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July 30, 2019

VIA HAND DELIVERY

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

RE: Filing of Entergy New Orleans, LLC's Energy Smart Quarterly Report for the Period of April 1, 2019 to June 30, 2019 (Resolutions R-11-52, R-17-31, R-17-176, R-17-177, R-17-623; UD-08-02, UD-17-03)

Dear Ms. Johnson:

On February 3, 2011, the Council of the City of New Orleans ("Council") adopted Resolution R-11-52 requiring periodic reports regarding Energy Smart to be filed with the Council. A series of Council Resolutions, R-17-31, R-17-176, R-17-177, and R-17-623, approved the continuance of the Energy Smart for Program Years 7-9 with APTIM, Environmental and Infrastructure ("APTIM") as the Third Party Administrator.

On behalf of APTIM, Entergy New Orleans, LLC submits the enclosed original and three copies of the Energy Smart Quarterly Report for the period of April 1, 2019 to June 30, 2019. Should you have any questions regarding this filing, please contact my office at (504) 670-3680.

Thank you for your assistance with this matter.

Sincerely,

Brian L. Guillot

Enclosure

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





Quarterly Report

Energy Smart Program
Program Year 9 - Quarter 2
Submitted: 7/30/2019

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Executive Summary

The Energy Smart Program (the “Program”) was developed by the New Orleans City Council (“Council”), is administered by Entergy New Orleans, LLC (“ENO”) and is currently implemented by APTIM (formerly CB&I), the Third-Party Administrator (“TPA”). This report contains data on the Program, including pre-evaluated kWh savings results and other information regarding the New Orleans and Algiers portions of the Program, specific to both the Residential and Commercial offerings. More detailed and complete information, including post-evaluation results, will be provided in the Program Year 9 (“PY9”) Annual Report.

The current Energy Smart portfolio of offerings runs from April 1, 2017 through December 31, 2019. To ensure success in current and future offerings, the Program, led by APTIM, has engaged a number of subcontractors that have extensive experience in energy efficiency offerings in the New Orleans market to implement the Program, including:

- Accelerated Innovations (“AI”)
- Baynham Environmental
- Energy Wise Alliance
- Franklin Energy Services
- Green Coast Enterprises
- Green Light New Orleans
- ILSI Engineering
- TSG Services
- Urban League of Louisiana

This report contains data on the Energy Smart Commercial & Industrial and Residential offerings, which span the east bank of New Orleans and Algiers territory. The data includes the following:

- Summary of activity by offering
- kWh savings and incentive spend by offering
- Marketing, outreach and engagement highlights

Program Year 9 is divided into four quarters:

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

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

Staff List

NAME	TITLE	COMPANY	LOCATION
Tom Quasius	TPA Director	APTIM	Chicago, IL
Kristin McKee	Program Director	APTIM	New Orleans, LA
Mike Dessilla	Program Operations Lead	APTIM	New Orleans, LA
Dawn Ellerd	Marketing & Outreach Lead	APTIM	New Orleans, LA
Kevin Fitzwilliam	Training & Development Specialist	APTIM	New Orleans, LA
Spencer Kurtz	Energy Engineer	APTIM	Charlotte, NC
Mobuayo Pedro-Egbe	Energy Engineer	APTIM	New Orleans, LA
Justin Pink	Data and Systems Lead	APTIM	New Orleans, LA
Philip Russo	Trade Ally Liaison	APTIM	New Orleans, LA
Tamzen Jenkins	Marketing & Communications Specialist	APTIM	New Orleans, LA
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Jessica Wagner	Director of Marketing	APTIM	Madison, WI
Nate Warren	Program Support	APTIM	Madison, WI
Keeley Evans	Commercial Project Coordinator	TSG Services	New Orleans, LA
Jackie Dadakis	Chief Operating Officer	Green Coast Enterprises	New Orleans, LA
Joe Ryan	Director of Energy Services	Green Coast Enterprises	New Orleans, LA
Jared Sessum	Commercial Energy Manager	Green Coast Enterprises	New Orleans, LA
Linda Baynham	Commercial Outreach	Baynham Environmental	New Orleans, LA
Josh Kruebbe	Residential QA/QC	Baynham Environmental	New Orleans, LA
Jacob Pohlman	Residential QA/QC	Baynham Environmental	New Orleans, LA
Nate Wolf	Residential Program Manager	Franklin Energy Services	New Orleans, LA
Alan Mitchell	Operations Manager	Franklin Energy Services	New Orleans, LA
Karen O'Brien	Program Manager, Special Projects	Franklin Energy Services	New Orleans, LA
Katie Mueller	Residential Marketing Manager	Franklin Energy Services	Mequon, WI
Brady Loomis	Marketing Specialist	Franklin Energy Services	Port Washington, WI
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Raven Carr	Operations Analyst	Franklin Energy Services	New Orleans, LA
Bernadelle Tilus	Project Specialist	Franklin Energy Services	New Orleans, LA
Daniel Franklin	Energy Advisor	Franklin Energy Services	New Orleans, LA
James Herman	Energy Advisor	Franklin Energy Services	New Orleans, LA
James Phillips	Energy Advisor	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA
Jamie Wine	School Kits & Education Director	Energy Wise Alliance	New Orleans, LA
Emily Snyder	School Kits, Education Manger	Energy Wise Alliance	New Orleans, LA
Kevin Kellup	School Kits, Education Coordinator	Energy Wise Alliance	New Orleans, LA
Brandon Muetzel	Community Outreach Manager	Energy Wise Alliance	New Orleans, LA
Andreas Hoffman	Green Light Direct Install	Green Light New Orleans	New Orleans, LA
Zach Carlsen	Scorecard Project Manager	Accelerated Innovations	St. Paul, MN
Carl Funches	Field Technician DR	Baynham Environmental	New Orleans, LA
Tori Briscoe	Field Technician DR	TSG	New Orleans, LA

Offerings Overview

Residential

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

Commercial and Industrial

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



PROGRAM PERFORMANCE & ACTIVITY



Program Performance and Activity

Table 1.1

	kWh SAVINGS	kWh GOAL*	% TO kWh GOAL	kW SAVINGS	kW TARGET*	% TO kW TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Commercial	158,957	1,583,738	10.04%	27.47	263.49	10.42%	\$5,229	\$257,449	2.03%
Algiers - Residential	743,085	888,672	83.62%	199.28	269.72	73.88%	\$147,211	\$194,280	75.77%
Algiers - Behavioral	-	1,155,879	0.00%	-	982.50	0.00%	\$ -	\$0	0.00%
N.O. - Commercial	5,075,374	32,893,541	15.43%	414.42	5,443.00	7.61%	\$554,694	\$5,028,914	11.03%
N.O. - Residential	6,912,450	10,528,443	65.66%	1,685.58	2,428.24	49.17%	\$1,007,257	\$2,353,484	41.42%
N.O. – Behavioral	-	6,844,121	0.00%	-	5,817.50	0.00%	\$ -	\$0	0.00%
TOTAL	12,889,866	53,894,394	23.92%	2,326.75	16,204.46	14.36%	\$1,714,391	\$7,912,734	21.67%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings and incentive spend from January 1st through June 30th, 2019.

Residential Summary

The Energy Smart Residential portfolio has performed well over the first half of 2019 and the Program realized a large increase in portfolio production in Q2. The Energy Smart team partnered with several organizations to help drive energy savings. Vietnamese Initiatives in Economic Training (VIET) provided translators and promoted Energy Smart to members of their community. This partnership led to completed assessments in the Home Performance with ENERGY STAR, Multi-Family and Low-Income Audit and Weatherization offerings. The Energy Smart team also engaged with the New Orleans Baptist Theological Seminary (NOBTS) which was able to participate in multiple offerings including Home Performance with ENERGY STAR, Multi-Family and EasyCool. Large increases in participation within the EasyCool and Multi-Family offerings can be attributed to the willingness of participants within these partner organizations. The Energy Smart team has also discussed opportunities with SBP (formerly St. Bernard Project) and the Finance Authority New Orleans (FANO) to bring additional offerings and savings to Energy Smart New Orleans customers.

Energy Smart continued to welcome new Trade Allies into the Program while finding innovative ways to improve interactions with customers. The Program team is working on an online Trade Ally directory to promote active Trade Allies and provide customers with a resource to find a registered Trade Ally.

The Energy Smart team also worked on digital marketing efforts in Q2 to continue promotion of EasyCool and Home Performance with ENERGY STAR. The team continues to see engagement through business reply cards for EasyCool, driving a steady stream of customer leads. A pre-season letter for EasyCool also provided customer engagement, while promoting positive word-of-mouth through referral materials.

Commercial & Industrial Summary

The Energy Smart Commercial & Industrial offerings have performed well over the first half of the year, due to targeted marketing, outreach and trade ally training and recruitment efforts that continue to drive production and project pipeline development.

Commercial & Industrial marketing and outreach efforts in Q2 focused on targeting customers in key segments such as higher education, commercial property management companies, hospitals and large C&I. Marketing tactics included color print ads, Google paid search, e-blasts, earned media, cross-promotion through local partners and associations and segment-specific outreach presentations.

The Energy Smart team continued to recruit new Trade Allies into the Program and continued to offer a robust training calendar in Q2, and throughout the program year, that will further help develop the knowledge and skill set of participating contractors. During Q2, the Energy Smart team recruited 14 new Trade Allies and held or cross-promoted 26 training and workforce development sessions.

At the conclusion of Q2, the C&I Portfolio has reached 15.18% of kWh savings goal and 10.59% of the incentive budget. The Energy Smart team will be working actively in Q3 to build the pipeline in support of PY9 goal attainment.



RESIDENTIAL OFFERINGS



Residential Offerings Summary

Table 2.1

RESIDENTIAL OFFERINGS	KWH SAVINGS	kWh GOAL*	% TO SAVINGS GOAL	kW SAVINGS	kW TARGET*	% TO kW TARGET	INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Home Performance	313,550	214,789	145.98%	84.33	42.70	197.49%	\$71,109	\$56,489	125.88%
Algiers – Retail Lighting & Appliance	138,469	250,986	55.17%	27.69	53.40	51.86%	\$10,004	\$27,596	36.25%
Algiers – Multi-Family	7,244	53,717	13.49%	1.30	10.30	12.65%	\$1,794	\$15,664	11.45%
Algiers – Low Income	50,888	98,072	51.89%	16.52	21.10	78.28%	\$25,797	\$33,794	76.34%
Algiers – High Efficiency Tune Ups	183,015	134,413	136.16%	63.32	40.40	156.74%	\$32,303	\$24,897	129.75%
Algiers – DLC	-	-	N/A	-	83.27	0.00%	\$ -	\$12,040	0.00%
Algiers – School Kits	47,573	136,695	34.80%	5.63	18.55	30.35%	\$5,979	\$23,800	25.12%
Algiers – Scorecard	-	1,155,879	0.00%	-	982.50	0.00%	\$ -	\$ -	0.00%
Algiers & N.O. – Green Light	16,915	N/A	N/A	3.49	N/A	N/A	\$1,604	\$78,607	2.04%
N.O. – Home Performance	1,170,302	2,863,506	40.87%	297.06	571.84	51.95%	\$255,094	\$754,811	33.80%
N.O. – Retail Lighting & Appliance	3,021,663	3,357,145	90.01%	628.80	711.45	88.38%	\$173,097	\$366,435	47.24%
N.O. – Multi-Family	555,479	717,509	77.42%	95.66	138.03	69.30%	\$108,377	\$197,737	54.81%
N.O. – Low Income	473,427	1,316,362	35.96%	216.11	285.11	75.80%	\$209,599	\$452,430	46.33%
N.O. – High Efficiency Tune Ups	1,238,129	1,727,139	71.69%	393.00	541.09	72.63%	\$204,550	\$326,911	62.57%
N.O. – DLC	-	-	0.00%	-	1,106.23	0.00%	\$ -	\$159,960	0.00%
N.O. – School Kits	438,882	546,782	80.27%	51.94	74.49	69.73%	\$55,161	\$95,200	57.94%
N.O. – Scorecard	-	6,844,121	0.00%	-	5,817.50	0.00%	\$ -	\$ -	-
TOTAL	7,655,535	19,417,115	39.43%	1,884.86	10,497.96	17.95%	\$ 1,154,468	\$2,626,371	43.96%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings and incentive spend from January 1st through June 30th, 2019.

Home Performance with ENERGY STAR®

Offering Highlights

The Home Performance with ENERGY STAR (HPwES) offering had 1,379 participants in Q2. As part of the end of year savings boost in PY8, this offering added energy saving kits to the Program. The kits were promoted in Q4 of PY8 using business reply cards that were sent to 84,000 households. In Q2, the Energy Smart team has continued to see participation through the kit offering, which is an easy entry-point for new customers. 1,134 kits were shipped to customers in Q2. In addition to the kit promotion, referrals from trade allies, online marketing and community outreach activities continue to play a pivotal role in generating requests for home assessments.

Through outreach for the Multi-Family offering, the Energy Smart team has been working with the New Orleans Baptist Theological Seminary (NOBTS). NOBTS was a great opportunity for the Energy Smart team as the housing stock on campus was a mixture of single family and multi-family housing. The Energy Smart team completed 33 HPwES assessments, including A/C Tune-Ups and duct sealing on the NOBTS campus.

New Orleans:

- A total of 5,500 measures were installed during the second quarter of PY9.
- The offering reached 41% of the kWh goal, achieving 1,170,302 kWh.
- The offering reached 52% of the kW target, achieving 297.06 kW.

Algiers:

- A total of 1,109 measures were installed during the second quarter of PY9.
- The offering reached 146% of the kWh goal, achieving 313,550 kWh.
- The offering reached 198% of the kW target, achieving 84.33 kW.

Table 2.2: 2019 Home Performance with ENERGY STAR Email Campaigns

AD NAME	IMPRESSIONS	CTR	CPC	CLICKS
HPwES - May	40,587	.81%	\$.91	329

Residential Lighting & Appliances

Offering Highlights

The Residential Lighting & Appliance offering completed 44% of the savings goal in Q2 in New Orleans and 36% of savings goal in Algiers. Walmart, one of the participating retailers, had a very strong start to the year in sales of LED lighting. New participating stores, including Dollar General, were brought into the offering to increase retail sales opportunities. The highest grossing store in the territory was Home Depot utilizing 40% of the incentives in Q2, followed by The Green Project at 27% and Costco at 13%. In addition to in-store lighting rebates, this offering promotes ENERGY STAR approved window A/C units, heat pump water heaters, pool pumps and refrigerators. In Q2, there were 56 appliance rebates submitted including 45 rebates for energy efficient refrigerators. Forty-eight rebates were submitted from the New Orleans territory and 8 rebates submitted from Algiers. The offering will continue to promote appliance rebates through online marketing, in-store promotion and community outreach.

The Green Project will be promoting the Residential Lighting and Appliance offering on their social media pages as well as during workshops in Q3. The Energy Smart team provided The Green Project with an LED Infographic that will be displayed alongside the in-store product to assist customers with selecting the appropriate lamp type. The Energy Smart team will also continue promoting the offer in Entergy's month Circuit e-Newsletter.

New Orleans:

- A total of 1,110 measures were installed during the second quarter of PY9.
- The offering reached 90% of the kWh goal, achieving 3,021,663 kWh.
- The offering reached 88% of the kW target, achieving 628.80 kW

Algiers:

- A total of 48 measures were installed during the second quarter of PY9.
- The offering reached 55% of the kWh goal, achieving 138,469 kWh.
- The offering reached 52% of the kW target, achieving 27.69 kW.

Table 2.3: Participating Retailers

RETAIL COMPANY	SUPPORTED RETAIL PROGRAMS		ADDRESS
	Lighting	Appliances	
Barto Appliance		X	1400 Airline Dr
Costco Wholesale		X	3900 Dublin St
Dollar Tree (Algiers)	X		3771 General DeGaulle Dr
Dollar Tree (Donna Villa Shopping Center)	X		9671 Chef Menteur Hwy
Dollar Tree (Gentilly Retail Center)	X		4242 Chef Mentuer Hwy
Dollar Tree (Morrison)	X		11701 Morrison Rd
Dollar Tree (Navarre)	X		5201 Canal Blvd
Dollar Tree (Tulane/Carrollton)	X		4115 S Carrollton Ave
Home Depot (Bullard)	X	X	12300 I-10 Service Rd
Home Depot (Central)	X	X	1100 S Claiborne Ave
Lowes (Central)		X	2501 Elysian Fields Ave
Lowes (Read)		X	5770 Read Blvd
The Green Project	X		2831 Marais St
Walmart (Behrman)	X	X	4001 Behrman PI
Walmart (Bullard)	X	X	6000 Bullard Ave
Walmart (Chef Menteur)	X	X	4301 Chef Menteur Hwy
Walmart (Tchoupitoulas)	X	X	1901 Tchoupitoulas St

The Energy Smart team provided “train the trainer” style training on the Lighting and Appliance offering, including available rebates with retail managers, cashiers, other applicable employees and interested customers who were present. This also included providing marketing materials and signage to employees.

Table 2.4: Q2 PY9 Retail Training Calendar

DATE	LOCATION	AUDIENCE	NUMBER OF PARTICIPANTS
6/19/2019	The Green Project - 7243, 2831 Marais St.	Retail Employees / Customers	3
6/25/2019	The Green Project - 7243, 2831 Marais St.	Retail Employees	1
6/26/2019	Walgreens #3889 - 4110 General de Gaulle Dr.	Retail Employees / Customers	2
6/26/2019	Walgreens #5551 - 619 Decatur St.	Retail Employees	1
6/26/2019	Walgreens #9063 - 134 Royal St.	Retail Employees	1
Totals	5 Trainings		8 Participants

Low-Income Audit & Weatherization

Offering Highlights

The Low-Income Audit & Weatherization offering had 223 participants in Q2. The New Orleans territory completed 28% of the savings goal and Algiers completed 48% of the savings goal in Q2. The Energy Smart team partnered with VIET (Vietnamese Initiatives in Economic Training) to engage with Vietnamese-speaking customers and drive participation in New Orleans East. This partnership has allowed the Energy Smart team to work with translators to better support the Vietnamese community. 15 participants have completed assessments through VIET. The Energy Smart team looks to continue this relationship for additional participants in Q3 and Q4. Community outreach will continue to be a large source of leads by getting in front of customers and explaining the benefits of the offering. Trade Ally referrals will also continue to bring a large quantity of Low-Income Audit & Weatherization participation. The Energy Smart team used online marketing tactics such as Google display and Facebook ads to increase awareness. Marketing collateral was also updated for Vietnamese and Spanish speaking customers in Q2.

New Orleans:

- A total of 516 measures were installed during the second quarter of PY9.
- The offering reached 36% of the kWh goal, achieving 473,427 kWh.
- The offering reached 76% of the kW target, achieving 216.11 kW.

Algiers:

- A total of 69 measures were installed during the second quarter of PY9.
- The offering reached 52% of the kWh goal, achieving 50,888 kWh.
- The offering reached 78% of the kW target, achieving 16.52 kW.

High Efficiency A/C Tune-Up

Offering Highlights

The High Efficiency A/C Tune-Up offering reached 65% of goal in New Orleans and 90% of goal in Algiers. This time of year is extremely important for this offering. For accurate A/C Tune-Ups to occur, the temperature needs to be above 70° to complete the work. The A/C system needs to be turned on and operating to properly assess the unit and complete the tune-up. Opportunities for duct sealing are evaluated during the A/C tune up appointment and completed if necessary. The Energy Smart team saw an increase in savings and participation in Q2 as environmental conditions are conducive to complete tune-ups. Trade Allies are required to provide schedules of appointments which allows the Energy Smart quality control technicians to inspect work and provide training additional training to Trade Allies as needed.

New Orleans:

- A total of 673 measures were implemented during the second quarter of PY9.
- The offering reached 72% of the kWh goal, achieving 1,238,129 kWh.
- The offering reached 73% of the kW target, achieving 393.00 kW.

Algiers:

- A total of 91 measures were implemented during the second quarter of PY9.
- The offering reached 136% of the kWh goal, achieving 183,015 kWh.
- The offering reached 157% of the kW target, achieving 63.32 kW.

Multi-Family Offering Highlights

The Multi-Family offering completed 355 Multi-Family audits in Q2. The New Orleans territory achieved 73% of the energy savings goal and Algiers reached 9% of the energy savings goals. The Energy Smart team completed direct installation measures, assessments, thermostat installation and A/C tune-ups with the New Orleans Baptist Theological Seminary in Gentilly which contains 290 multi-family units. The project started at the beginning of Q2 and was the first large complex to participate in the offering during the current program cycle. This campus also has single family housing that participated in the HPwES offering. The Energy Smart team will look to add additional properties as necessary and also continue to service the duplexes through the Multi-Family offering. In Q2, 64 duplex units were completed in the Multi-Family offering.

New Orleans:

- A total of 236 measures were installed during the second quarter of PY9.
- The offering reached 77% of the kWh goal, achieving 555,479 kWh.
- The offering reached 69% of the kW target, achieving 95.66 kW.

Algiers:

- A total of 7 measures were installed during the second quarter of PY9.
- The offering reached 14% of the kWh goal, achieving 7,244 kWh.
- The offering reached 13% of the kW target, achieving 1.30 kW.

Direct Load Control (EasyCool)

Offering Highlights

The EasyCool offering installed 589 devices in Q2. Of these 589 devices, 323 switches were installed at the New Orleans Baptist Theological Seminary campus. Cycling season began June 1, 2019 and the first cycling event took place on June 26, 2019. The event ran for four hours, cycling the air condenser on and off every 15 minutes while keeping the fan running to circulate already-cooled air. There were 1,617 active devices that were controlled during this event. The Energy Smart team maintains an on-call rotation of DLC technicians to provide after-hours support in case a customer experiences an issue during or after the event is completed.

The Energy Smart team evaluated the need to add staffing to this program in Q1 and brought in two additional DLC technicians to support installation and service the growing needs of the EasyCool offering. Energy Smart has worked with two local disadvantaged business enterprise (DBE) subcontractors to fill these open positions. The additional staff in Q2, along with the New Orleans Baptist Theological Seminary opportunity, drove significant increase in production. Business Reply Mailers have also added to the number of enrollments with over 50,000 mailers sent to customers in Q2. The Energy Smart team intends to build off this successful marketing tactic in Q3 to continue to drive enrollments in the EasyCool offering.

New Orleans:

- A total of 663 devices were installed during the first half of PY9.

Algiers:

- A total of 53 devices were installed during the first half of PY9.

Table 2.5: Q2 EasyCool Emails

NAME	SENT	OPEN RATE	CTR	CLICKS
EasyCool June	2,543	22.5%	5.7%	31

Table 2.6: Q2 EasyCool BRC Mailings

NAME	SENT	RETURNED	RETURN RATE
EasyCool BRC April (4/24)	24,000	500	2.08%
EasyCool BRC June (6/19)	30,000		

Table 2.7: EasyCool Q2 2019 Display Ads

NAME	IMPRESSIONS	CTR	Clicks
EasyCool Display Ad – Save Money	192,984	.08%	151
EasyCool Display Ad – Local Creative	344,246	.11%	369
EasyCool Display Ad – Sunflower Image	190,784	.11%	202

Green Light New Orleans

Offering Highlights

In Q2, Green Light installed 729 light bulbs, of which 651 were CFLs and 78 were LEDs.

Table 2.8

TERRITORY	LAMPS	CFLs	LEDs
New Orleans	627	575	52
Algiers	102	76	26
Total	729	651	78

New Orleans:

- A total of 52 LEDs were installed in the second quarter of PY9, achieving 1,290 kWh and 0.27 kW.
- A total of 575 CFLs were installed in the second quarter of PY9, achieving 13,279 kWh and 2.74 kW.

Algiers:

- A total of 26 LEDs were installed in the second quarter of PY9, achieving 645 kWh and 0.13 kW.
- A total of 76 CFLs were installed in the second quarter of PY9, achieving 1,702 kWh and 0.35 kW.

School Kits & Education

Offering Highlights

In Q2, the Energy Smart team delivered education programming and 354 energy efficiency kits to Orleans Parish students. Of those, 84 went to Algiers schools. At the end of Q2, the School Kits offering had achieved 71% of the annual energy savings target.

After kits are distributed, students return a homework form to report kWh saved based on the measures they installed with their families. In Q2, 1,212 students from 11 schools submitted their reporting. The Energy Smart team distributed an average of 134 kits per school, 61% of students returned their homework form and students' average savings were 233 kWh per form returned for the current period.

The Energy Smart team continued to conduct outreach to 100% of Orleans Parish Public Schools via phone, email and in-person visits and provides programming to all 68 eligible schools. The School Kits offering reaches students in the New Orleans Public Schools as well as local private schools that offer a scholarship voucher. These methods help to increase the program's reach within the community and achieve the maximum kWh savings possible within Orleans Parish.

New Orleans:

- A total of 270 school kit measures were installed during the second quarter of PY9.
- The offering reached 80% of the kWh goal, achieving 438,882 kWh.
- The offering reached 70% of the kW target, achieving 51.94 kW.

Algiers:

- A total of 84 school kit measures were installed during the second quarter of PY9.
- The offering reached 35 % of the kWh goal, achieving 47,573 kWh.
- The offering reached 30% of the kW target, achieving 5.63 kW.

Behavioral (Scorecard)

Summary

The Energy Smart Scorecard offering was implemented without any issues during Q2 and the two incidents that the Energy Smart Scorecard offering experienced in Q1 were resolved.

In late Q1, the Energy Smart Scorecard distribution experienced an interruption due to a weather data issue and the offering experienced high bounce rates. The resolutions were as follows:

- Issue One - Weather Data: The process that generates scorecards was unable to complete successfully because of a change in the data format from the weather provider. Unfortunately, this failure occurred at a point in AI's code that did not generate an error message and AI was unaware that emails were not going out. AI ran stats queries immediately following each scorecard run to validate Send statistics. In parallel, AI added specific logging to alert the development team to weather data failure for any zip code. This issue affected Scorecards in late March and was resolved in early April.
- Issue Two - High Bounce Rate: All scorecards are BCC'ed to an internal mailbox to reference and for troubleshooting purposes. That internal mailbox became full and started generating bounces for every message, which resulted in inaccurate data. Accurate stats are shown here, below.

Any customers who missed their Scorecard as the issue was resolved received their Scorecard the following month. The Energy Smart team opted not to send two Scorecards in a row (one from the missed month and one from the current month) to avoid confusion from multiple similar emails arriving at the same time.

In all other areas, Scorecards are being sent on schedule without further issue. The Energy Smart team noticed that Scorecards sent in smaller batches at the end of the month have a much higher open rate than those sent at other times in the month and in larger batches. The Energy Smart development team is investigating reasons for this.

Offering Highlights

Following are the delivery metrics of the distribution of Scorecards each week starting on the first week of the Q2 period, April 5, 2019 through the end of June, 2019.

Delivery Metrics

Table 4.1

DATE	ACTION	TOTAL	% SENT
06/21/2019	Send	5915	100%
	Open	1753	29.6%
	Click	21	0.36%
	Bounce	631	10.67%
	Unsubscribe	4	.07%
06/07/2019	Send	29654	100%
	Open	5297	18.2%
	Click	82	0.28%
	Bounce	1960	6.1%
	Unsubscribe	19	.06%
5/31/2019	Send	13574	100%
	Open	4809	35.4%
	Click	51	.38%
	Bounce	677	4.9%
	Unsubscribe	6	.04%
5/24/2019	Send	38883	100%
	Open	6896	17.7%
	Click	108	0.28%
	Bounce	2072	5.3%
	Unsubscribe	14	.03%
5/10/2019	Send	27547	100%
	Open	4927	17.9%
	Click	77	0.28%
	Bounce	1948	7.1%
	Unsubscribe	14	.05%
4/26/2019	Send	34325	100%
	Open	6151	17.9%
	Click	77	.22%
	Bounce	1675	4.9%
	Unsubscribe	15	.05%
4/12/2019	Send	18589	100%
	Open	3190	17.6%
	Click	43	0.23%
	Bounce	1259	6.8%
	Unsubscribe	9	.05%
4/05/2019	Send	40212	100%
	Open	6812	16.9%
	Click	94	0.23%
	Bounce	2334	5.8%
	Unsubscribe	8	.02%



COMMERCIAL & INDUSTRIAL OFFERINGS



Commercial & Industrial Offerings Summary

Table 5.1

COMMERCIAL & INDUSTRIAL	kWh SAVINGS	kWh GOAL*	% TO SAVINGS GOAL	kW SAVINGS	kW TARGET*	% TO kW TARGET	ACTUAL INCENTIVE SPENT	INCENTIVE BUDGET	% OF BUDGET
Algiers – Small C&I	158,957	535,678	29.67%	27.47	107.60	25.54%	\$5,229	\$105,675	4.95%
Algiers - Large C&I	-	797,046	0.00%	-	117.40	0.00%	\$ -	\$113,462	0.00%
Algiers – PFI	-	251,013	0.00%	-	38.50	0.00%	\$ -	\$38,312	0.00%
N.O. – Small C&I	1,779,652	5,760,033	30.90%	129.06	1,098.10	11.75%	\$207,758	\$1,136,305	18.28%
N.O. - Large C&I	3,295,722	24,205,586	13.62%	285.36	3,914.80	7.29%	\$346,936	\$3,445,727	10.07%
N.O. – PFI	-	2,927,922	0.00%	-	430.20	0.00%	\$ -	\$446,882	0.00%
TOTAL	5,234,331	34,477,278	15.18%	441.89	5,706.50	7.74%	\$559,923	\$5,286,363	10.59%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings and incentive spend from January 1st through June 30th, 2019.

Small Commercial Solutions

Offering Highlights

The Small Commercial offering achieved 1,938,609 kWh through Q2 (1,779,652 kWh in New Orleans and 158,957 kWh in Algiers), with 1,333,320 kWh closing in the second quarter. Through Q2, the Small Commercial Offering has an estimated 5,531,670 kWh in the pipeline for PY9 (4,993,461 kWh in New Orleans and 538,210 kWh in Algiers), resulting in a current forecast of 87% to goal in New Orleans and 100% to goal in Algiers for PY9. The Small Commercial Solutions offerings continue to trend strongly towards achieving goal, adding 3,010,566 to the pipeline in Q2. The Energy Smart team continues to see results from marketing and outreach strategies to both customers and Trade Allies.

The Energy Smart team plans to launch a Small Business Direct Install offering in Q3 that will be another strategy used to address barriers that small commercial customers face by offering enhanced incentives to cover a great portion of the project cost.

New Orleans:

- A total of 16 projects were completed during the second quarter of PY9.
- The offering reached 31% of the kWh goal, achieving 1,779,652 kWh.
- The offering reached 12% of the kW target, achieving 129.06 kW.

Algiers:

- 2 projects were completed during the second quarter of PY9.
- The offering reached 30% of the kWh goal, achieving 158,957 kWh.
- The offering reached 26% of the kW target, achieving 27.47 kW.

Table 5.2

New Orleans

PROJECT TYPE	COUNT OF PROJECTS	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	18	1,684,318	\$204,274
Prescriptive	7	95,333	\$3,484
Total	25	1,779,652	\$207,758

Algiers

PROJECT TYPE	COUNT OF PROJECTS	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	2	24,599	\$2,710
Prescriptive	1	134,359	\$2,519
Total	3	158,957	\$5,229

Percentage of total project cost covered by the incentives:

Table 5.3

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$206,983	\$434,122	47.68%
Prescriptive	\$6,004	\$6,298	95.32%
Total	\$212,987	\$440,420	48.36%

Large Commercial & Industrial Solutions

Offering Highlights

The Large Commercial offering completed 3,295,722 kWh through Q2, all of which are savings in the New Orleans territory, and 1,696,130 kWh in savings were achieved in the second quarter. Through Q2, the Large Commercial offering has an estimated 17,766,439 kWh in the pipeline for PY9 (16,684,347 kWh for New Orleans and 1,082,092 kWh for Algiers), resulting in a current forecast of 69% to goal in New Orleans and 136% to goal in Algiers for PY9. Similar to the Small Commercial offerings, the Large Commercial & Industrial offerings have seen results from the marketing and outreach strategies and initiatives implemented through the first half of the program year. Direct outreach in Algiers has contributed to filling the pipeline for that territory which is forecasted to reach 135% of the goal while remaining within budget. Marketing, targeted customer outreach efforts, training opportunities and Trade Ally development have all contributed to filling the pipeline to 69% of the 24 million kWh goal in New Orleans.

The Energy Smart team will continue to implement a variety of strategies to engage the market and increase production in Q3.

New Orleans:

- A total of 9 projects were completed during the second quarter of PY9.
- The offering reached 14% of the kWh goal, achieving 3,295,722 kWh.
- The offering reached 7% of the kW target, achieving 285.36 kW.

Algiers:

- No projects were completed during the second quarter of PY9.

Table 5.4

New Orleans

PROJECT TYPE	COUNT OF PROJECTS	TOTAL GROSS SAVINGS (kWh)	TOTAL INCENTIVES
Custom Lighting	4	2,862,522	\$290,703
Custom Non-Lighting	12	208,774	\$25,053
Prescriptive	3	224,426	\$31,180
Total	19	3,295,722	\$346,936

Percentage of total project cost covered by the incentives:

Table 5.5

PROJECT TYPE	TOTAL INCENTIVES	TOTAL PROJECT COSTS	% COVERED
Custom Lighting	\$290,703	\$603,068	48.20%
Custom Non-Lighting	\$25,053	\$719,053	3.48%
Prescriptive	\$31,180	\$49,543	62.93%
Total	\$346,936	\$1,371,664	25.29%

Publicly Funded Institutions

Offering Highlights

The Publicly Funded Institutions (PFI) offering has not paid any projects in PY9. Through Q2, the PFI offering has an estimated 758,378 kWh in the pipeline for PY9 (743,785 for New Orleans and 14,593 for Algiers), resulting in a current forecast of 24% to goal for PY9. The Energy Smart team continues to work with existing partners to identify opportunities within the PFI sector and have had productive meetings with publicly funded customers throughout Q2 where opportunities have been identified in both New Orleans and Algiers that aren't yet realized in the pipeline.



MARKETING, OUTREACH & ENGAGEMENT

Marketing and Outreach

Residential Marketing and Outreach Highlights

In Q2 the Energy Smart team focused on additional tactics for awareness and customer recruitment. The April launch of the EasyCool referral campaign pieces included a “Refer a Friend” card and door hanger. Development of this strategy was based on the 2018 Residential Stakeholder Advisory group. While results from these pieces are not yet available, the Energy Smart team is confident the pieces will help spread positive word-of-mouth with customers.

The EasyCool Google display ads ran April 8 through May 31, 2019. Results showed over 728,000 impressions with 722 clicks, a click-through-rate of 0.10% with an average cost-per-click of \$1.03. The advertisements were successful in providing a high number of exposures to EasyCool messaging and were a good test to determine future Google display opportunities. There were 9 advertisements in market, and three of them performed best based on their size. The team tested three different creatives, 3 ads per creative. One ad incorporated a local image used in previous marketing efforts; another included a local image of sunflowers in a park and the last was a line drawing from a recent newsletter sent to residents. Results are shown below in Table 9.2. Google Analytics was enabled after the campaign launched, so data pertaining to how much traffic each ad group drove to the site is unknown; however the campaign as a whole drove 582 visits to the EasyCool lead form. The ads with the sunflower image received the most clicks (55) and the highest CTR (.10%). Within that campaign, the 300 x 250 sized ad received the most clicks (31) and the 728 x 90 sized ad received the second most clicks (13). Different sized ads ran because depending on the website where the ads appear, that site may have a different spot available for display ads. For instance, some sites use a banner ad at the top of the page and others use a left- or right-hand side feed.

In May, the Energy Smart team launched Facebook campaigns promoting Home Performance with ENERGY STAR. These advertisements focused on New Orleans zip codes who either lived in single-family detached homes or were house hunting. The advertisements ran from May 22nd through June 22nd. This campaign generated over 40,000 impressions with over 300 clicks for a click-through-rate of 0.81%. The campaign generated 2 new customer sign-ups for the program. Future campaigns will focus on a more targeted audience, using known email addresses to create a list of customers with similar interests and demographic traits. Past results also show that an omni-channel approach is more effective, and that pairing a business reply card mailing along with digital tactics drives more engagement.

The Energy Smart team also updated the translated the general Energy Smart Spanish and Vietnamese brochures. The updated brochures will aid the outreach during future outreach events and ensure the program and offerings are understood by these non-English speaking groups.

Leading up to the cooling season, a pre-season letter and referral postcard were sent to customers on May 29th. At the end of the first quarter, 24,000 business reply cards were sent. Over 500 replies were received in second quarter, resulting in a 2% response rate. This tactic will continue to be used throughout the third quarter.

Q3 will focus on a number of efforts to continue the promotion of EasyCool including development of an infographic. Messaging will highlight non-energy benefits and minimal disruption to home environments.

Table 7.1: Q2 2019 Marketing Tactical Calendar

TACTIC	TIMING	OFFERING
E-Circuit Newsletter	April	Earth Day theme - EasyCool
Refer-A-Friend Card & Door Hanger	April	EasyCool
Display Advertisement	April-May	EasyCool
E-Circuit Newsletter	May	Stay cool this summer - AC Tune-ups
Pre-Season Mailing	May	EasyCool
Bill Insert	May	EasyCool/HPwES
Facebook Advertisement	May-June	HPwES

Table 7.2: Q2 2019 Circuit Newsletter Metrics

MONTH	APRIL	MAY	JUNE
Scheduled Recipients	105,124	95,089	94,959
Delivery Rate	98.41%	98.82%	99.28%
Open Rate (Newsletter Interest)	27.02%	27.95%	26.57%
Click-to-Open Rate (Detailed Content Interest)	11.58%	8.81%	10.21%
Total Clicks	3,933	2,861	3,518
Unique Clicks	3,559	2,315	2,559
Click Rate	N/A	2.46%	2.71%
Ranked Link	1st	2nd	8th

Community Outreach

Highlights

In Q2, the Energy Smart team completed 31 community outreach activities, such as attending events, presenting to neighborhood associations and canvassing businesses. The total customer reach combined was 3,720 people, with staff engaging in one-on-one conversations with 871 individuals and directly generating 174 leads across home assessments and EasyCool. Of the 31 events, 23% of the events took place in Algiers.

Despite a lower community reach to individuals in Q2, the Energy Smart team was able to generate a comparable number of conversations and leads because the events attended allowed for more direct conversations and higher engagement quality. Venues included the Xavier University Earth Day Event, VIET, Baptist Community Ministries Resource Fair, Saint Rita Catholic Church Community Health Fair, Eat Local Challenge and a handful of senior events.

The Energy Smart team also added several NORD summer camps to the outreach portfolio in an attempt to reach the students’ parents. Camps include Community Works, A’s and Aces, Abundance of Desire, New Orleans Ballet Association and The NET Charter High School summer programs. Six hundred 9W LED bulbs were distributed to 150 campers with literature and sign up information for Energy Smart.

Table 7.3: Events by City Council District Q2

COUNCIL DISTRICT	EVENTS ATTENDED	PERCENT BY DISTRICT
A	4	12.9%
B	8	25.8%
C	10	32.3%
D	6	19.4%
E	3	9.7%
Grand Total	31	100.0%

Commercial Marketing and Outreach Highlights

During Q2 the Energy Smart team focused on driving program awareness and participation within the business community in both East Bank and Algiers territories. The key C&I customers segments targeted in Q2 were higher education, commercial property management companies, large consumers and hospitals.

New creative assets were developed and launched during Q2, such as full color print ads for Preservation in Print, Biz New Orleans and City Business Journal. Two Google paid search ads launched on May 8th and new e-blasts were developed and implemented targeting small and large C&I customers, healthcare and architectural firms.

For outreach events, the Energy Smart team developed segment specific presentations to ensure the content was current and relevant to the event and the attendees, such as the presentation given to the Louisiana Society of Healthcare Facility Managers. The Energy Smart team collaborated with the Energy Louisiana Entergy Solutions team and Green Coast Enterprises in the development of this presentation which showcased the C&I program offerings for both Energy Smart and Entergy Solutions and detailed the benefits of implementing energy efficiency measures in healthcare facilities. The presentation was well received and resulted in several valuable leads.

Plans for Q3 include developing marketing assets targeted to commercial property management companies, retail, office and large C&I customer segments. Tactics will include e-blasts, tailored presentations to associations, digital and print advertising and continued direct customer outreach. The Energy Smart team will continue to develop new case studies for specific customer and facility types.

Marketing Assets

- Color print ad for business publications
- Digital paid search ads

- Eblasts to targeted C&I customers

Marketing Tactics

- Program content in e-newsletters such as:
 - New Orleans Agenda e-newsletter
 - Biz New Orleans e-newsletter
 - Chamber of Commerce Event calendar
 - StayLocal e-newsletter
- Eblast to all Trade Allies on April 1 messaging Lighting Application Tips Discussion Trade Ally meeting (meeting was cancelled on 4/11)
 - Open rate: 48.6%
 - Click rate: 2.8%
- Eblast to commercial ENO accounts on April 4, messaging the Energy Smart Program and the NOLA Energy Challenge
 - Open rate: 15.7%
 - Click rate: .2%
- Eblast to all Trade Allies on April 10 regarding the Q2 Trade Ally Newsletter
 - Open rate: 46.2%
 - Click rate: 2.8%
- Secured interview on April 17 between Entergy New Orleans client and Biz New Orleans
 - Article ran April 22 in Biz New Orleans newsletter
- Eblast targeting healthcare industry on April 23 messaging Energy Smart Incentives for the Healthcare Industry
 - Open rate: 26.9%
 - Click rate: 7.1%
- Full color, ¼ page print ad ran May 1 in Biz New Orleans magazine
- Eblast to participating Entergy C&I customers and Trade Allies on May 3 messaging Energy Smart Mid-Year Announcements
 - Open rate: 26.8%

- Click rate: 1.2%
- Eblast to Higher Education Cohort on May 6 announcing the Higher Ed Cohort meeting
 - Open rate: 32.8%
 - Click rate: 12.1%
- Launched Google Paid Search ads on May 8
 - Results as of June 30
 - Impressions: 2603
 - Clicks: 136
 - Calls: 25
- Full color ¼ page print ad ran in May 24 issue of City Business Journal
- Eblast to Trade Allies on May 29 messaging the Energy Smart Efficiency Panel Discussion
 - Open rate: 54.6%
 - Click rate: 4.6%
- Eblast targeting architectural firms on June 27 messaging Energy Smart Incentives
 - Open rate: 20.0%
 - Click rate: 0%

Outreach Tactics, Events and Presentations

Direct targeted outreach to key customers and segments was defined in the PY9 Marketing, Communications & Outreach Plan. During Q2, the outreach team targeted the following segments: higher education institutions, hospitals, large C&I and commercial property management companies. The Energy Smart team made over 180 direct outreach contacts via email, phone and attended or presented at 42 meetings to customers and customer groups.

Table 7.4: Q1 2019 Commercial Outreach Events

DATE	EVENT
April 1	CX Customer Meeting
April 3	USDA Meeting
April 4	Ron Somerville Meeting
April 8	Orleans Parish School Board Meeting
April 9	NASA Michoud Meeting

April 9	Convention Center Meeting
April 9	Riverwalk Meeting
April 10	Build NOLA Mobilization Fund Information Session
April 10	Institute of Real Estate Management Meeting
April 12	Norman Roussell Meeting
April 16	Entergy Lunch & Learn Entergy
April 16	ASHRAE Meeting
April 17	Siemens Meeting
April 26	Good Work Network Meeting
April 29	Domain – Crescent Club Apartments
May 8	Good Work Network Meeting
May 10	Louisiana Society of Hospital Facility Managers
May 14	Tulane University Business School Meeting
May 20	University of New Orleans
May 21	ASHRAE Meeting
May 22	StayLocal Meeting
May 22	Renaissance Publishing Business Networking Lunch
May 22	St. George Church Meeting
May 22	Touro Infirmary Meeting
May 28	Children's Hospital
May 30	NOLA Energy Challenge
May 30	Renaissance Publishing Networking Event
May 31	Goodwood Meeting
June 4	University Medical Center
June 4	International Facility Manager Association
June 5	Entergy Customer Service Managers Storm Preparedness Meeting
June 5	The Green Project Meeting
June 10	MCC Hotel Meeting
June 11	New Orleans Food Co-op Meeting
June 11	Children's Hospital Meeting
June 11	WDG Architects Meeting
June 11	Jackson Barracks Meeting
June 12	New Orleans Metropolitan Association of Realtors – Commercial Division
June 12	SUNO Meeting
June 24	City Park Meeting
June 25	NOLA Energy Challenge Meeting
June 28	Institute of Real Estate Management Luncheon

Program Presentations:

- Higher Education – 3 presentations
- Financial – 1 presentation

- Hospitality – 2 presentation
- Healthcare – 4 presentations
- Associations – 9 presentations
 - ASHRAE
 - Louisiana Society of Hospital Facility Managers
 - Institute of Real Estate Management
 - International Facility Managers Associations
 - Renaissance Publishing Group
- Non-Profit Organizations – 3 presentations
- Publicly Funded Institutions – 3 presentation
- Direct Customer Outreach – 9 presentations
- Government – 5 presentations
- Retail – 1 presentation
- Property Management – 1 presentation
- Entergy Internal Groups – 2 presentations

Higher Education Cohort

The goal of the Higher Education Cohort is to develop a peer-to-peer exchange network that provides a forum for sharing effective methods for achieving energy savings as well as overcoming barriers to success. The Cohort provides a platform for collaboration to share knowledge, reduce barriers and promote effective strategies for making campuses more sustainable and energy efficient. The Cohort has evolved substantially since its launch in 2017 with more participating institutions and other organizations that face similar challenges from a campus configuration.

The second quarterly meeting of PY9 was held on May 14, 2019 and attended by participants from six institutions. The cohort meeting started with presentations from two of the Higher Education Cohort members. Kirk Deslatte from LSU Health reviewed energy efficiency projects he completed with Energy Smart and the process and barriers along the way. Dr. Latonia Viverette Batiste gave an overview on Student Involvement and Sustainability at Xavier University. The Energy Smart team provided program updates on budget pipeline, trade ally tiering levels, program clarifications regarding free ridership and savings estimates as well as reviewing the results from the Higher Education Cohort Survey and reviewing the 2019 goals for the Higher Education Cohort and status of those goals. At time of the

meeting, the cohort is forecasting to have 41% of their 5 million kWh savings goal submitted and in the pipeline. The purpose of the Higher Education Cohort Survey was to discover what cohort members wished to gain from the meetings. The top three results were on 1) understanding how to participate in the program 2) learning about energy efficiency topics and 3) learning about sustainability and energy efficiency strategies. Meeting adjourned with roundtable Q&A.

Table 7.5

DATE	LOCATION	TOPIC
Q2 – May 14	LSU Health Services	Member Presentations; Energy Smart Program Updates; Higher Education Cohort Updates; Roundtable discussion.
Q1 – February 12	Archdiocese of New Orleans	2018 Program Results; Best Practices for Senior Management Engagement in Energy Efficiency; Roundtable discussion; goals for 2019.

Participating Institutions and Organizations:

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

Trade Allies

Trade Ally Highlights

In Q2 the Energy Smart team continued to build upon the success from the first quarter of 2019. Residential offerings for both Algiers and New Orleans continued to move along strongly in Q2, with Multi-Family being a particular focus. The Commercial and Industrial Trade Ally network grew by 14%. The Energy Smart team provided both Residential and C&I Trade Allies with training and networking opportunities that enhanced the program and increased production.

In the beginning of May, Energy Smart held the second quarterly Trade Ally Advisory Group meetings for both the Residential and C&I networks. The Energy Smart team identified further opportunities in Q2 for engagement with C&I Trade Allies that will be implemented throughout the remainder of PY9. These opportunities include networking events, green building facility tours, technical energy efficiency trainings, sales trainings and increasing the level of communication between facility directors and Trade Allies. Objectives include building stronger relationships with community stakeholders who can assist with increasing diversity within the Trade Ally Network. The residential program identified the following opportunities for Q3 from the Q2 residential Trade Ally Advisory Group meeting: the need to formally report customer referrals, the opportunity to build a framework for the creation of a tiered residential Trade Ally ranking system, more technical one-on-one trainings specific to rebate submissions, and the opportunity to create a one-stop-shop for Trade Allies to see valuable resource materials such as past newsletters or local community event calendars.

Trade Ally Advisory Group Meeting (TAAG)

The Q2 C&I TAAG meeting was held on May 2, 2019. Thirty C&I Trade Allies, representing 24 companies, were in attendance. The TAAG meetings continue to see increased attendance and participation which demonstrates the value of the group. The Q2 meeting focused on program updates regarding funding and goal attainment, as well as the unveiling of the forthcoming tiered Trade Ally ranking system the online searchable Trade Ally database that will launch in early in Q3. In addition, two guest speakers presented at the meeting. Camille Pollan from the City of New Orleans Office of Resilience and Sustainability promoted the City's Energy Challenge and Monique Pilie of Louisiana Green Corps promoted Louisiana Green Corps as a workforce development resource for Trade Allies. One major area of interest that was identified in the meeting were new construction projects. Specifically, the Trade Allies requested information on how to determine new construction baselines and the method for calculating incentives.

Other C&I discussion topics included:

- Tips on using Energy Smart marketing materials in the consulting process.
- Guidance on avoiding free ridership in projects.
- Ways in which post-project follows up with clients and excellent customer service can impact sales.
- Feedback on upcoming training opportunities.

During the Q2 Residential Trade Ally Advisory Group meeting, also held on May 2nd, Monique Pilie from LA Green Corps promoted Louisiana Green Corps as a source of workforce development for Trade Allies. In addition, the Energy Smart team reviewed participation guidelines for representing the program and a Trade Ally’s company to customers, as well as guidelines for scheduling services and referring customers to the program. Trade Ally discussion included conversations about possible changes to best practice standards and rebate requirements, with different ways to service customers in the residential program offerings. Trade Allies expressed interest in training technicians directly on best practices and the Trade Ally manual. They also requested clarification on the differences between requirements in measures that overlap one another, such as air sealing and attic insulation. Lastly, Trade Allies agreed to supplying documentation for homes upon program request in the event that an issue or hazard is detected.

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, as the networks are considered separate in nature.

The Commercial and Industrial Network registered 14 new Trade Allies, while the Residential Network welcomed 3 new Trade Allies.

Table 8.1

CATEGORY	# OF COMPANIES
C&I Network	111
Residential Network	27
Total Engagement	138

Contractor Participation

Participation is defined as registered Trade Allies who have completed and closed out projects in Q2 of 2019.

In addition to the 8 registered C&I Trade Allies that have completed and/or closed out a project, there are 2 participating contractors that will be targeted for recruitment in Q3. Residential Trade Allies new to the program began scheduling customers and will begin servicing homes during the start of Q3.

Table 8.2

CATEGORY	# OF COMPANIES
C&I Network	8
Residential Network	11
Total Engagement	19

Table 8.3: Trade Ally Newsletter Statistics

	Residential	C&I
Date Sent	5/29/19	4/10/19
# Sent	70	107
Open Rate	50%	40.2%
Click Rate	16%	2.8%
Total Clicks	7	3
Total Opens	60	43
Unsubscribes	0	0
Time Spent Viewing Email*	71.4%	N/A

*Time spent viewing email is the percent of people who opened the email and viewed for more than 8 seconds.

Program Training

Residential

Q2 began with Trade Ally and customer outreach, as well as many field trainings held for technicians while working in customer homes. The two main areas of focus were best practices and customer communications.

The Energy Smart team also offered multiple office meetings with Trade Allies, ensuring rebate forms are meeting the required standards and field services are being performed properly.

On June 4, 2019, the Energy Smart team held a Trade Ally training entitled “Selling Your Work at The Door” with a focus on sales and communication for technicians, other field and office staff. The 7 Trade Allies in attendance learned about methods to quickly identify the personality types of customers they are working with and practiced implementing an elevator pitch to each other based on the different personality types. Trade Allies who attended expressed interest in attending this training again in the future. The team also received requests from other Trade Allies that were unable to attend, requesting that the training be held again for their technicians.

Commercial and Industrial

In Q2, the Energy Smart team began implementing the Trade Ally engagement plan for C&I Trade Allies. Energy Smart provided opportunities for Trade Allies to learn from other Trade Allies as well as from engaged customers. The first peer-to-peer education session occurred on April 10, 2019 where a representative of one Trade Ally focusing on building controls presented on the terminology in the field as well as the latest technology. This presentation also focused on the most effective way to submit non-lighting applications to the program. The Energy Smart team also facilitated a training entitled “Energy Efficiency Facility Directors Panel Discussion” which was highly attended and afforded Trade Allies the opportunity to learn directly from facility directors who have become leaders in energy efficiency through the Energy Smart program. The team also partnered with the Louisiana Chapter of the U.S. Green Building Council (USGBC) and offered a green building tour of a LEED-certified building, focusing on the energy standards within LEED.

Throughout Q2, the Energy Smart team focused on individual trainings on the process and program participation. The Energy Smart team assisted 10 Trade Allies with topics such as utilizing custom lighting and non-lighting calculators as well as proper documentation for submitting applications to the program. In addition to trainings developed by the Energy Smart program for Trade Allies, the Energy Smart team received training with respect to building science and energy efficiency. Staff toured the facilities at The Shop at the CAC, led by a facilities director who covered a range of lighting and non-lighting topics with respect to energy efficiency.

Detailed Program training data can be found in Appendix C: Training and Education.

Graph 8.1

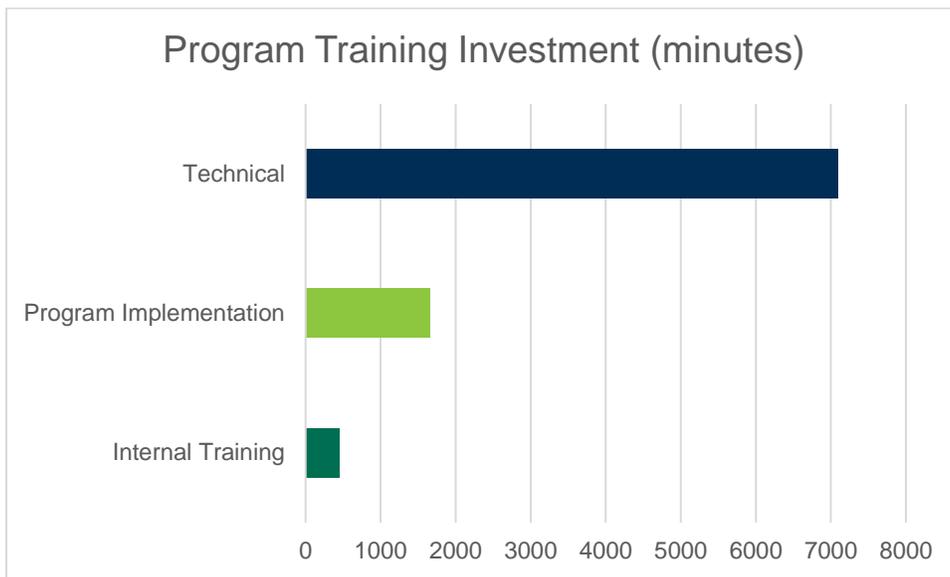
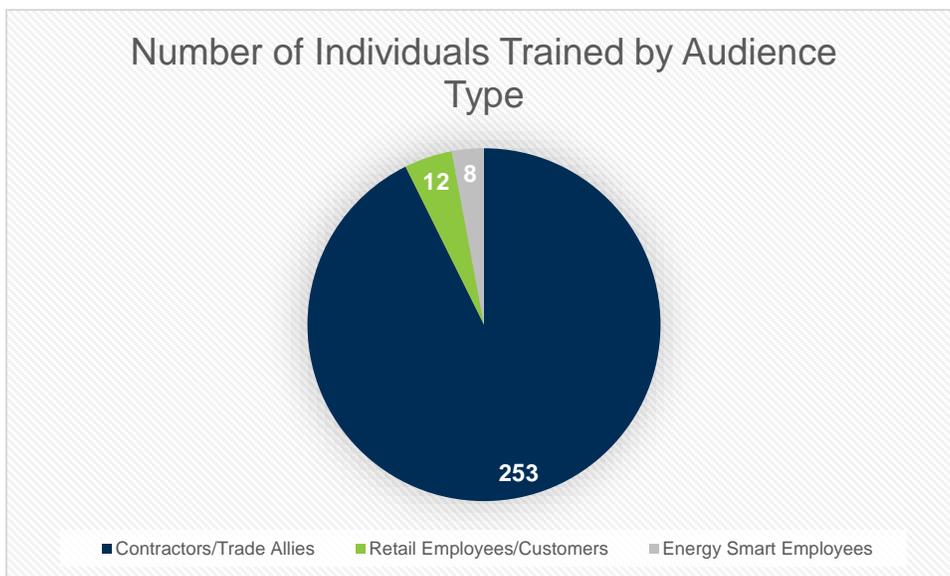


Chart 8.1



Initiatives

Market Segmentation

Within the Residential Portfolio, Energy Smart used digital tactics such as email, Facebook ads and Google Display ads to promote the EasyCool offering. Emails were sent to customers who have not yet signed up for EasyCool. This email list was used to create an audience for Facebook ads. The Google Display ads targeted the New Orleans area with ads that tested messaging and design promoting EasyCool on the Google Display network of websites. Message testing included three different campaigns: the 2018 campaign, a campaign focused on environmental stewardship, and another campaign focused on the \$40 incentive.

Within the Commercial and Industrial Portfolio, the Energy Smart team has been applying a market segment approach throughout PY9. This approach has involved identifying the key target segments based on past participation and segment growth opportunities. Once key segments were identified, the team developed lists of contacts, organizations and associations to target segments by quarter. During Q2, the team targeted the following segments via marketing and outreach tactics:

- Higher Education Institutions
- Commercial Property Management
- Hospitals
- Large C&I
- Algiers

Supplier Diversity

Workforce Development

A key component of Energy Smart's delivery model is to continuously improve and elevate Trade Ally skills and capabilities through training and workforce development initiatives. The program's main training and workforce development partner is the Urban League of Louisiana, a national organization with significant experience with workforce development and training initiatives.

The Urban League of Louisiana (ULLA) serves an integral role in the New Orleans community as an advocate, a service provider and a trusted source of information for minority communities and underserved populations on a variety of topics. As such, ULLA plays a pivotal role in engaging these communities on behalf of Energy Smart, reaching minority contractors to prepare them to provide energy efficiency services for clients and to prepare them for green industry opportunities in the region.

Additionally, ULLA's Contractor Resource Center provides support and training to local contractors who may not have previous experience performing energy efficiency upgrades or who haven't worked with a utility incentive program in the past.

The majority of Energy Smart Residential and C&I program trainings are developed in coordination with the Urban League of Louisiana's Contractor Resource Center, which already provides year-round training for contractors at their multiple Louisiana locations.

In Q2, the Energy Smart team established relationships with several new commercially-focused partners with respect to building a robust energy efficiency economy. These partners include a non-profit organization which trains young adults to enter the construction industry, a provider of business consulting services specializing in business certifications, two economic-development agencies and a business management organization offering training within the community.

Residential workforce development initiatives included regular field-based trainings with Trade Ally staff to explain code of conduct, best practices and materials and methods for working with different types of residences throughout Orleans Parish. These trainings occur regularly while the Energy Smart team conducts quality assurance inspections of Trade Ally work. Additional meetings were held at the request of Trade Allies, where aspects of the offerings or measures were explained in greater detail, to ensure best possible operations between a Trade Ally and the Program.



FINANCIAL PERFORMANCE



Incentive Budget Highlights

	INCENTIVES SPENT	INCENTIVE BUDGET*	% OF BUDGET*
ALGIERS – SMALL C&I	\$5,229	\$105,675	4.95%
ALGIERS - LARGE C&I	\$ -	\$113,462	0%
ALGIERS – PFI	\$ -	\$38,312	0%
ALGIERS - RES	\$147,211	\$194,280	75.77%
N.O. – SMALL C&I	\$207,758	\$1,136,305	18.28%
N.O. - LARGE C&I	\$346,936	\$3,445,727	10.07%
N.O. – PFI	\$ -	\$446,882	0%
N.O. - RES	\$1,007,257	\$2,432,091	41.42%
TOTAL	\$1,714,391	\$7,912,734	21.67%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary table shows incentive spend from January 1st through June 30th, 2019.

As of June 30, 2019, ENO-Legacy Energy Smart had a remaining balance of approximately \$4.6M left in the account. This funding is composed of Rough Production Cost Equalization payments as well as funding stemming from a Community Block Development Grant tax treatment. ENO-Algiers Energy Smart had approximately \$303,426 remaining in the account.

Appendices

Appendix A: School Kits & Education Summary

SCHOOL	DATE	NUMBER OF KITS	ENROLLMENT OFFERING	TERRITORY
KIPP RENAISSANCE HIGH SCHOOL	4/11/2019	150	Charter	New Orleans
KIPP BOOKER T. WASHINGTON HIGH SCHOOL	4/29/2019	120	Charter	New Orleans
ALICE M. HARTE CHARTER SCHOOL	5/10/2019	84	Charter	Algiers
Total		354		

Appendix B: Community Outreach Summary

DATE	PRESENTATION TYPE	EVENT NAME/ ORGANIZATION	DISTRICT	AUDIENCE	REACH
4/1/2019	Table at Public Building	CCC	B	Residential	220
4/2/2019	Fair or Festival	XULA Earth Day	B	Residential	150
4/3/2019	Table at Public Building	CCC	B	Residential	300
4/6/2019	Table at Public Building	Council District C/Algiers Housing Summit	C	Algiers	63
4/10/2019	Fair or Festival	Bike to work Day/Week	B	Residential	155
	Table at Public Building	CCC-Westbank	C	Algiers	150
4/13/2019	Neighborhood Presentation	Lower 9 Homeowner Presentation	E	Residential	16
4/14/2019	Fair or Festival	Saint Rita Catholic Church - Community Health Fair	A	Residential	150
4/16/2019	Fair or Festival	Earth Day at Botanical Gardens	A	Residential	600
4/17/2019	Table at Public Building	CCC-Westbank	C	Algiers	175
4/22/2019	Table at Public Building	Earth Day at Green Project	C	Residential	65
4/24/2019	Table at Public Building	CCC-Westbank	C	Algiers	150
4/30/2019	Neighborhood Presentation	VIET	E	Residential	32
5/8/2019	Neighborhood Presentation	ReFresh Monthly Meeting	B	Residential	34
5/15/2019	Table at Public Building	CCC-Westbank	C	Algiers	85
5/19/2019	Fair or Festival	Trinity C.A.R.E.S. Resource Fair	B	Residential	250
5/22/2019	Table at Public Building	CCC-Westbank	C	Algiers	60
5/23/2019	Neighborhood Presentation	LA Green Corps	D	Residential	7
5/24/2019	Neighborhood Presentation	LA Green Corps	D	Residential	7
5/31/2019	Neighborhood Presentation	Gladewaves Presentation	A	Residential	17
6/1/2019	Fair or Festival	Eat Local	C	Residential	75
6/3/2019	Table at Public Building	Baptist Community Ministries Congregational Wellness 4th Biennial Resource Fair	D	Residential	225
		CCC-Eastbank	B	Residential	150
6/12/2019	Neighborhood Presentation	ReFresh Monthly Meeting	B	Residential	31
		Treme Neighborhood Assoc	C	Residential	27
	Table at Public Building	CCC-Westbank	C	Algiers	120
6/13/2019	Small Commercial Direct Install	Central Missionary Baptist Church	E	Residential	3
6/25/2019	Table at Public Building	NOLA Energy Challenge	A	Residential	10
6/26/2019	Neighborhood Presentation	Networking luncheon with Prosperity Now	D	Residential	60
	Table at Public Building	United HealthCare Member event - Seniors	D	Residential	58
6/29/2019	Table at Public Building	Living Water Baptist Church Health and Wellness Fair	D	Residential	275
				Total Reach	3,720

Appendix C: Training and Education

DATE	TITLE	AUDIENCE	# ATTENDEES	LENGTH	OBJECTIVE	DESCRIPTION
4/1/2019	Training Phone Call to Trade Ally Solar Alternatives	C&I Trade Ally Solar Alternatives	1	30	Train a new Trade Ally on Lighting Calculator and Program Overview	Phone call on lighting calculator and program overview
4/2/2019	APTIM Internal Training	Energy Smart Employees	1	30	To Train Marketing Department on Process for Submitting Projects to Energy Smart C&I Program	Marketing Department trained on custom lighting calculator and an overview of other documents necessary for Trade Allies to submit projects to Energy Smart
4/4/2019	Trade Ally Training	C&I Trade Ally BrotherhoodWay General Contractors	3	60	Train a Trade Ally on Lighting Calculator and Program Overview	Trained the owner and two employees on lighting calculator and paperwork process for submitting projects
4/9/2019	Residential Field Training (BrotherhoodWay General Contractors)	Residential Trade Allies	1	15	Training technicians on best methods to performing services for customers.	Topic(s); scheduling. customer interaction
4/9/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	15	Training technicians on best methods to performing services for customers.	Topic(s); Efficiency of LED light bulbs and helped install them. The program
4/10/2019	Trade Ally Peer-to-Peer Presentation	C&I Trade Allies	4	60	Training trade allies on introduction to building controls	Trade Ally in building controls taught other trade allies about terminology and basics of building controls technology
4/12/2019	Residential Field Training (General Heating & AC)	Residential Trade Allies	2	60	Training technicians on best methods to performing services for customers.	Topic(s); rebate forms. Best practices. Schedules. Hazard disclosure. Program requirements for branding/paperwork/presentation. (ID/decal)
4/16/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	20	Training technicians on best methods to performing services for customers.	Topic(s); uniform requirements. Hazard disclosure. program descriptions (multi-family classification)
4/16/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	10	Training technicians on best methods to performing services for customers.	Topic(s); uniform requirements. Hazard disclosure. program descriptions (multi-family classification)
4/22/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	3	30	Training technicians on best methods to performing services for customers.	Topic(s); Air sealing opportunities
4/23/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	15	Training technicians on best methods to performing services for customers.	Topic(s); mastic thickness. Spray foam in system covering requirements.
4/23/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	20	Training technicians on best methods to performing	Topic(s); Informed Gage about Hazard Disclosure form and knob and tube. Informed customer about the same issue.

					services for customers.	
4/24/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	15	Training technicians on best methods to performing services for customers.	Topic(s); hazard disclosure form usage and potential reasons for usage.
4/24/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	2	20	Training technicians on best methods to performing services for customers.	Topic(s); material usage. Rebate form usage.
4/24/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	3	20	Training technicians on best methods to performing services for customers.	Topic(s); duct sealing requirements. Hazard disclosure. MVR. Fresh air intake/dehumidifier rec.
4/29/2019	Residential Field Training (Big Star Conservation)	Residential Trade Allies	2	80	Training technicians on best methods to performing services for customers.	Topic(s); first five. New crew lead. Order of operations with multiple measures. Sealing opportunities in attic. Material requirements. Rebate fill out. Best practices for prioritizing sealing opportunities. MVR calculations.
4/30/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	20	Training technicians on best methods to performing services for customers.	Topic(s); whole house approach. Follow up opportunities. Addressing customer concerns
5/1/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	2	30	Training technicians on best methods to performing services for customers.	Topic(s); documentation. Schedule requirements. Rebate fill out. Identification requirements.
5/1/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	30	Training technicians on best methods to performing services for customers.	Topic(s); Trained Shemar on Hazards of spray foam in ac system. Trained Homeowner about LED's and helped install her Energy Smart Kit Showerhead, kitchen fixture and bathroom fixture.
5/2/2019	Q2 Trade Ally Advisory Group meeting	C&I Trade Allies	29	90	Provide Q1 Review and announce Q2 updates to the program as well as financial status updates	Presentation by Energy Smart to Commercial and Industrial Trade Allies
5/2/2019	Q2 Trade Ally Advisory Group meeting	Residential Trade Allies	13	120	Formal feedback event; workshop learning. Target focus for feedback is best practices of the program.	Presentation by LA Green Corps and Energy Smart to Residential Trade Allies. Guided conversation.
5/6/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	2	30	Training technicians on best methods to performing services for customers.	Topic(s); measurement documentation. picture documentation requirements
5/6/2019	Trade Ally Training	C&I Trade Ally Energy Savers	3	60	Lighting Calculator and Program Overview	Meeting to review the steps for submitting custom non-lighting applications with 3 representatives of the Trade Ally

5/8/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	3	30	Training technicians on best methods to performing services for customers.	Topic(s); Attic prep. Ventilation requirements.
5/8/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	20	Training technicians on best methods to performing services for customers.	Topic(s); scheduling requirements. best practices. material requirements
5/10/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	20	Training technicians on best methods to performing services for customers.	Topic(s); blower access/cleaning. Best practices
5/10/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	30	Training technicians on best methods to performing services for customers.	Topic(s); best practices. Materials usage. Documentation. safety
5/10/2019	Trade Ally Training	C&I Trade Ally Diversified Energy	2	60	Lighting Calculator and Program Overview	Meeting to review the steps for submitting custom non-lighting applications with 2 representatives of the Trade Ally
5/14/2019	Trade Ally Training	C&I Trade Ally Colmex	4	75	Program Overview – Prescriptive, Custom Lighting, and Custom Non-Lighting	Meeting to welcome a new Trade Ally and provide all-encompassing initial program training
5/15/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	80	Training technicians on best methods to performing services for customers.	Topic(s); Hard duct addressing. Dealing with problem customers. appropriate material usage
5/15/2019	Trade Ally Peer-to-Peer Training	C&I Trade Allies	8	60	Trade Ally Computrols training on cooling-tower efficiency	Presentation on the latest technology associated with cooling towers
5/15/2019	Trade Ally Recruitment and Training	C&I Trade Ally Energy Grainger	1	30	Program Overview and Implementation	Phone call to provide an overview of the program and all steps needed to submit projects to Energy Smart
5/16/2019	Residential Field Training (Diversified Energy)	Residential Trade Allies	3	40	Training technicians on best methods to performing services for customers.	Topic(s); test in/out. Proper set up/take down. Addressing customer concerns.
5/16/2019	APTIM Training	APTIM employees	6	60	Engineering Training on energy efficiency	Building tour of The Shop, focusing on energy efficiency of lighting and non-lighting aspects of the building
5/20/2019	Manufacturer Training	APTIM	1	60	Manufacturer and Installer of controls	Topics: Site Worx technology, demonstrations, and webinars to aid Trade Allies in the future
5/21/2019	Residential Field Training (Big Star Conservation)	Residential Trade Allies	2	30	Training technicians on best methods to performing services for customers.	Topic(s); Proper Air sealing procedures
5/23/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	1	30	Training technicians on best methods to performing	Topic(s); Program scope, and limitations

					services for customers.	
5/24/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	15	Training technicians on best methods to performing services for customers.	Topic(s); whole house approach. Air barrier concerns
5/24/2019	Trade Ally Training	C&I Trade Ally Grainger	1	30	Program Overview and Implementation	Address concerns about estimated incentives and liability of Grainger taking on risk of unfulfilled incentives, as well as the concern of the fact that Grainger will not be doing the installations
5/24/2019	Trade Ally Training	C&I Trade Ally Ivy Consulting	1	45	Program Overview and Implementation	Review of overall program and discussion of where Trade Ally services can fit into the program
5/27/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	20	Training technicians on best methods to performing services for customers.	Topic(s); Ac Tune-Up requirements. Safety.
5/28/2019	Commercial Customer Training	Commercial Customer Children's Hospital	1	60	Commercial Customer with In-House Labor – Program Overview and Implementation	Custom and prescriptive calculator overview and document submission overview
5/29/2019	Residential Field Training (CNC Construction)	Residential Trade Allies	1	40	Training technicians on best methods to performing services for customers.	Topic(s); Best practices (solvent mixing according to instructions) safety. Uniform requirements.
5/30/2019	C&I Trade Ally Training	C&I Trade Ally Siemens	2	60	Program Overview and Implementation	Overview of lighting and non-lighting calculators and documents needed for submission
5/31/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	1	30	Training technicians on best methods to performing services for customers.	Topic(s); Best practices. Rebate data.
5/31/2019	Residential Field Training (Home Energy Savers)	Residential Trade Allies	2	20	Training technicians on best methods to performing services for customers.	Topic(s); air seal opportunities
5/31/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	35	Training technicians on best methods to performing services for customers.	Topic(s); Best Practices (Blower and evap)
6/3/2019	C&I Trade Ally Training	C&I Trade Ally Johnson Controls	8	60	Program Overview and Implementation	Overview of lighting and non-lighting calculators and documents needed for submission
6/4/2019	Residential Training - Selling Your Work at the Door	Residential Trade Allies	7	140	Training technicians and crew leads on methods to upsell or present trade ally company services for customers.	Explaining the resources available to technicians to improve the customer experience.

6/7/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	1	15	Training technicians on best methods to performing services for customers.	Topic(s); best practices test in. documentation.
6/10/2019	Commercial Customer Training	Commercial Customer MCC Group	2	60	Program Overview and Implementation	Overview of lighting and non-lighting calculators and documents needed for submission
6/11/2019	Residential Field Training (Louisiana Home Performance)	Residential Trade Allies	2	15	Training technicians on best methods to performing services for customers.	Topic(s); program requirements. (contact) schedule compliance
6/11/2019	Commercial Customer Training	Commercial Customer – Children’s Hospital	1	60	Custom Lighting Calculator Training	Input the specific lighting examples from the building on the far end of the Children’s Hospital campus
6/11/2019	C&I Trade Ally Training	C&I Trade Ally Training WDG Architects	2	60	Program Overview and implementation	Overview of lighting and non-lighting calculators and documents needed for submission
6/13/2019	Residential Field Training (Rebirth Energy Solution)	Residential Trade Allies	2	30	Training technicians on best methods to performing services for customers.	Topic(s); New hire orientation. Program expectations. Best Practices
6/18/2019	Energy Efficiency Facility Directors Panel Discussion	C&I Trade Allies and Commercial Customers	36	75	Energy Efficiency panel discussion led by three facilities directors participating in Energy Smart To provide an opportunity to tour a green building and learn about LEED certification	Discuss a range of topics associated with energy efficiency and participating in Energy Smart, as well as provide a networking event for Trade Allies and commercial customers
6/19/2019	Green Building Tour	C&I Trade Allies and the overall community	20	60	To provide an opportunity to tour a green building and learn about LEED certification	Tulane campus planning department led a green building tour in LEED-Silver Dinwidde Hall
6/20/2019	Residential Field Training (Rebirth Energy Solution)	Residential Trade Allies	1	30	Training technicians on best methods to performing services for customers.	Topic(s); insulation installation (kneewall). Moisture control. Insulation rating.
6/21/2019	Residential Field Training (H&E Comfort Services)	Residential Trade Allies	2	65	Training technicians on best methods to performing services for customers.	Topic(s); Program orientation. Expectations. Best Practices. Code of Conduct.
TOTAL			205	2,530		

Appendix D: Marketing Collateral

Commercial and Industrial



www.staylocal.org | [Facebook](#) | [Twitter](#) | [Instagram](#) | info@staylocal.org

Eat Local Challenge: Take the Pledge



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

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

[See full details here](#)

It Pays to Be Energy Smart

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



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

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

Energy efficient upgrades can help your business:

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

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

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Local Happenings

[Join us NOLA B2B Office Hours](#)

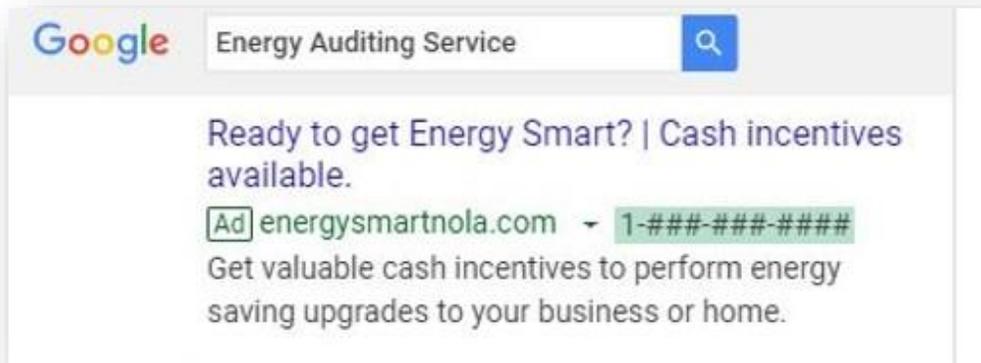
Thurs. July 11, 18 & 25 | 1:00 - 10:00 am | Church at Hotel Peter and Paul
StayLocal's annual initiative to encourage local businesses to source products and services from other businesses in the GNC area. Book up for six 15-minute consultations with business experts across our

Local Happenings

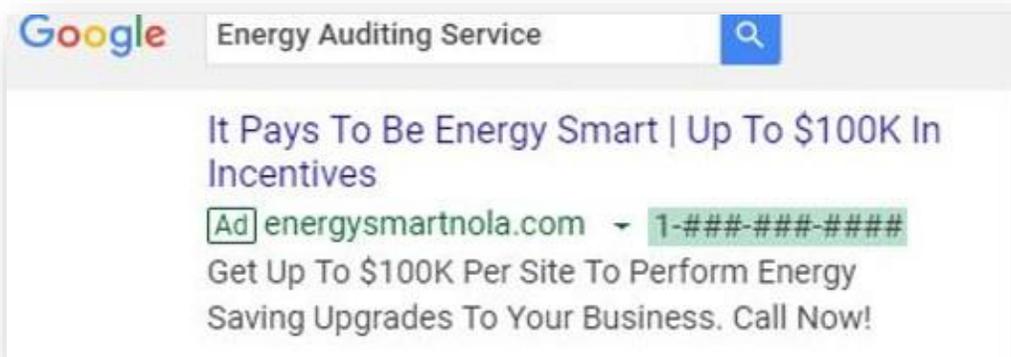
StayLocal June Newsletter



Preservation Print June Ad



Google Paid Search Ad 1



Google Paid Search Ad 2



Ready to get Energy Smart?

Energy Smart incentivizes business customers to perform energy saving upgrades.

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

**Building
Automation Systems**

**Chillers
& Motors**

**HVAC Upgrades
& Optimization**

**Lighting
& Lighting Control**

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



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**City Business Journal & Biz New Orleans
May 2019 Insertions**



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

Q1 Review and Highlight

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

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

2019 Program Updates

Calculator Update:

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

Trade Ally Tier Rankings

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

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

		TRADE ALLY TIER LEVELS					
LEVELS		PLATINUM 10+ points ◆◆◆	GOLD 6-9 points ◆◆	SILVER 2-5 points ◆	GENERAL TRADE ALLY 0-1 points		
LIGHTING	Total Projects Completed in 2018	1-4 projects completed	5-4 projects completed	5-8 projects completed	9-12 projects completed	13-19 projects completed	20+ projects completed
	Total kWh Saved in 2018	5,000 - 10,000 kWh saved	10,001 - 50,000 kWh saved	50,001 - 100,000 kWh saved	100,001 - 1,000,000 kWh saved	1,000,001 - 5,000,000 kWh saved	5,000,001+ kWh saved
NON-LIGHTING	Total Projects Completed in 2018	1 project completed	2 projects completed	3 projects completed	4 projects completed	5 projects completed	6+ projects completed
	Total kWh Saved in 2018	5,000 - 50,000 kWh saved	50,001 - 100,000 kWh saved	100,001 - 500,000 kWh saved	500,001 - 1,000,000 kWh saved	1,000,001 - 5,000,000 kWh saved	5,000,001+ kWh saved

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

HOW TO EARN POINTS – AN EXAMPLE

A non-lighting trade ally turns in five projects with 900,000 total kWh saved in 2018.



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



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



TRADE ALLY TIER BENEFITS

Platinum: 10+ points

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

Gold: 6-9 points

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

Silver: 2-5 points

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

General Trade Ally: 0-1 points

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

Training Spotlight

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

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



Events and Professional Development

Energy Smart Q2 2019 Trade Ally Advisory Group Meeting

May 2, 2019
9-11 a.m.
Urban League
4640 S Carrollton Ave., Suite 118
New Orleans, LA 70119

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

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

ASHRAE CHAIRMAN MEETING SPEAKER - ERIC NORRIS

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

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

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

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

REGISTER

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

April 18
9-10 a.m.

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

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

REGISTER

Building Performance Institute - IDL Infiltration and Duct Leakage

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

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

Event Details: This two day BPI Infiltration and Duct Leakage course is a single-measure certification that meets IECC building code compliance for builders, contractors, and code officials who must perform duct leakage test and/or blower door tests on new construction or renovations to existing properties. It's a simple, comprehensive, and affordable way for HVAC companies and contractors to deliver the tests that builders need to meet IECC codes for air infiltration and duct leakage. Official BPI certification requires a passing grade on BPI's field examination. For more information contact Matt Kilian 225-883-8145.

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

Lighting Controls Webinar Training

April 24
8-9 a.m.

Webinar
Cost: Free

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

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

REGISTER

Building Performance Institute - Building Analyst

certification that meets IECC building code compliance for builders, contractors, and code officials who must perform duct leakage test and/or blower door tests on new construction or renovations to existing properties. It's a simple, comprehensive, and affordable way for HVAC companies and contractors to deliver the tests that builders need to meet IECC codes for air infiltration and duct leakage. Official BPI certification requires a passing grade on BPI's field examination. For more information contact Matt Kilian 225-883-8145.

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

REGISTER

ASHRAE CHAIRMAN MEETING SPEAKER TO BE ANNOUNCED

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

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

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

REGISTER

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

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

REGISTER

Building Performance Institute - Building Analyst

BPI Building Analyst Training

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

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

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

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

REGISTER

LaGrange Consulting

Course: Building Science 101

May 23, 2019
8 a.m.

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

Event Details: Paul LaGrange, LaGrange Consulting, will teach a class covering how to properly recognize and adjust building practices according to the second Law of Thermodynamics so that building failures related to moisture do not become part of your building project. For more information contact Paul LaGrange at 866-846-2143.

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

REGISTER

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

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Q2 Trade Ally Newsletter April 10, 2019

Energy Smart Announcements



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

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

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

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

Energy-efficient buildings have multiple benefits, including:

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

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

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

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



Ready to get Energy Smart?

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

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

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

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

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

Thank you,
The Energy Smart Program

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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. ©2019 Entergy Services, LLC. All Rights Reserved.

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

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AP11M 400 Poydras Street Suite 900 New Orleans, LA 70130 USA

Nola Energy Challenge and Energy Smart E-Blast April 4, 2019

The New Orleans Agenda

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

Get Energy Smart this Earth Day and Every Day After



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

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

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

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

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

Energy-efficient upgrades also can help businesses:

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

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

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

Visit our website

New Orleans Agenda Article April 12, 2019

Energy Smart Lighting Application Tips



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

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

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

Please click below to RSVP through Eventbrite.

[RSVP](#)

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

We hope to see you there.

Thank you,
The Energy Smart Program

Lighting Applications Tips E-Blast April 1, 2019

Higher Education Cohort Meeting Announcement



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

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

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

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

Topics covered will include:

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

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

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

Thank you,

The Energy Smart Program

Higher Ed Cohort E-Blast May 6, 2019



Energy Smart Incentives for the Healthcare Industry



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

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

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

New Orleans healthcare facilities can start participating today.

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

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

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

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

[Find Out More](#)

Healthcare Professional E-Blast April 23, 2019

Energy Smart Mid-Year Announcements



Dear Energy Smart Commercial Customers and Trade Allies,

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

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

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

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

FOLLOW THESE STEPS TO EARN INCENTIVES



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

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

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

Energy Smart Mid-Year Program Announcements May 3, 2019

Energy Efficiency Panel Discussion



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

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

Panelists:



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



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



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

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

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

Continental breakfast will be provided.

Agenda:

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

Click below to RSVP

[RSVP](#)

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

We hope to see you there.

Thank you,
The Energy Smart Program

Energy Smart Efficiency Panel Discussion May 29, 2019

IT PAYS TO BE ENERGY SMART



Dear architecture and planning professionals,

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

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

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

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

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

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

FOLLOW THESE STEPS TO EARN INCENTIVES



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

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

For more information about Energy Smart, visit energysmartno.com, email info@energysmartno.com or call **604-229-8883**.

E-Blast to Architects June 27, 2019

Residential

¿Listo para obtener Energy Smart?

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



Energy Smart es un programa integral de eficiencia energética desarrollado por el Consejo de la Ciudad de Nueva Orleans y administrado por Entergy New Orleans, LLC. ©2019 Entergy Services, LLC. Todos los derechos reservados.

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



Obtenga Energy Smart y ahorre



¿QUÉ ES ENERGY SMART?

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

- Evaluaciones energéticas a domicilio con medidas de instalación directa (LEDs, aireadores de grifo, cabezales de ducha de bajo flujo, etc.).
- Ajuste del aire acondicionado para mejorar el rendimiento de enfriamiento y la eficiencia de su unidad de aire acondicionado hasta en un 30 por ciento, además de obtener un reembolso instantáneo de \$500.
- Gane \$40 cada año, participando en la oferta de EasyCool para ayudar a garantizar un suministro continuo de energía para usted y sus vecinos.
- Reemplazo de los equipos existentes por equipos con calificación ENERGY STAR®.

A/C central	Un reembolso de hasta \$200 por sistema
Bomba de calor de fuente de aire	Un reembolso de hasta \$200 por sistema
Bomba de calor mini split (sin ductos)	Un reembolso de hasta de \$500 por sistema
A/C de ventana	Reembolso de \$50
Refrigerador	Reembolso de \$50
Calentador de agua con bomba de calor	Reembolso de \$400
Bomba de piscina	Reembolso de \$300
Aislamiento del ático	Hasta \$40 por pie cuadrado
Infiltración de aire	Promedio de \$250 por vivienda para una reducción de 650 CFM25
Sellado de conductos	Promedio de \$400 por vivienda para una reducción de 200 CFM25

¿POR QUÉ ELEGIR ENERGY SMART?

Ahorros - Gane valiosos descuentos en efectivo por ahorrar energía.

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

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

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

Energy Smart reduce el costo inicial de realizar mejoras en su hogar. Dependiendo de los proyectos que elija, Energy Smart puede ofrecerle más de \$5,000 para las mejoras energéticas de su hogar, lo que podría ahorrarle un 20 por ciento o más en su factura anual de energía eléctrica.








¿POR DÓNDE EMPIEZO?

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

General Energy Smart Program Brochure Spanish

Quý vị sẵn sàng sử dụng Energy Smart chưa?

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



Energy Smart là một chương trình tiết kiệm năng lượng toàn diện do Hội đồng Thành Phố New Orleans thiết lập và do Công ty Energy New Orleans, LLC quản lý điều hành. ©2019 Energy Services, LLC Báo Lưu Hộ Quyền

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



Sử dụng Energy Smart và Tiết Kiệm



ENERGY SMART LÀ GÌ?

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

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

Hệ thống điều hòa không khí trung tâm	Hoàn tiền trở lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Nguồn Khí	Hoàn tiền trở lại tới \$200 cho mỗi hệ thống
Máy Bơm Nhiệt Không Ống Dẫn	Hoàn tiền trở lại tới \$500 cho mỗi hệ thống
Máy điều hoà không khí gắn trên cửa sổ	Hoàn tiền trở lại tới \$50
Tủ lạnh	Hoàn tiền trở lại tới \$50
Máy Dọn Nước Nóng Bằng Bơm Nhiệt	Hoàn tiền trở lại tới \$400
Máy Bơm Hồ Bơi	Hoàn tiền trở lại tới \$300
Cách Nhiệt Trên Tầng Áp Mái	Tối thiểu là \$40 một feet vuông.
Lọc Khí	Trung bình \$250 mỗi nhà nếu giảm 650 CFM50
Bik Kín Đường Ống	Trung bình \$250 mỗi nhà nếu giảm 200 CFM25

TAI SAO NÊN CHỌN ENERGY SMART?

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

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

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

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

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

TÔI CÓ THỂ BẮT ĐẦU TỪ Đâu?

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





General Energy Smart Program Brochure Vietnamese

I enrolled in EasyCool and you should, too.



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

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



What's cool about EasyCool?

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



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



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

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

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EasyCool Refer a Friend Postcard

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

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

[Sign up ▶](#)




Find your way to savings.

Earn \$40 each year with EasyCool.

[Sign up ▶](#)




Increase energy conservation in New Orleans.

Use less energy by signing up for EasyCool.

[Sign up ▶](#)




Display Ads April




Why choose Energy Smart?

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

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

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NEW ORLEANS LA 70123-9905



EasyCool Refer a Friend Door Hanger




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

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

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

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

Energy Smart Enrollment

Name: _____ Email: _____

Address: _____

City: _____ ZIP: _____ Phone: _____

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

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

Home Performance With ENERGY STAR®

Income-Qualified Weatherization

A/C Tune-Up

Residential Lighting and Appliance Rebates

EasyCool

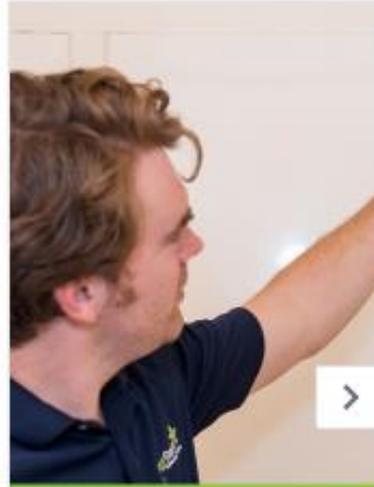
Please tear at the perforation and place in U.S. mail.
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Entergy New Orleans

Sponsored

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



Energy

Sign up to receive FREE energy-saving products.

Sign Up

Energy Smart for residential custo...

We can install shower heads more.

Energy Smart for residential

20

562 Comments 311 Shares

Like Comment Share

HPwES May Facebook Ad



Energy Smart Spotlight

May 2019

Energy Smart Residential Energy Efficiency Program

Contractor



How to be the perfect Energy Smart Trade Ally.

During the recent 2nd Quarter Trade Ally Advisory Group meeting, we discussed the importance of representing your company professionally and clearly to the customer. Here are some quick reviews of the program requirements.

[Read more ▶](#)



Q2 Trade Ally Advisory Meeting Recap

Last month we held the quarterly Trade Ally Advisory Meeting. Thank you to those who were able to attend, but for those who weren't able to make it, here's a brief recap of what we went over. We appreciate your partnership and all the work that you do on behalf of the Energy Smart offerings.

[Read more ▶](#)

Upcoming Events and Trainings

These meetings and courses are available to Registered Energy Smart Residential Trade Ally technicians and field or sales team members. Management and customer service staff are also encouraged to attend.



Energy Smart Residential Training - Selling Your Work at the Door

June 4
4-6:30 p.m.

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

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

[RSVP ▶](#)

Q3 Trade Ally Advisory Group Meeting

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

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

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

[RSVP ▶](#)

Energy Smart Residential Training - Planning and Practices for Attic Insulation

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

Urban League of Louisiana
4640 S. Carrollton Ave., Suite 110

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

[RSVP ▶](#)



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

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Trade Ally Newsletter

Appendix E: Program Photos

Commercial and Industrial



Q2 Higher Ed Cohort May 6, 2019



Peer-to-Peer Training in April 10, 2019



Energy Efficiency Q&A Panel June 18, 2019



Storm Preparedness Table Event June 5, 2019



Q2 Trade Alley Meeting May 2, 2019

Residential



Abundance of Desire, STEM Innovation Camp outreach in the Florida Neighborhood June 25, 2019.



Abundance of Desire, STEM Innovation Camp outreach in the Florida Neighborhood June 25, 2019.



New Orleans City's Bike to Work Day April 10, 2019



**WWII Museum Summer Camp where the Energy Smart Team distributed LEDs as part of summer outreach.
June 27, 2019**



**WWII Museum Summer Camp where the Energy Smart Team distributed LEDs as part of summer outreach.
June 27, 2019**



**WWII Museum Summer Camp where the Energy Smart Team distributed LEDs as part of summer outreach.
June 27, 2019**



**The Energy Smart Team doing community outreach
at the United Healthcare Quarterly Health fair senior event.
June 26, 2019**



**The Energy Smart Team restocks the materials at the Customer Care Center.
June 12, 2019**



**The Energy Smart Team presents at the ReFresh Project Meeting for community leaders.
June 12, 2019**



The Energy Smart Team doing community outreach Baptist Community Ministries Health Fair. June 3, 2019



The Energy Smart Team doing community outreach at the Green Project Earth Day Event. April 22, 2019



The Energy Smart Team doing community outreach at the Green Project Earth Day Event.
April 22, 2019



The Energy Smart Team doing community outreach at the Botanical Gardens Earth Day event.
April 16, 2019