

What is Energy Smart?

Energy Smart Timeline:

July 2

Energy New Orleans filed plan

July 9

First public meeting

July 9 - 24

Period for public electronic questions and answers

September 10

Public hearing on filing

September 17

Council vote on proposal

July - September 2010

Estimated program rollout

Fast Facts

- *An energy efficiency plan for the city*
- *Pays cash incentives towards energy efficiency upgrades*
- *Lowers energy usage and benefits the environment*
- *Creates a market for energy efficient products and services*
- *Grows a “green” workforce*
- *Currently funded through existing rates*
- *7,000 participants per year potentially*
- *Offers simple process to participate*



Customer Benefits

- *Reduces your energy usage and saves you money*
- *Provides whole house or business energy assessment*
- *Improves your business’ bottom line*
- *Improves environment and reduces your carbon footprint*

Contractor Benefits

- *Sales tool to market your business*
- *Cash incentives to customers or paid directly to contractors*
- *Free advertising*
- *Recognized as a preferred contractor for this program*
- *Free energy efficiency training and access to experts*
- *Opportunity to expand business and be on the cutting edge of a growing industry*

Energy Smart Programs

Residential Solutions	<ul style="list-style-type: none"> • Provides instant rebates or cash incentives to homeowners for installing cost-effective energy saving measures. Includes a whole-house energy audit to help identify energy efficiency opportunities. • Will also help establish and train a network of skilled and experienced home energy analysts and contractors.
Residential Low Income	Improves the energy efficiency of homes for qualified low income residents. Will make homes weatherization-ready to qualify for up to \$6,500 of additional energy efficiency improvements through the federal Weatherization Assistance Program. Also replaces old window air conditioning units with new, energy efficient units.
ENERGY STAR Air Conditioning	Makes ENERGY STAR central and window ACs more affordable through customer cash incentives. Also trains participating contractors to ensure quality installation of the AC system or unit.
Residential AC Tune-up	Recruits and trains qualified contractors to perform proper tune-ups on residential central AC systems and provides cash incentives to customers to have the work performed.
Energy Efficient New Homes	Offers cash incentives to New Orleans area residential building contractors to implement specific energy efficiency building practices for new homes above the building code requirements.
Residential Direct Install CFL	Encourages residential customers energy efficient compact fluorescent light bulbs. Program representatives would install up to 20 new, energy efficient light bulbs in homes, free of charge. Also provides information on the benefits of energy efficiency and ways to save energy.
Small Commercial Solutions	Provides cash incentives to small business customers with peak demand of less than 100 kW per month to implement cost-effective energy efficiency measures.
Large Commercial and Industrial Solutions	Offers cash incentives to commercial, industrial and governmental customers with peak demand of 100 kW per month or greater to implement site-specific and custom-designed, cost-effective energy efficiency opportunities.
Solar Hot Water Pilot	Provides cash incentives up to \$1000 to customers and develops a contractor network to install solar hot water heaters in homes and businesses.
In-Home Display (Smart Meter) Pilot	Provides the latest automated metering devices linked with an in-home display unit that will allow customers to monitor their energy usage and to show how simple changes in their behavior can lower their electric bill.
Solar Monitoring Pilot	A 12 month in-depth study of the efficiency and benefits of solar systems in New Orleans for residential and business customers.

Energy Smart FAQ

Who can participate in Energy Smart?

Any Entergy New Orleans electric customer can participate in the Energy Smart Program.

Can I participate in more than one Energy Smart program shown here?

Yes, there are multiple opportunities for a customer to participate. For example, a customer can participate in the Residential Solutions Program and the Compact Fluorescent Light program, as well as the Efficient Air Conditioning program.

How many people can participate in Energy Smart?

The program funding at \$3.1 million a year assumes more than 7,000 participants annually.

When will this program start?

The program is expected to start in the summer of 2010.

Where does the money for Energy Smart come from?

The funding is included in current rates.

Where can I sign up for Energy Smart?

The program has not yet been approved by the New Orleans City Council. There will be a public hearing on the programs on September 10 in the City Council Chambers and is expected to go before the full Council for approval on September 17. If approved, the programs will roll out some time next year and customers can enroll through the call center or through a program Web site which will be developed. In the meantime, Entergy New Orleans customers are eligible for its current energy efficiency program also offering cash incentives to residential and business customers. Simply call 1-866-721-0249 or visit entergy-neworleans.com.

How do I get federal tax rebates?

Note: The following guidance is not intended as legal advice. You should consult a tax professional with specific questions. The American Recovery and Reinvestment Tax Act of 2009 extends and modifies the tax credits for windows, doors and skylights established in the Energy Policy Act of 2005. Qualifying products purchased between January 1, 2009 and December 31, 2010 are eligible for a tax credit equal to 30 percent of the product cost. Installation is not included. The maximum amount of homeowner credit for all improvements combined (including roofing, insulation, HVAC and water heaters) is \$1,500 during 2009 and 2010. Visit the Web site at irs.gov for more information.

Are there other programs that I can qualify for now?

The Louisiana Home Energy Rebate Option offers an actual cash rebate payment to Louisiana residents who make an energy efficiency improvement of 30 percent or more to existing homes. HERO is a component of the Home Energy Loan Program of the Louisiana Department of Natural Resources. To participate in the HERO program, you must be a resident of the state of Louisiana and the existing home must also be in the state of Louisiana. For more information, visit the Web site at dnr.louisiana.gov and click on the Home Energy Rebate Option.

Energy Smart Next Steps

Voice Your Opinion! Contact Your Councilmembers

The New Orleans City Council will hold a public hearing about the Energy Smart Plan presented by Entergy New Orleans, Inc. on September 10 and will vote on September 17. Contact your councilmembers to voice your opinion about Energy Smart.

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**For more information, visit the Web Site:
entergy-neworleans.com/IRP/**

For information about the current Entergy New Orleans energy efficiency program, call 1-866-721-0249 or visit entergy-neworleans.com.