft		$12.50	per lamp			
T5 upgrade to LED linear - 4ft		$9.38	per lamp			
T5 high output (HO) upgrade to LED linear - 4ft		$16.25	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		$8.13	per lamp			
T8/T12 upgrade to LED linear - U-tube		$12.50	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 251W to 400W HID (lamp wattage)		$162.50	per fixture			
LED replacing 401W 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.	$16.25	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		$9.38	per lamp			
T5 high output (HO) upgrade to LED linear - 4ft		$16.25	per lamp			
T8/T12 upgrade to LED linear - 8ft		$21.25	per lamp			
T8/T12 high output (HO) upgrade to LED linear - 8ft		$58.75	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		$8.13	per lamp			
T8/T12 upgrade to LED linear - U-Tube		$13.75	per lamp			

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Measure	Requirements	SBDI 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)		$518.75	per fixture			
Park/athletic field LED replacing <175 W HID (lamp wattage)		$8.13	per fixture			
Park/athletic field LED replacing 175 W to 250 W HID (lamp wattage)		$11.25	per fixture			
Park/athletic field LED replacing 251 W to 400 W HID (lamp wattage)		$18.75	per fixture			
Park/athletic field LED replacing 401 W to 1000 W HID (lamp wattage)		$47.50	per fixture			
Park/athletic field LED replacing >1000 W HID (lamp wattage)		$70	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)		$118.75	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.	$26.25	per unit			
Bi-level parking garage lighting control (controlling 51-100 watts)		$78.75	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.	$118.75	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			



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Measure	Requirements	SBDI incentive	Unit	Quanity	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		$196.25	per unit			
Totals:						

Footnotes

[1]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.

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

[3]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.

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EnergySmart
A New Orleans Program

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 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 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:
(1) 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 earning, or loss of use, however the same may be caused.

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EnergySmart
A New Orleans Program

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 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 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.

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New Construction Code Compliance Overview



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.

Incentive offerings

Prescriptive incentives

Measures with deemed energy efficiency savings and incentives.

Custom incentives

Available for all other measures and requires calculated energy savings analysis.

Whole building performance incentive

Available for projects that perform energy modeling, resulting in holistic design and construction energy efficiency improvements.

Interior and exterior lighting incentives

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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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 equipment 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. Energy modeling software must utilize DOE-2.
- 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[1] 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.[2]

4 Review
Program performs post-installation engineering review after submittal of the final incentive application[3] and required completion documents.

5 Receive payment
Incentives[4] will be paid upon receipt of certificate of occupancy.

[1]Customers must adhere to the incentive process and requirements based on incentive offering requirements.
[2]Equipment must be installed and operational upon submittal of the final incentive application.
[3]The final incentive application and completion documents must be submitted within 90-days of construction completion.
[4]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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Case Studies



EnergySmart
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Loews New Orleans Hotel

Challenge

On average, hotels spend $2,196 per room each year on energy. Lighting and HVAC are responsible for up to 45 percent of hotel energy use. Making upgrades to these systems can save energy and money and have a positive impact on your bottom line.

Project summary

Loews Hotel replaced all guest room and meeting room thermostats with programmable energy-efficient thermostats that connect directly with the property management system. The thermostat is placed in vacant mode when a guest checks out, allowing for substantial energy savings. Loews Hotel also upgraded its HVAC system to include chilled water pump variable speed controls, a chilled water flow meter and variable frequency drives for air handler supply fans. Lighting was upgraded to LEDs, replacing metal halide baseline lights with non-linear LEDs. Lastly, door gaskets for refrigerators and freezers were replaced. These upgrades saved Loews Hotel energy and reduced operating expenses while demonstrating its commitment to climate stewardship

"The Energy Smart team assisted our operations and business staff through every step of the process, starting with the application submission to issuing our incentive payment. The positive impact these facility upgrades have on our bottom line and overall guest experience will be key to the hotel's sustained growth and success."

Vince McCartney
Director of Engineering
Loews New Orleans Hotel

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Project facts:

$286,459
in incentives.

1,229,002
kWh saved.

8
total projects.

Energy savings equal to over
430
hotel rooms booked.

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Lighting systems.
- Motors and pumps.
- Refrigeration systems.
- Compressed air systems.
- Building automation systems.

About Energy Smart

Since 2010, Energy Smart has helped Entergy New Orleans customers save energy and money by providing cash incentives for completing energy efficiency upgrades.

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A+ in energy savings

On average, a school's electricity costs are about $1.10 per square foot annually. Lighting and HVAC are responsible for up to 56% of a school's energy use. By making energy-efficient upgrades to these systems, schools can achieve 10-20% in energy savings. When these savings are reinvested into school programs, it can have a positive impact on students' lives and their educational experiences. Lycée Français de la Nouvelle-Orléans (LFNO), the only PreK-12 French public school in New Orleans, understood the positive impact that energy efficiency upgrades, implemented with incentives from Energy Smart, would have on their bottom line and on the success of their students.

Project summary

Lycée Français de la Nouvelle-Orléans has been utilizing Energy Smart incentives for equipment upgrades since 2019, when they replaced a water-cooled chiller and cooling tower with an efficient air-cooled chiller. Outside air ductwork was also installed to mitigate condensation, humidity and temperature issues. Later projects consisted of LED lighting and fixture upgrades as well as upgrading their existing HVAC equipment with control solutions and web-based building automation for better control over heating and cooling costs. The cost savings for these upgrades can save thousands of dollars on utilities annually.

"As a school network, we're witnessing significant cost reductions. These project initiatives have the potential to annually save our school at least $50,000 across energy, maintenance and HVAC expenses. These savings represent a substantial investment that LFNO can utilize to broaden our capabilities for serving our students and providing a high-quality education environment.

Danielle Dufauchard
Deputy Superintendent, Lycée Français de la Nouvelle-Orléans

Empowering schools to embrace and implement energy-saving upgrades isn't just about saving resources – it's about investing in the future of education and sustainability for generations to come. Our program offerings and cash incentives are designed to do exactly that.

Derek Mills
Demand Side Management Manager, Entergy New Orleans"

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Lycée Français de la Nouvelle-Orléans

$349,329
in incentives.

679,851 kWh
saved.

10
total projects.

87,332*
school lunches.

*Equates to number purchased with incentives based on LFNO lunch cost at $4.

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Lighting systems.
- Motors and pumps.
- Refrigeration systems.
- Compressed air systems.
- Building automation systems.

About Energy Smart

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McDonalds

Challenge

Fast food restaurants can be some of the most energy-intensive buildings. On average, high-volume fast food restaurants may use up to 10 times more energy per square foot than other commercial buildings. The biggest drivers of energy costs are refrigeration, lighting and cooling, contributing to about 55% of the total energy use – making these systems the best targets for energy savings.

Project summary

McDonald's performed an LED lighting upgrade. They changed out their metal halide baseline lights to non-linear LED, and T8 baseline lights to linear LED. Converting from metal halides to LEDs is more energy efficient and can produce more lumens with less energy, which means brighter lighting and lower utility bills. LEDs have low maintenance requirements, allowing your employees to reallocate their time changing bulbs to doing other tasks. Commercial kitchen upgrades such as strip curtains and door gaskets were installed and lastly, the HVAC system was upgraded with new units and an A/C tune-up.



Project facts:

$16,986
in incentives.

163,922
kWh saved.

4
energy-saving projects completed.

Equal to over
2,887
Happy Meals.

"We have seen a tremendous decrease in our bills since working with Energy Smart, and those savings have been instrumental in our success throughout the COVID-19 crisis."

Teddy Scott
President & CEO
Scott Management Team
McDonalds

Save energy and money through standard upgrades such as:

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Southern University at New Orleans

Challenge

Like many college campuses, the buildings at Southern University at New Orleans were not as energy efficient as they could have been due to outdated and obsolete equipment. Implementing energy efficiency measures would not only contribute to reducing SUNO's annual utility costs, but distinguish them as environmental leaders to staff, students and alumni.

Project summary

In 2022, SUNO began implementing energy-saving measures through the Energy Smart program. The costs to upgrade their existing equipment were partially funded with the cash incentives from Energy Smart. SUNO utilized these incentives to implement LED lighting upgrades in the gym, replace the existing HVAC building control systems with building automation upgrades in four academic buildings and replace a chiller in their central plant. These incentives covered nearly 50% of the total project costs, and the equipment upgrades contributed significantly to lowering their operating costs.



Project facts:

$311,720.35
in incentives.

2,028,661.40
kWh saved.

$237,232.14
estimated annual savings.

6
total projects.

61,558*
Bags of recycled trash.
**Calculated using the EPA Greenhouse Gas Equivalency Calculator.*

> As an institution of higher learning, SUNO should be leading the quest for a sustainable future for the betterment of not just our SUNO community, but for our planet as a whole.
>
> **Dr. James H. Ammons, Jr.**
> **Chancellor, Southern University at New Orleans**

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Lighting systems.
- Motors and pumps.
- Refrigeration systems.
- Compressed air systems.
- Building automation systems.

About Energy Smart

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New Orleans Ernest N. Morial Convention Center

Challenge

As one of the largest buildings in the region, with 3 million square feet under one roof, the New Orleans Ernest N. Morial Convention Center faced the daunting task of minimizing its overall environmental impact while maintaining operational efficiency and comfort.

Project summary

The NOEMCC team is committed to reducing environmental impacts and helping their customers meet their sustainability goals. Since 2018, they have actively engaged with the Energy Smart program, implementing various energy-saving initiatives. To date, Energy Smart incentives have funded 21 projects. These projects include lighting upgrades, HVAC optimization, chiller replacements as well as the 40-acre cool roof installation and additional lighting upgrades that are currently in progress. These upgrades have not only reduced operating costs significantly but have also contributed to environmental conservation.

> In lockstep with our mission and values, NOENMCC and Energy Smart forged an alliance and illuminated a pathway toward sustainable excellence and shared value. We are grateful for the partnership and proud to be a leader in the community so that others can follow and take benefit from the program.
>
> **Adam J. Straight**
> **Chief Operating Officer**
> **New Orleans Ernest N. Morial Convention Center**

Ready to get Energy Smart?

Visit energysmartnola.com, call 504-229-6868 or scan the QR code today.

Project facts:

$987,913
in incentives.

$1,569,745.81
estimated annual savings.

14,028,112
kWh saved.

21
total projects.

425,668*
Bags of recycled trash.

**Calculated using the EPA Greenhouse Gas Equivalency Calculator.*

Save energy and money through standard upgrades such as:

- HVAC and controls.
- Lighting systems.
- Motors and pumps.
- Refrigeration systems.
- Compressed air systems.
- Building automation systems.

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Community Events

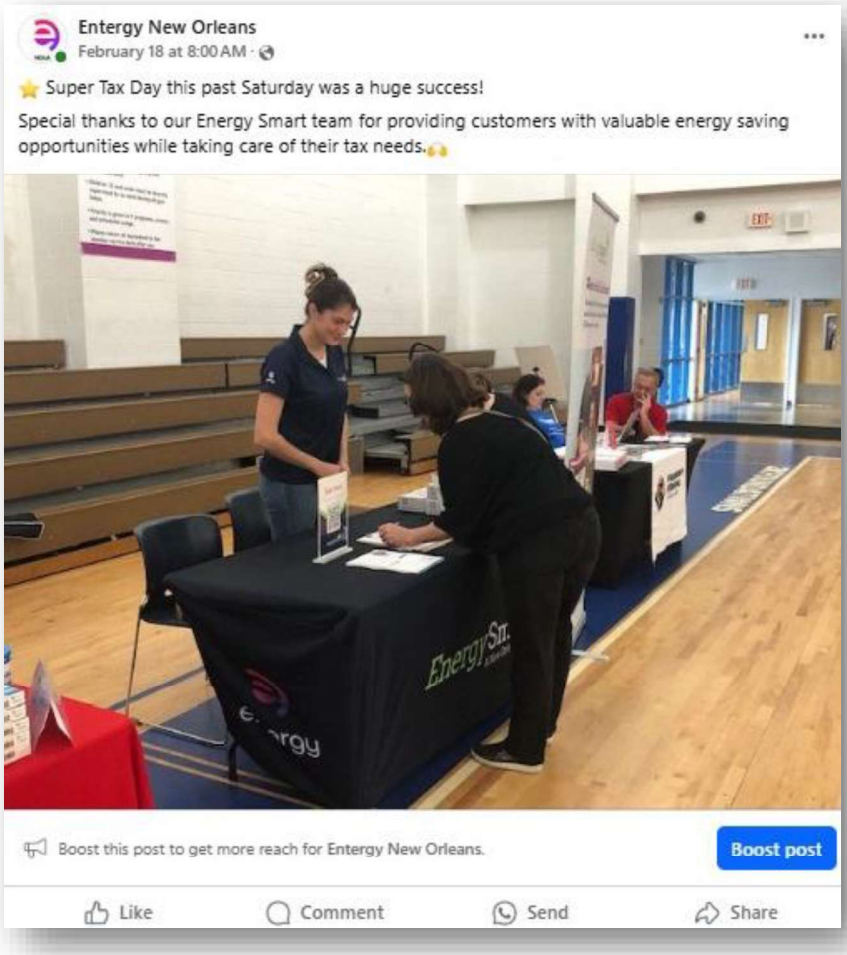
Super Tax Day February 8, 2025



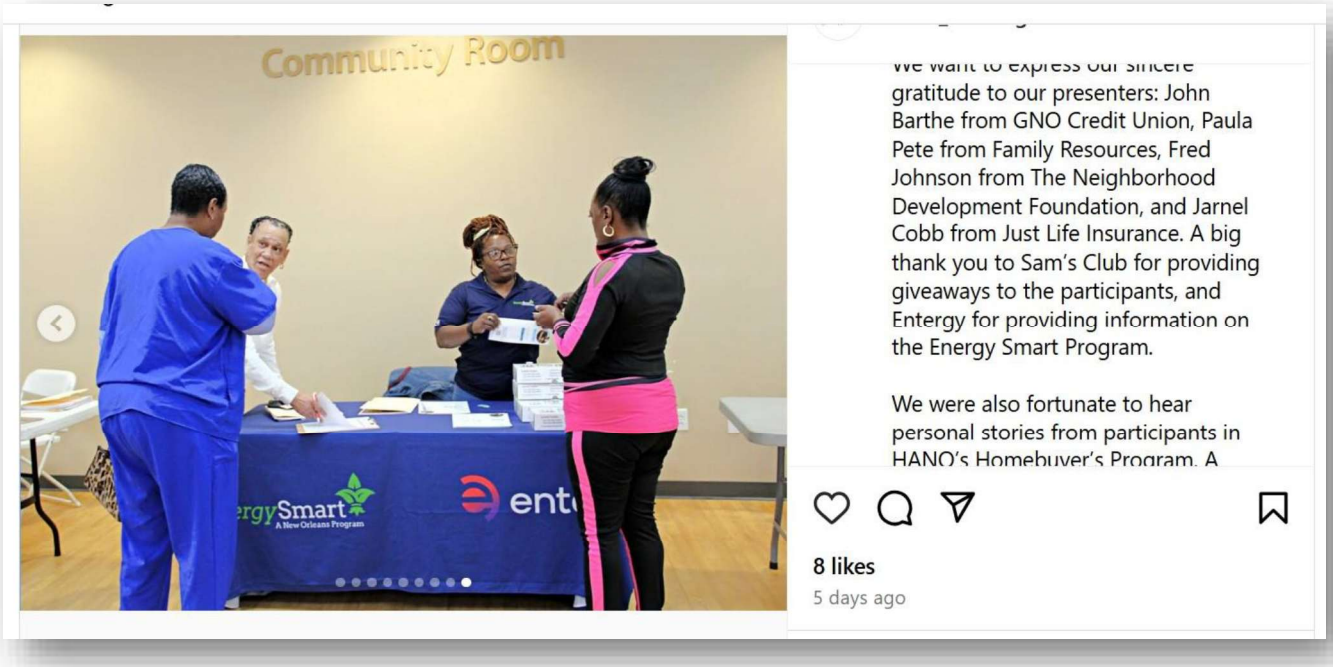
Super Tax Day: February 15, 2025






Entergy New Orleans
February 18 at 8:00 AM
Super Tax Day this past Saturday was a huge success!
Special thanks to our Energy Smart team for providing customers with valuable energy saving opportunities while taking care of their tax needs.
Boost this post to get more reach for Entergy New Orleans.
Boost post
Like
Comment
Send
Share

HANO Financial Workshop: February 26, 2025



District B Neighborhood Walk-Down: March 26



Dillard Housing and Resource Fair: March 29, 2025



Home and Garden Show: March 28-30, 2025



Florida/Desire Neighborhood Event: May 8, 2025





Mid-City Town Hall Meeting: May 12, 2025



Council on Aging Senior Fest: May 16, 2025



Party for the Planet Endangered Species Day: Audubon Zoo, May 17, 2025



District C Crawfish Boil: May 24, 2025



Party for the Planet World Ocean Day New Orleans Aquarium: June 8, 2025





Hurricane Preparedness Event: June 10, 2025





Hospitality Health Fair: June 24, 2025



Party for the Planet Pollination Celebration: June 28, 2025



Neighborhood Delivery Based Event - Castle Rock Church: July 9, 2025



District A Neighborhood Walk-Down: July 14, 2025



Holly Grove Neighborhood Based Delivery Event – Level Ground Community Church: July 31, 2025







Job 1 Walk-In Wednesday: August 6, 2025



Energize NOLA Community Fair and Back to School Event: August 19, 2025





Lower 9th Ward Housing Summit and Resource Fair: August 30, 2025




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NOLA Smart Surfaces Workshop and Resource Fair: September 6, 2025





World Clean-Up Day: September 20, 2025



Fischer Neighborhood Delivery Based Event: September 23, 2025





Fried Chicken Festival: October 4-5, 2025







New Orleans East Nite-Out Against Crime: October 21, 2025



Super STEM Saturday: October 25, 2025





TEP Anniversary Event: November 9, 2025





Read Blvd. West Neighborhood Based Event: November 13, 2025



