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July 31, 2018

Via Hand Delivery

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

Re: Filing of Entergy New Orleans, LLC's Energy Smart Quarterly Report for the Period of April 1, 2018 to June 30, 2018 (Resolutions R-11-52, R-17-31, R-17-176, R-17-177, R-17-623; UD-08-02)

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, 2018 to June 30, 2018. 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,

Gary E. Huntley

JUL 31 2018

Enclosures
cc: Official Service List UD-08-02 (via electronic mail)





Quarterly Report

Energy Smart Program

Quarter 2

Submitted: July 31, 2018

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Executive Summary

The Energy Smart Program (the “Program”) was developed by the New Orleans City Council (“Council”), is administered by Energy 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 8 (“PY8”) 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 and in the New Orleans market to implement the Program, including:

- Accelerated Innovations
- Energy Wise Alliance
- Franklin Energy Services
- Green Coast Enterprises
- Green Light New Orleans
- ILSI Engineering (ILSI)
- KT Consulting
- Resource Innovations
- TSG Services (TSG)
- 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:

- kWh savings and total participation by offering
- Summaries of activity by offering
- A comprehensive review of each offering's data and activity

Program Year 8 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

Staff List

Name	Title	Company	Location
Kristin McKee	Program Director	APTIM	New Orleans, LA
Mike Dessilla	Project Lead	APTIM	New Orleans, LA
Nicky Chokran	Project Lead	APTIM	New Orleans, LA
Robyn Munici	Project Lead	APTIM	New Orleans, LA
Spencer Kurtz	Energy Engineer	APTIM	Charlotte, NC
Mobuayo Pedro-Egbe	Energy Engineer	APTIM	New Orleans, LA
Nate Warren	Program Support	APTIM	Madison, WI
Tamzen Jenkins	Marketing Intern	APTIM	New Orleans, LA
Philip Russo	Engineering Intern	APTIM	New Orleans, LA
Tom Quasius	Director, EE Programs	APTIM	Chicago, IL
Michael Slaughter	Finance	APTIM	Baton Rouge, LA
Tom Kouris	VP, Operations	Franklin Energy Services	Phoenix, AZ
Nate Wolf	Program Manager	Franklin Energy Services	New Orleans, LA
Liz McKinley	Marketing Manager	Franklin Energy Services	Indianapolis, IN
Alan Mitchell	Operations Manager	Franklin Energy Services	New Orleans, LA
Atom Davis	Trade Ally Liaison	Franklin Energy Services	New Orleans, LA
Karen O'Brien	Operations Analyst	Franklin Energy Services	New Orleans, LA
Bernadelle Tilus	Project Coordinator	Franklin Energy Services	New Orleans, LA
James Phillips	Energy Auditor/Specialist	Franklin Energy Services	New Orleans, LA
Matthew Siano	Energy Advisor	Franklin Energy Services	New Orleans, LA
Dwayne Haley	Energy Advisor	Franklin Energy Services	New Orleans, LA

Josh Kruebbe	QA Technician	Baynham Consulting	New Orleans, LA
Mike Murphy	DR Technician	Baynham Consulting	New Orleans, LA
Linda Baynham	QA Subcontract	Baynham Environmental	New Orleans, LA
Atticus Doman	Program Design Consultant	Resource Innovations	Chicago, IL
George Leonard	Engineer	ILSI Engineering	New Orleans, LA
Michael Sullivan	Demand Response Installer	TSG Services	New Orleans, LA
Keeley Evans	Administrative Support	TSG Services	New Orleans, LA
Jackie Dadakis	QA/QC and Publicly Funded Institutions	Green Coast Enterprises/GCE Services	New Orleans, LA
Joe Ryan	QA/QC	Green Coast Enterprises/GCE Services	New Orleans, LA
Jared Sessum	QA/QC	Green Coast Enterprises/GCE Services	New Orleans, LA
Jamie Wine	School Kits and Community Outreach	Energy Wise Alliance	New Orleans, LA
Brandon Muetzel	Outreach Manager	Energy Wise Alliance	New Orleans, LA
Emily Snyder	Education Manager	Energy Wise Alliance	New Orleans, LA
Kevin Kellup	Education Associate	Energy Wise Alliance	New Orleans, LA
Kim Thomas	Algiers Outreach	KT Consulting	New Orleans, LA
Greg Ravy	Algiers Outreach	KT Consulting	New Orleans, LA
Andreas Hoffman	Direct Install	Green Light New Orleans	New Orleans, LA

Program Performance & Activity

	kWh Savings	kWh Goal*	% To Savings Goal	Actual Incentive Spent	Incentive Budget	% To Budget
Algiers – Commercial	391,627	1,470,573	26.63%	\$46,995	\$223,753	21.00%
Algiers - Residential	162,457	917,500	17.71%	\$42,021	\$184,013	22.84%
N.O. - Commercial	3,717,169	28,963,320	12.83%	\$401,727	\$4,114,315	9.76%
N.O. - Residential	4,334,481	9,747,914	44.47%	\$773,483	\$2,008,703	38.51%
TOTAL	8,605,734	41,099,307	20.94%	\$1,264,227	\$6,530,766	19.36%

*Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017. Summary tables show savings achieved and incentive spend from 4/1/2018 through 6/30/2018.

Residential

The residential offerings continued strong performances in the Residential Portfolio for Q2. Franklin Energy Services performed 423 assessments and installed over 1,965 direct install measures (faucet aerators, shower heads, light bulbs, power strips, and pipe wrap). Trade allies submitted 1,255 completed rebates for air sealing, AC tune-ups, and attic insulation measures in Q2. The Residential Portfolio has achieved 42.16% of the total kWh goal at the halfway point of PY 8. A large push from the Residential Lighting and Appliance offering will help support completion of that goal in Q3 and Q4.

Home Performance with Energy Star

In Q2, there were 168 completed assessments in the Home Performance with Energy Star offering. The offering YTD has achieved 49.81% of goal in New Orleans and 30.72% in Algiers. Community outreach and referrals for this offering have been the drivers of enrollments in Q2. Additional marketing avenues will be utilized in Q3 to support delivery of this offering in both territories. The Energy Smart team looks to continue the progress made in the first two quarters in the subsequent quarter.

Residential Lighting & Appliances

The Residential Lighting and Appliance offering has been in place since the start of PY8. Through Q2, the offering has reached 24.46% of the kWh goal for New Orleans and 0.04% of the Algiers kWh goal.

Additional stores will be brought online in Q3 to support performance in these offerings. Additionally, products are being added to help drive savings. Algiers will be a particular focus going forward as the Energy Smart team explores partnerships with other retailers within Algiers such as Dollar Tree and Rouse's to help drive savings in that territory. The New Orleans territory saw a large increase from 7.9% of kWh goal at the end of Q1 to 24.46% of kWh goal at the end of Q2. Moving into Q3, the Energy Smart team expects to see increased production with the Residential and Lighting Appliance offering.

Low Income Audit & Weatherization

In Q2, there were 142 completed assessments in the Low-Income Audit & Weatherization offering. New Orleans has reached 79.31% of the kWh goal and Algiers completed 40.01% of the kWh goal through Q2. These successful numbers have been driven by trade ally participation and community outreach efforts. Through Q2, trade allies have been delivering high kWh savings relative to the incentive budget. The incentive spend relative to the budget for the Low-Income Audit & Weatherization are at 54.88% and 60.86% in New Orleans and Algiers respectively.

High Efficiency Tune Up

The High Efficiency Tune Up offering increased performance considerably in Q2. In New Orleans, Energy Smart has completed 41.58% of the kWh goal, and in Algiers it has completed 8.63% in Q2. There was a significant increase in production in Q2 as optimal temperatures were reached (the outdoor temperature must reach operating temperatures before tune ups can take place; this rarely happened during Q1). The offering also added additional trade allies in Q2 which helped support the increase in production. This offering provides a path to have a high efficiency tune-up without a home assessment. Gas customers are also eligible for this offering.

Multi-Family Offering

The Multi-Family Offering completed 110 assessments in Q2. New Orleans achieved 86.7% of the kWh goal and Algiers achieved 68.7% of the kWh goal. This offering started with great momentum which continued through Q2. In Q2, the offering predominantly achieved savings from duplex complexes. The offering will continue to seek out eligible multi-family complexes as the offering moves into Q3. Similar to the Low-Income Audit & Weatherization offering, this offering is performing very well relative to the kWh goal for PY8. Incentive spend is at 59.95% in New Orleans and 41.46% in Algiers.

EasyCool (Direct Load Control)

In the months leading up to cycling season, the team focused on communications to participating EasyCool Offering customers in preparation of the potential cycling events. The Pre-Season Cycling letter was sent on June 22, 2018 to 434 customers enrolled in EasyCool (see Attachments section D for letter). In the first quarter, the Energy Smart Residential Team found an impediment for rental

customers participating in the EasyCool offering. To improve participation and allow these renters to participate, a Landlord Authorization Form was created and will be implemented in Q3 to facilitate enrollments.

The EasyCool Offering completed 176 installations in Q2. Marketing efforts were ramped up in Q2 to help create a baseline for marketing campaigns and drive enrollments. The team addressed the priority in Q2 to increase marketing using an e-newsletter published by Entergy and utilizing an email campaign (see more details in the Marketing and Outreach section). The Energy Smart Program team will continue to drive enrollments and installations in Q3 and Q4. The Energy Smart team expects to begin running events in July.

School Kits Offering

Energy Wise Alliance (“EWA”) continues to provide energy efficiency education and Energy Smart Starter Kits to students in Orleans Parish schools on behalf of the Program. EWA reached 573 students from 17 different schools in this quarter (see Appendix A: School Kits for details). Feedback on this offering continues to be positive and EWA is working on improved messaging to increase the conversion rate of customers who receive kits to participate in other Energy Smart offerings.

"Mr. Kellup had a fantastic classroom presence -students loved him and were incredibly excited about the kits! They loved the bike demonstration and energy bill project."— Christine N, Teacher, Sci Tech Academy

In July 2018 EWA will commence outreach to schools to begin scheduling classes for the fall. Outreach includes emails, phone calls and in-person visits to the schools to meet with Science teachers and curriculum coordinators to introduce them to the program if they have not participated previously.

Green Light New Orleans

Green Light New Orleans installed 63 energy-efficient CFL and LED light bulbs in Algiers and 764 in New Orleans in Q2.

	kWh Savings	kWh Goal*	% To Savings Goal	Actual Incentive Spent	Incentive Budget	% To Budget
Algiers – Home Performance	45,845	149,257	30.72%	\$11,379	\$38,662	29.43%
Algiers – Lighting & Appliance	111	264,768	0.04%	\$100	\$26,635	0.38%
Algiers – Multi-Family	25,842	37,633	68.67%	\$4,396	\$10,603	41.46%
Algiers – Low Income	39,239	98,072	40.01%	\$20,568	\$33,794	60.86%
Algiers – High Efficiency Tune Ups	11,520	133,532	8.63%	\$2,198	\$24,728	8.89%
Algiers – DLC	0	-	0.00%	\$-	\$12,040	0.00%
Algiers – School Kits	32,055	136,695	23.45%	\$2,627	\$23,800	11.04%
Algiers – Green Light	7,844	97,542	8.04%	\$755	\$13,751	5.49%
N.O. – Home Performance	1,000,329	2,008,202	49.81%	\$212,883	\$521,674	40.81%
N.O. – Lighting & Appliance	856,898	3,503,824	24.46%	\$65,796	\$350,408	18.78%
N.O. – Multi-Family	427,873	493,311	86.73%	\$79,946	\$133,363	59.95%
N.O. – Low Income	1,043,997	1,316,362	79.31%	\$248,303	\$452,430	54.88%
N.O. – High Efficiency Tune Ups	711,682	1,711,475	41.58%	\$128,615	\$323,920	39.71%
N.O. – DLC	0	-	0.00%	\$-	\$107,960	0.00%
N.O. – School Kits	242,333	546,782	44.32%	\$33,051	\$95,200	34.72%
N.O. – Green Light	51,369	167,958	30.58%	\$4,888	\$23,749	20.58%
Total	4,496,938	10,665,414	42.16%	\$815,505	\$2,192,717	37.19%

Commercial and Industrial Programs

In Q2, the C&I Portfolio continued to focus on increasing the project pipeline as well as closing existing projects. The pipeline grew from 8.3 million kWh for New Orleans after Q1 to an estimated 15 million at the end of Q2. The pipeline in Algiers grew from 400,000 kWh in Q1 to an estimated 516,000 through Q2. These numbers represent about 51% and 27% of the PY8 goals for New Orleans and Algiers, respectively. The Program also closed out 31 projects in Q2 accounting for 3,673,825 kWh in savings and \$403,315 in incentives.

Small Commercial

The Small Commercial Offering achieved 1,424,700 kWh through Q2 (1,327,522 kWh in New Orleans and 97,178 kWh in Algiers). Through Q2, the Small Commercial Offering has an estimated 3,388,948 kWh in the pipeline for PY8 (3,182,361 kWh in New Orleans and 206,587 kWh in Algiers). The offering has started a targeted outreach campaign aimed at broadening awareness of the offering in market sectors that have not participated in the past. The goal of the campaign is to complete projects at non-chain small businesses as was recommended in the PY7 Energy Smart EM&V Report. The offering also removed the pre-approval requirement for prescriptive measures under a certain incentive threshold to help minimize barriers to participation and increase implementation of prescriptive measures.

Large Commercial

The Large Commercial offering completed 2,684,097 kWh through Q2 (2,389,648 in New Orleans and 294,449 in Algiers). Through Q2, the Large Commercial offering has an estimated 10,590,639 kWh in the pipeline for PY8 (10,296,190 kWh for New Orleans and 294,449 kWh for Algiers). The offering has launched an outreach campaign targeted at the highest C&I users in the service territory. The outreach campaign also includes reengaging customers who have received an audit through the Energy Smart Program to convert the audits into projects. The Program aims to utilize various marketing and outreach strategies and new offering designs in Q3 to enhance production. These strategies will include email marketing, trainings and events to further bring awareness of the Program to the market and promote participation. The Energy Smart Team plans to finalize a Retro-commissioning offering as well as potentially add a benchmarking component to the Large Commercial portfolio.

Publicly Funded Institutions

The Publicly Funded Institutions ("PFI") Offering has increased the pipeline substantially since Q1, with an estimated 1,459,835 kWh in the pipeline for PY8 (1,445,242 for New Orleans and 14,593 for Algiers). The ongoing outreach campaigns and revised Marketing and Outreach Plan share the same goals between the Large Commercial and Publicly Funded Institutions offerings. Additionally, the Team continues to work with exiting partners to identify opportunities within the PFI sector.

	kWh Savings	kWh Goal	% To Savings Goal	Actual Incentive Spent	Incentive Budget	% To Budget
Algiers – Small C&I	97,178	484,792	20.05%	\$11,661	\$91,219	12.78%
Algiers - Large C&I	294,449	766,112	38.43%	\$35,334	\$98,845	35.75%
Algiers – PFI	-	219,669	0.00%	\$-	\$33,689	0.00%
N.O. – Small C&I	1,327,522	5,309,288	25.00%	\$152,165	\$999,008	15.23%
N.O. - Large C&I	2,389,648	21,047,929	11.35%	\$249,562	\$2,715,623	9.19%
N.O. – PFI	-	2,606,103	0.00%	\$-	\$399,684	0.00%
Total	4,108,796	30,433,893	13.50%	\$448,722	\$4,338,068	10.34%

**Results are subject to change based upon evaluation. Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017.*

Energy Smart Scorecard

Summary of activity highlights

The New Orleans City Council approved the change of the Energy Smart Scorecard offering from and opt-in to an opt-out format in April 2018. Delivery of the scorecards began on May 2, 2018, with the distribution list including the newly selected (randomized) treatment group of 25,000 customers in addition to the previously registered participants from the opt-in pilot phase, for a total of 26,891.

For the first few months of delivery of the new Scorecards, distribution of the Scorecards was batched according to the customers' most recent billing dates. Therefore, customers whose billing period ended within the previous week were sent their Scorecard on Friday of that week. The Accelerated Innovations development team is working on accelerating this process aiming to deliver scorecards to customers with an approximate 48 hour period after their bill period ends for the month. AI anticipates this will be the standard turn-around time by mid- to late Q3.

Weather Data Incident

On Friday, June 8th, 2018 after the weekly batch of scorecard deliveries was distributed, an Energy Smart Scorecard recipient brought to Accelerated Innovations' (AI) attention that the findings and estimates reported on their Scorecard were not logical and were contradictory. The AI development team began reviewing the formulas that are set up in the MyMeter system to determine the scorecard

report values and initially assumed it was an anomaly due to an absence of HVAC data for the reporting customer. Further research by the development team uncovered that AI's weather forecast service stopped providing a response on May 7, 2018. Without forecasted weather, the model could not produce a value for predictive HVAC load, so the resulting readings were a prediction including customer baseline values only.

Upon identifying the source of the incident, and to prevent the issue from happening again, AI enabled system alerts for the weather process for failure notifications in the future. In parallel, AI began working on messaging to include in corrected scorecards to be re-distributed to the Scorecard customers who received erroneous reports.

The AI team met with Entergy New Orleans representatives on June 15, 2018, to review the incident, discuss the corrective actions being taken, as well as to review messaging for the corrected scorecards to be sent to mitigate customer dissatisfaction. Corrected Scorecards were distributed to all affected customers on June 15, 2018. To date, no additional feedback, negative or otherwise, has been received following the incident.

Highlights – successes and positive feedback from stakeholders

Following are the delivery metrics of the distribution of Scorecards each week starting on May 2, 2018 through the last week of the Q2 period, June 29, 2018.

Send Date	Type	Event Count	% of Send
6/29/18	Send	5177	100.00
6/29/18	Open	1045	20.19
6/29/18	Click	21	0.41
6/29/18	Bounce	212	4.10
6/22/18	Send	807	100.00
6/22/18	Open	142	17.60
6/22/18	Click	4	0.50
6/22/18	Bounce	30	3.72
6/15/18	Send	24729	100.00
6/15/18	Open	4762	19.26
6/15/18	Click	143	0.58
6/15/18	Bounce	1008	4.08
6/15/18	Unsubscribe	4	0.02
6/1/2018	Send	5693	100.00

Send Date	Type	Event Count	% of Send
6/1/2018	Open	951	16.70
6/1/2018	Click	16	0.28
6/1/2018	Bounce	252	4.43
6/1/2018	Unsubscribe	2	0.04
5/25/18	Send	1752	100.00
5/25/18	Open	298	17.01
5/25/18	Click	3	0.17
5/25/18	Bounce	56	3.20
5/18/18	Send	8034	100.00
5/18/18	Open	1807	22.49
5/18/18	Click	25	0.31
5/18/18	Bounce	308	3.83
5/18/18	Unsubscribe	7	0.09
5/11/18	Send	9580	100.00
5/11/18	Open	1773	18.51
5/11/18	Click	31	0.32
5/11/18	Bounce	423	4.42
5/11/18	Unsubscribe	15	0.16
5/2/18	Send	25225	100.00
5/2/18	Open	6143	24.35
5/2/18	Click	95	0.38
5/2/18	Bounce	1010	4.00
5/2/18	Unsubscribe	15	0.06

Summary of any significant changes or anticipated changes in implementation strategies and services

Following some discussion of savings estimates and Scorecard delivery metrics, Entergy New Orleans, along with the Energy Smart Scorecard Team determined that the best opportunity to ensure that savings goals are reached for PY8, the number of Opt-Out scorecard recipients would need to be increased. Therefore, working with Energy Smart Program’s third-party evaluator, ADM Associates, Inc., another randomized list of 25,000 ENO customers (i.e., Treatment Group) will be added to the overall Scorecard recipient list, bringing the total to 50,000+ Entergy New Orleans customers. The additional customers were rolled into the current distribution batch the week of July 9, 2018.

Marketing and Outreach

In Q2, the Energy Smart Team focused on improving outreach communications and overall Program engagement through enhanced cross-promotion, new and updated outreach collateral, new digital tactics, and increased trade ally branding for the Residential Portfolio. Additionally, the Program hired a local woman-owned website developer and worked with a local photographer to capture local New Orleans imagery and actual New Orleans homeowners participating in the Program. The Program will launch a new website in the early part of Q3. Energy Smart was featured in three e-newsletters in Q2: Council District B, Finance Authority of New Orleans, and Pel Hughes (commercial focus). The Energy Smart Team will continue to work with local groups and organizations to secure placements in their newsletters.

Residential Marketing and Outreach Highlights

In Q2, the Residential Portfolio focused on engaging customers through digital channels. Monthly articles were provided for the Entergy Circuit E-Newsletter in April, May and June, each focusing on targeted programs within the portfolio to increase engagement.

Circuit Newsletter Statistics:

Month	April	May	June
Scheduled Recipients	101956	102250	102148
Delivery Rate	99.57% (101518)	99.62% (101863)	99.54% (101678)
Opt-Out Rate	0.00%	0.00%	0.00%
Open Rate (Newsletter Interest)	17.58% (17843)	19.50% (19873)	20.67% (21061)
Click-to-Open Rate (Detailed Content Interest)	17.27% (3081)	10.55% (2097)	14.12% (2967)
Total Clicks	3196	1039	617
Unique Clicks	2695	920	557
Click Rate	15.10%	4.63%	2.65%
Ranked Link	1 out of 13	1 out of 14	2 out of 14
Leads Generated	243	45	24

A nurture email campaign, paired with a Facebook ad, was implemented in June to promote the EasyCool Offering. This campaign included a lead-generating email, followed by a nurture email sent to those who opened, but did not enroll and a Facebook ad with similar imagery and messaging. The intent was to increase awareness of the EasyCool Offering among Entergy customers. The email campaign was paired with the Facebook Ad. Overall performance for the email campaign included an above average click through rate for the second June email and above average metrics across the board for the Facebook Ad including a relevancy score of 7 out of 10. As the team compared these metrics across the industry, the team concluded that overall awareness is growing. One area for improvement is the conversion rate on the landing page. The team's methodology is getting customers to the lead form; however, the abandonment rate is 73.91%. Improvements for Q3 include a new EasyCool form that provides intuitive questions that will help qualify the customer and better explain the offering, with the anticipation of reducing the abandonment rate in the future.

EasyCool Email/Social Media Nurture Campaign Statistics:

EasyCool Campaign		
Date Sent	6/11/2018	6/25/2018
# Sent	5698	7722
Open Rate	13.7 %	21.2%
Click Rate	1.4%	2%
Total Clicks	92	151
Total Opens	783	1627
Unsubscribes	2	4
Time Spent Viewing Email	73.1% Read/ 20.8% Skimmed/ 6.1% Glanced	77.8% Read /17.6% Skimmed/ 4.7% Glanced

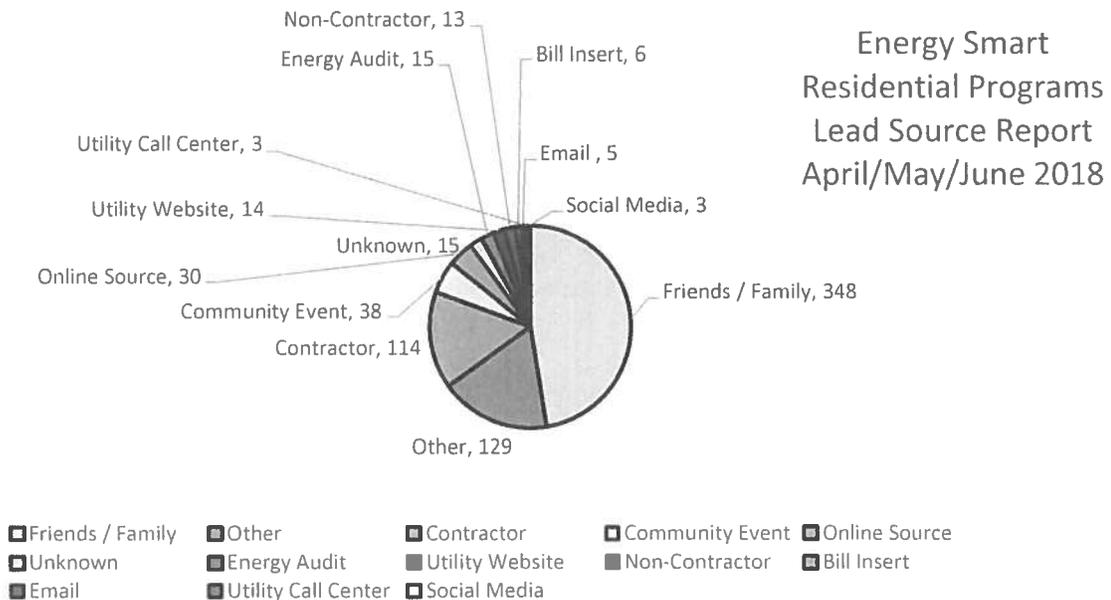
EasyCool Nurture Campaign		
Date Sent	3 days after open of 6/11/2018 email	3 days after open of 6/25/2018 email
# Sent	592	1299
Open Rate	51.4%	53.1%
Click Rate	7.9%	9.8%
Total Clicks	47	127
Total Opens	304	688
Unsubscribes	1	1
Time Spent Viewing Email	78.8% Read/ 16.5% Skimmed/ 4.8% Glanced	80.4% Read / 16.6% Skimmed/ 3% Glanced

EasyCool Facebook Ad	
Audience Size	Estimated 280,000
Impressions	19,772
Clicks	406
Click Through Rate	2.05% (industry average .75%)
Cost Per Click	\$.46 (industry average \$.95)
Relevance Score (audience response)	7 out of 10
Conversion Rate	8.9%

New residential collateral included an updated A/C Tune-up Brochure, an EasyCool Brochure, and updated School Kits brochure and kit label. Improving the impact of each customer communication included cross-promotion through updated language in the School Kits Offering as well as program-specific tips that link to the website on each Scorecard report starting in June. See Attachments section D for collateral and communication images.

The residential community outreach team participated in 30 community events across all 5 Council districts including 9 meetings at Senior Centers, New Orleans East Hospital Week, Zoobiliation at Audubon Zoo, Environmental Awareness Fair at Baby Ben Elementary School, Coliseum Square Neighborhood Association meeting, and Jericho Road’s Homeowner Sustainability Workshop.

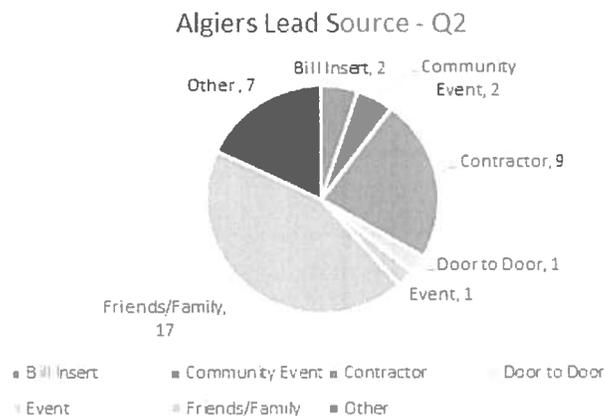
An important goal in Q2 was to complete Lead Source Reporting for better clarity regarding which tactics are driving customers to participate. For Q2, the team still sees word-of mouth (Friends/Family) as being the strongest motivator. With an increase in digital tactics in Q3, Energy Smart will be looking to re-generate the lead source selections offered to customers, to include a more refined and specific list to better define our top performing tactics.



Lead Source	Tracked
Friends / Family	348
Other	129
Contractor	114
Community Event	38
Online Source	30
Unknown	15
Energy Audit	15
Utility Website	14
Non-Contractor	13
Bill Insert	6
Email	5
Utility Call Center	3
Social Media	3
Door To Door Canvassing	1
Newsletter	1
Outreach Cold Call	1

Algiers

Energy Smart participated in 3 events in Algiers during Q2, including sponsoring the Old Algiers Crawfish Boil on May 12, 2018. Marketing and outreach efforts gained 82 EasyCool enrollments, 6 Home Performance with Energy Star enrollments, and 1 Income-Qualified enrollment in Algiers this quarter. As seen in the lead source report below, word-of-mouth continues to be a large driver of leads for the residential portfolio in Algiers as well.



Commercial Marketing and Outreach Highlights

The C&I offering placed ads in City Biz's May 25th Edition focused on energy and environment and in the New Orleans Chamber of Commerce Directory (see Attachment D for ad image). The Energy Smart team presented at 5 local events/meetings including a Downtown Energy Challenge Workshop on April 4, 2018, a meeting with the Algiers Development District (ADD) on April 25, 2018, a presentation to the Biz New Orleans publishers' luncheon on May 2, 2018 and a meeting with Corporate Reality staff on June 6, 2018.

Energy Smart joined Stay Local in Q2 and is also a sponsor of their SourceNOLA campaign that will take place in July 2018 with promotion via email and social media happening throughout June and July 2018.

The second Energy Smart Higher Education Cohort meeting was held on May 17, 2018 at the Urban League of Louisiana. Representatives from Xavier University, Tulane University, the New Orleans Baptist Theological Seminary (NOBTS), Green Coast Enterprises, Automated Control Systems (representing Southern University of New Orleans), Entergy and APTIM were in attendance. The meeting featured an introductory training on building automation systems and controls per request from the first cohort meeting attendees.

Algiers

The commercial offering is utilizing its partnership with KT Consulting, based in Algiers, to drive door-to-door commercial outreach. Their efforts are focused on introducing small commercial Algiers customers to the program and its benefits and cultivating their participation. The Energy Smart team will be evaluating the opportunity to introduce a Small Business Direct Install offering to the Small Commercial offering in order to increase participation in both Algiers and the East Bank.

Trade Allies

Trade Ally education and outreach gained momentum in Q2, resulting in a more robust and connected trade ally network.

In Q2, the Energy Smart worked to better engage active trade allies and local contractors. An annual networking event was held on May 24th at the Bayou Beer/Wine Garden for residential and commercial trade allies. Program personnel targeted active trade allies by soliciting feedback via a Commercial & Industrial Trade Ally Advisory Group (“TAAG”) meeting on May 22nd and Residential TAAG meeting on June 20th.

Key takeaways from the Q2 C&I TAAG meeting included: trade allies requesting additional communication about expected check arrival to project payees, trade ally perception that historical commercial buildings are an underserved market opportunity, and several HVAC prescriptive measure-level equipment and incentive changes to consider. In response to these takeaways, the C&I Energy Smart Program team has begun including expected check arrival communication in the Program’s communication processes and Program outreach personnel are researching best practices and common efficiency opportunities for commercial historical buildings. Staff plans to engage local historical preservation organizations in Q3 to target these customers. Additionally, Program engineering staff is exploring opportunities to improve the prescriptive HVAC measure incentives to increase implementation.

See Attachments section for Residential TAAG invite.

- At the close of Q2, the Residential Energy Smart Program team continued to work on compiling the TAAG event summary report, which is expected to be finalized in early Q3. Additionally, strategies to address some of these areas for improvement will be developed and implemented in Q3.

Communication initiatives to further connect with active trade allies also gained momentum in Q2 with the launch of the Residential Trade Ally Portal on June 21st and first Trade Ally Newsletter on June 15th. In response to feedback from the Q1 TAAG meeting, the Energy Smart Residential team opened access to the new Trade Ally Portal system for all registered residential trade allies. Portals are privately connected to each trade ally team, giving direct access to full listings of assigned customers, digital rebates, field guides, and resource files that assist them in participating in the Program.

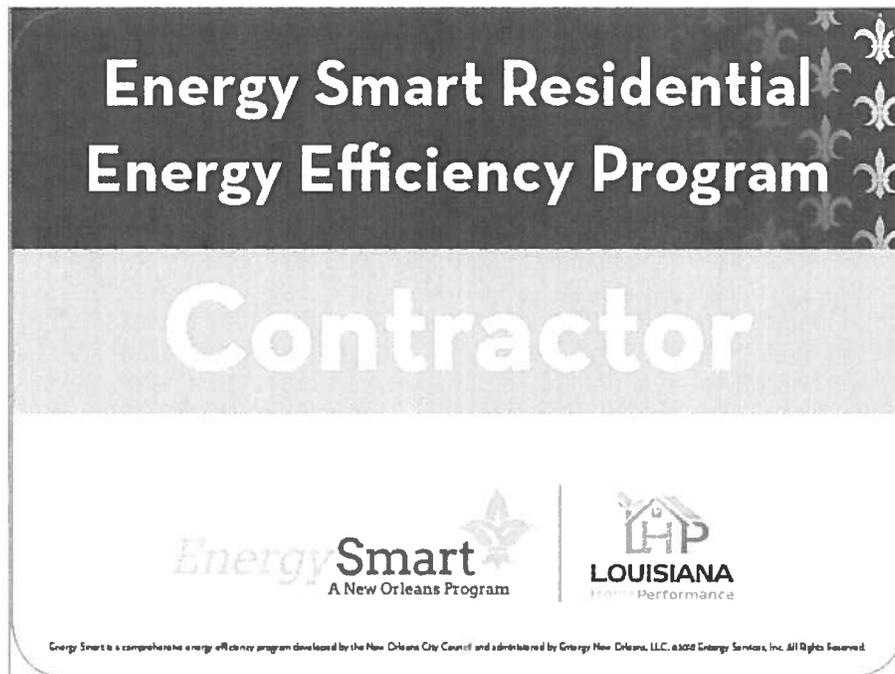
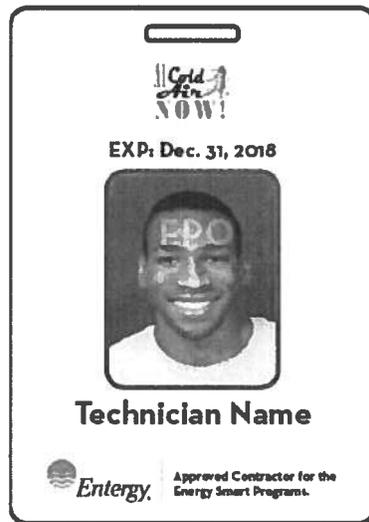
Launched on June 15th, the monthly residential Trade Ally Newsletter correspondence will provide Program updates, industry news, training invitations, and performance awareness spotlights, and pose survey questions to better inform trade ally programming. With the initial launch of the newsletter, overall response included a 47% open rate.

Residential Trade Ally Newsletter Statistics:

Trade Ally Newsletter	
Date Sent	6/15/2018
# Sent	36
Open Rate	47%
Click Rate	8.3%
Total Clicks	3
Total Opens	17
Unsubscribes	0
Time Spent viewing email	84.6% Read / 15.4% Skimmed
Most Engaged Trade Ally	Becca Allen - Diversified

In Q2, Energy Smart worked to encourage registered trade ally companies that are eligible for minority and/or small business certification to pursue DBE, MBE, WBE and other relevant credentials. The June newsletter's top clicked article was "Are You a Disadvantaged Business Enterprise?" which reflects traction gained with eligible trade allies resulting from Program efforts to drive interest and participation in diverse supplier initiatives. Following up on a minority certification workshop attended by the residential team's trade ally liaison and several trade allies at the Urban League of Louisiana in Q1, direct outreach was performed with three eligible trade allies to begin certification processes.

The Program continued to work with C&I trade allies to create brand-approved marketing pieces by request. Specific pieces of co-branded material produced include a PC Power Management piece cobranded with a trade ally that provides this prescriptive measure, Autonomic Software (see Attachments section). The Program also targeted improved co-branding for our residential trade allies with the completion of identification badges and vehicle magnets for trade ally field technicians.



To support execution of Program work, the Residential Trade Ally Manual was released on May 22nd, with a supplemental training "Proper Materials and Procedures for Air Sealing and Duct Sealing" held on May 16th to familiarize technicians with best practices and Program standards (See Appendix E for photos of this event at the Urban League of Louisiana). In-person one-on-one trainings, conducted by the Program's Quality Assurance Inspector, occurred in tandem with the release of the manual for knowledge application and verification checks.

Contractor Interest:

Energy Smart continued to perform direct outreach to local contractors via in person meetings, trade organization newsletters, and local networking events in Q2 in order to increase contractor interest and awareness about Energy Smart.

Category	# of Companies
C&I Network	116
Residential Network	62
Cross-sector Network	12
Total Trade Ally Network	190

**Interest is defined as local contractors who are in contact with the Program and/or have opted into the trade ally distribution list. Total adjusts frequently due to email address bounce backs and individual un-subscriptions.*

Trade Ally Engagement:

Trade ally engagement increased in Q2 through the registration of 17 new C&I trade allies and 6 new Residential trade allies.

Recognizing a need to drive larger savings generally resulting from custom non-lighting commercial & industrial projects, Program personnel focused on increasing the number of C&I custom non-lighting contractors in the Registered C&I Trade Ally Network. Seventeen contractors joined the Registered C&I Trade Ally network in Q2, 12 of which have non-lighting measure level capabilities.

Recognizing a need to increase the number of registered trade allies with the ability to support Residential HVAC Portfolio offerings, the team focused on increasing the number of HVAC residential contractors in the Registered Residential Trade Ally Network. Six contractors joined the Registered Residential Trade Ally network in Q2, all of which have the capabilities to support HVAC measure projects through at least one of the following Residential Portfolio offerings: A/C Offering, Home Performance with Energy Star, Income Qualified and/or Multifamily offerings.

Category	# of Companies
C&I Network	52
Residential Network	21
Total Engagement	73

**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.*

Trade Ally Participation:

Trade ally participation increased for both the Residential and Commercial & Industrial offerings in Q2. However, in addition to the 10 registered C&I trade allies that completed projects, six unregistered C&I contractors completed projects in Q2. The Program team made attempts to communicate the value of joining the registered trade ally network and to recruit them into the Trade Ally Network. Q3 efforts will include continued value-building of trade ally network membership and outreach to these participating contractors.

The residential offering received applications from a few customers who wanted to use their preferred contractor to complete an incentive-eligible residential project. The current process requires that contractors be approved by the Program in order for their customer to receive Energy Smart incentives. Despite registering, these contractors did not want to be assigned additional jobs and instead preferred to remain inactive for lead assignments distributed by the Program. During Q3, the Program will re-evaluate registration requirements for contractors who do not plan to complete more than a single project for a specific customer. The Program will also continue to perform direct outreach to registered residential contractors to encourage participation.

Category	# of Companies
C&I Network	10
Residential Network	10
Total Participation	20

**Participation is defined as registered trade allies who have completed and closed out projects in 2018 as of June 30.*

Program Training

Overall

In Q1, Program-sponsored training was lighter, but more targeted than previous quarter training reports. The Program team focused on two major areas:

1. Orienting existing trade allies
2. Supporting the recruitment of new trade allies.

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

Financial Update

At the conclusion of Q2, approximately \$4.0M and approximately \$363,000 remain in funding for Energy Smart New Orleans and Energy Smart Algiers, respectively. The Energy Smart New Orleans balance is comprised of Rough Production Cost Equalization and Commercial Development Block Grant tax treatment funds.

Administrative Budget Highlights

	Actual Incentive Spent	Incentive Budget*	% To Budget*
Algiers – Small C&I	\$11,661	\$91,219	12.78%
Algiers - Large C&I	\$35,334	\$98,845	35.75%
Algiers – PFI	\$-	\$33,689	0.00%
Algiers - RES	\$42,021	\$184,013	22.84%
N.O. – Small C&I	\$152,165	\$999,008	15.23%
N.O. - Large C&I	\$249,562	\$2,715,623	9.19%
N.O. – PFI	\$-	\$399,684	0.00%
N.O. - RES	\$773,483	\$2,008,703	38.51%
Total	\$1,264,227	\$6,530,784	19.36%

* Goals are reflective of the Supplemental and Amended Energy Smart Implementation Plan PY 7 – 9, approved 12/14/2017.

Appendices

Appendix A: School Kits

School	Date Booked	Number of Kits	Enrollment Offering
St. Augustine High School	3/5/2018	106	Scholarship School (Voucher)
Benjamin Franklin Elementary Mathematics and Science School	3/13/2018	85	Public Charter School
Arise Academy	3/13/2018	48	Public Charter School
St Rita Catholic School	3/19/2018	26	Scholarship School (Voucher)
Lafayette Academy	3/20/2018	109	Public Charter School
ReNEW SciTech Academy	4/2/2018	40	Public Charter School
KIPP Central City Academy	4/3/2018	67	Public Charter School
Sylvanie Williams College Prep	4/9/2018	21	Public Charter School
Warren Easton Charter High School	4/12/2018	61	Public Charter School
Lusher High School	4/17/2018	21	Public Charter School
Success Preparatory Academy	5/7/2018	69	Public Charter School
Medard H. Nelson Charter School	5/8/2018	47	Public Charter School
Fannie C. Williams Charter School	5/8/2018	30	Public Charter School
Lake Area New Tech Early College High School	5/9/2018	30	Public Charter School
Mildred Osborne Charter School	5/11/2018	37	Public Charter School
Pierre A Capdau Charter School	5/14/2018	60	Public Charter School
Dwight D. Eisenhower Academy of Global Studies	5/14/2018	90	Public Charter School
Total Kits Distributed		947	

Appendix B: Community Outreach

Date	Presentation Type	Location/Event Name	District	Residential, Commercial, Algiers	Total Reach
4/2/2018	Table at Public Building	Entergy CCC	B	Residential	120
4/3/2018	Table at Public Building	Entergy CCC	B	Residential	280
4/4/2018	Presentation	Downtown Energy Challenge Workshop	B	Commercial	10
4/13/2018	Table at Public Building	Home Depot	E	Residential	65
4/16/2018	Neighborhood Presentation	Coliseum Square Neighborhood Association	B	Residential	31
4/20/2018	Fair or Festival	XULA Earth Day	B	Residential	80
4/24/2018	Fair or Festival	Earth Day	A	Residential	450
4/25/2018	Meeting/presentation	Algiers Development District	C	Commercial Algiers	2
4/27/2018	Fair or Festival	Audubon Zoo to Do for Kids	A	Residential	2500
5/1/2018	Table at Public Building	Entergy CCC - Westbank	C	Residential Algiers	45
5/2/2018	Presentation	Biz New Orleans Luncheon	A	Commercial	15
5/3/2018	Presentation to Entergy CCC staff	Entergy CCC - Canal	B	Residential	8
5/7/2018	Fair or Festival	Environmental Awareness Fair - Baby Ben	D	Residential	440
5/10/2018	Table at Public Building	New Orleans East Hospital Week	E	Residential	90
5/12/2018	Fair or Festival	Old Algiers Crawfish Boil	C	Residential Algiers	150
5/17/2018	Meeting/Presentation	Higher Education Cohort Meeting	A	Commercial	7
5/20/2018	Fair or Festival	Bike Easy Second Line	A	Residential	250
5/23/2018	Neighborhood Presentation	Health Blue	E	Residential	16
5/24/2018	Neighborhood Presentation	Viet with Seniors Day	E	Residential	24
5/24/2018	Table at Public Building	73 Distilling Fundraiser	D	Residential	85
6/1/2018	Table at Public Building	Entergy CCC - Westbank	C	Algiers	120
6/4/2018	Table at Public Building	Canal CCC - Customer Appreciation Day	B	Residential	250
6/5/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	A	Residential	16
6/6/2018	Meeting/Presentation	Corporate Realty staff	B	Commercial	2

6/6/2018	Fair or Festival	Zoobilation - Push EasyCool and Home Performance	A	Residential	1500
6/6/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	A	Residential	28
6/13/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	E	Residential	30
6/14/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	B	Residential	25
6/18/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	A	Residential	20
6/19/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	B	Residential	25
6/20/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	D	Residential	35
6/20/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	D	Residential	42
6/23/2018	Table at Public Building	Energy Smart Lighting Retail offering	C	Residential	50
6/28/2018	Table at Public Building	Council on Aging - Storm Prep/Energy Smart Meeting	B	Residential	35
6/30/2018	Fair or Festival	Homeowner Sustainability Workshop	B	Residential	50

Total # of Events			35	Total Reach		6896
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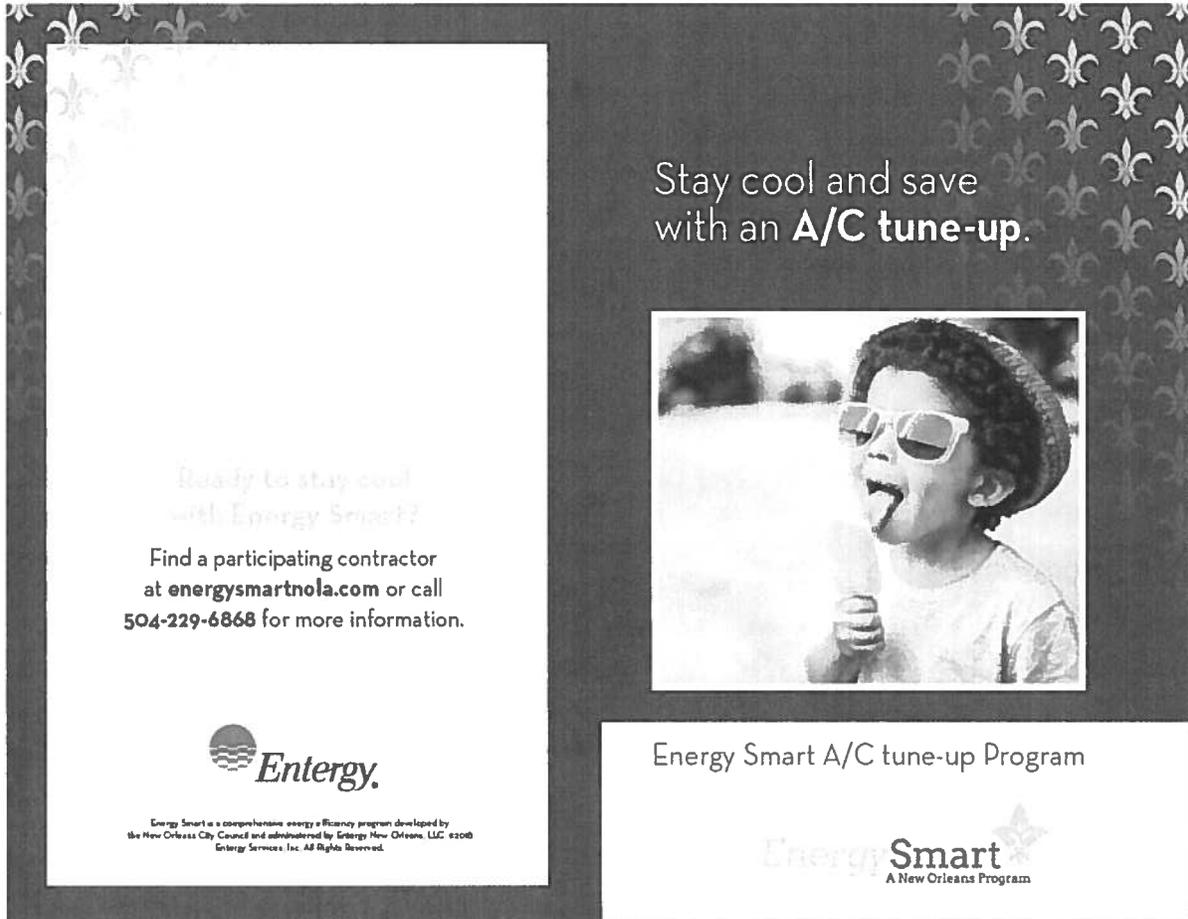
Appendix C: Training and Education

Date	Title	Audience	Number of Participants	Length	Objective
4/2/2018	Intro to Demand Side Management and the Energy Smart Program	Customer Influencers	10	60	Introduce Tulane's Masters of Sustainable real estate class to demand side management and utility efficiency programs. Increase energy efficiency literacy in the next generation of the sustainability industry's workforce.
4/17/2018	Common Calculator Issues and Solutions	Contractors / Trade Allies	2	60	Calculator training workshop for troubleshooting common contractor issues with the custom lighting calculator (Southeast LED).
4/26/2018	SELLing Energy	Energy Smart Employees	2	540	Third party training to learn how to sell energy efficiency effectively.
5/3/2018	Prescriptive Calculator Demonstration Training	Energy Smart Employees	8	60	Establish a baseline understanding of the new prescriptive calculator and learn how to navigate features and communicate instructions to inquiring customers.
5/16/2018	Proper Materials & Usage for Air Sealing & Duct Sealing	Contractors / Trade Allies	13	120	Training technicians and crew leads the best methods to seal and repair systems while performing services for customers. Explaining the Best Practices Standards.
5/22/2018	2018 C&I TAAG Update	Contractors / Trade Allies	2	120	Formal feedback event; workshop learning
6/1/2018	Retail training	Retail Employees	3	10	Dollar employees. Train the trainer style walk through of Energy Smart and ES retail program offerings including available rebates for sales with retail managers, cashiers, other applicable employees and interested customers who are present

6/7/2018	GPRO Operations & Maintenance Essentials	Energy Smart Employees	3	480	Certification training to increase Energy Smart staff knowledge of the principles of high performance construction and how to maintain efficient operations. Train the trainer course to qualify staff to roll out the training to Energy Smart contractors and stakeholders at a later date.
6/8/2018	GPRO Operations & Maintenance Essentials	Energy Smart Employees	3	480	Certification training to increase Energy Smart staff knowledge of the principles of high performance construction and how to maintain efficient operations. Train the trainer course to qualify staff to roll out the training to Energy Smart contractors and stakeholders at a later date.
6/22/2018	SELLing Energy Follow Up Module	Energy Smart Employees	2	60	Third party training to learn how to sell energy efficiency effectively.
6/22/2018	SELLing Energy Follow Up Module	Energy Smart Employees	2	120	Third party training to learn how to sell energy efficiency effectively.
6/23/2018	Retail training	Retail Employees	24	180	Train the trainer style walk through of Energy Smart and ES retail offerings including available rebates for sales with cashiers, floor staff, and interested customers who are present at the Green Project store.

Totals	12 trainings		74	74	Participants
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Appendix D: Marketing Collateral



Ready to stay cool
with Energy Smart?

Find a participating contractor
at energysmartnola.com or call
504-229-6868 for more information.


Entergy

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Stay cool and save
with an **A/C tune-up.**



Energy Smart A/C tune-up Program

Energy Smart
A New Orleans Program

SAVE MONEY AND ENERGY

When you sign up for an Energy Smart A/C Tune-up, you can improve the cooling output and efficiency of your air conditioning system by up to 30 percent.

WHY IS IT WORTH IT?

All Entergy New Orleans residential customers are eligible for an Energy Smart A/C Tune-up through the Energy Smart program.

A/C TUNE-UP BENEFITS

Our state-of-the-art diagnostic tools and procedures result in cooler air inside your home, increased air conditioner performance and lower energy bills.



HOW DOES IT WORK?

A program-qualified technician will inspect your A/C unit to determine which improvements your system needs for better performance, including:

- Measure indoor airflow at filter grill and correct if needed.
- Clean or replace filter.
- Clean outdoor condenser coils.
- Inspect and clean indoor coil and blower.
- Adjust refrigerant charge to manufacturer's specifications using digital refrigerant analyzer.
- Test air conditioner to verify how much cooling you're actually getting.

Apply up to a \$150 discount from Energy Smart to your contractor's invoice.

COMPARISON OF TRADITIONAL AND ENERGY SMART TUNE-UPS

Measuring Air Temperature		Measuring Return Airflow		Measuring Refrigerant Charge	
					
Traditional Tune-up	Energy Smart Tune-up	Traditional Tune-up	Energy Smart Tune-up	Traditional Tune-up	Energy Smart Tune-up

Earn \$40 every year
by participating in
EasyCool.



Looking for more ways
to get Energy Smart?
Visit energysmartnola.com
Call 504-229-6868
Email info@energysmartnola.com



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Get Energy Smart and save.



WHAT IS THE ENERGY SMART EASYCOOL PROGRAM?

The Energy Smart EasyCool Program helps Entergy New Orleans manage higher demand in the summer and reduces the need to run peak generators or import electricity into our electrical system.

WHAT DO YOU RECEIVE?

After every summer season (June-September), participants will receive \$40.

HOW DOES IT WORK?

At no cost to you, a cycling switch is installed on your home's outdoor A/C unit or heat-pump system. During periods or "events" of high demand—usually the hottest days of the summer, the switch to cycle your cooling system will activate. This only occurs on weekdays (Monday-Friday) and does not include holidays. The "events" typically last for two to four hours between 2-6 p.m., when electricity demand is at its highest. "Event" notifications are posted on the EasyCool website and Entergy New Orleans's Facebook and Twitter pages. Notifications are posted the day of the cycling "event."

WHO CAN PARTICIPATE?

Qualifying homeowners and renters in Orleans Parish.

WHY ENROLL?

Savings - Receive \$40 every summer season you participate in the EasyCool Program.

Ease - Entergy New Orleans installs the cycling switch for free, and no appointment is required if your A/C or heat pump is accessible.

Quality - You are helping manage energy needs during high-demand periods.

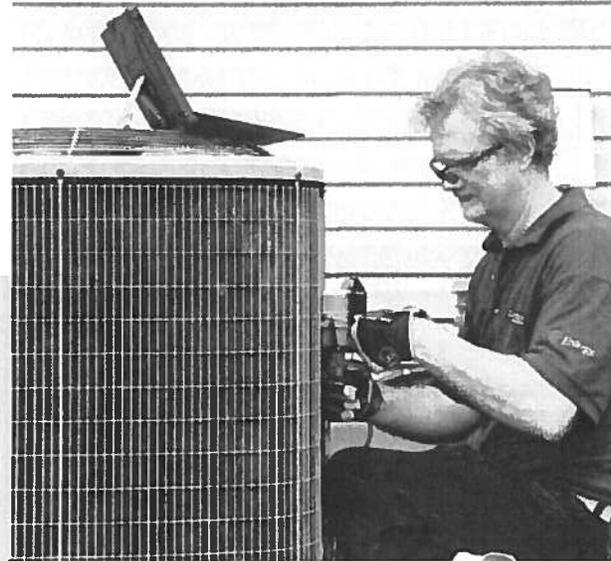
Options - During the summer season, you can opt out of two "events" and still be eligible for your credit.

Smart
A New Orleans Program

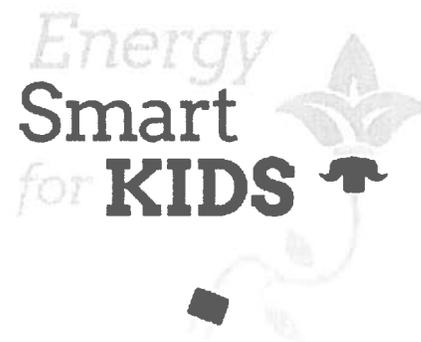


HOW DO I START SAVING?

Call 800-848-8484 or visit www.energynola.com/easycool for more information.



Ready to get
Energy Smart?



Dear Student,

To start your family's journey towards energy efficiency at home, we're giving you the first steps in this Energy Smart Starter Kit including:

- | | |
|--------------------|-------------------|
| 4 LED light bulbs | 1 showerhead |
| 2 LED light bulbs | 1 kitchen aerator |
| 1 bathroom aerator | 1 flow meter bag |

Have your parents visit energysmartnola.com or call **504-229-6868** for more details on how to become energy smart in your home.



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Not for Resale.

Ready to get Energy Smart? Visit energysmartnola.com

HERE ARE NINE MORE WAYS YOU CAN SAVE:

- Learn what's driving your home's energy use and how you can save money by registering for the Energy Smart Scorecard program at energysmartcard.com (it's FREE)
 - Contact the Energy Smart Program at 504-229-6868 to see if you qualify for free installation of energy efficiency products and a no-cost assessment of your home.
 - Purchase additional LED lighting products, low-flow showerheads and faucet aerators from your local retailer.
 - Adjust your thermostat to use less energy when you're not at home. We recommend 68 degrees in the winter while you're awake and setting it lower while you're asleep or away from home. In the summer, keep your house warmer than normal when you are away, and set the thermostat to 78 degrees when you are at home and need cooling.
 - Sign up for the Energy Smart EasyCool Program to manage your energy use and save money.
 - Choose ENERGY STAR® appliances like a window A/C, refrigerator and heat pump water heater which have mail-in rebates available through Energy Smart.
 - Tune up your A/C system through the Energy Smart A/C Tune-up Program.
 - Have duct sealing, weatherization and insulation work done by an Energy Smart participating trade ally.
- If you have a small or large business, take advantage of our incentives toward energy efficiency upgrades for businesses, too.



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Energy Smart Starter Kit Installation Guide

To start your family's journey towards energy efficiency at home, we're giving you the first steps in this Energy Smart Starter kit including:

- | | |
|--|---|
| 4 9-watt
LED light bulbs | 1 water efficient
showerhead |
| 2 14-watt
LED light bulbs | 1 water efficient
kitchen aerator |
| 1 water efficient
bathroom aerator | 1 water efficient
flow meter bag |





WHAT IS ENERGY SMART?

Energy Smart helps conserve the amount of energy (from electricity and water) we use at home, school and places in our communities. The small amounts saved add up quickly, as well as help the environment. You can start saving immediately with these complimentary items in your Energy Smart Starter Kit.

Congratulations

You took the first step on your energy efficiency journey with the Energy Smart for Kids Program. You've cut down on your energy use and started lowering your energy costs. So why stop now? Call 504-229-6868 to schedule your assessment.

Questions?

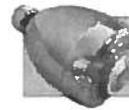
For more information, visit energysmartnola.com, call 504-229-6868 or email Info@energysmartnola.com.

And make sure to tell your friends and family that are Energy New Orleans customers about these energy saving options.



LED LIGHT BULBS

Light-emitting diodes, or LEDs, are another great energy saving light source. These bulbs can last for up to 25,000 hours, 15 times longer than incandescents. Standard incandescents use up to 80 percent more energy than energy-efficient LED light bulbs.



WATER EFFICIENT SHOWERHEAD

A water efficient showerhead can save energy by using up to 75 percent less water than most standard showerheads. It provides a powerful, flow rate regardless of water pressure and helps reduce water use in a big way.

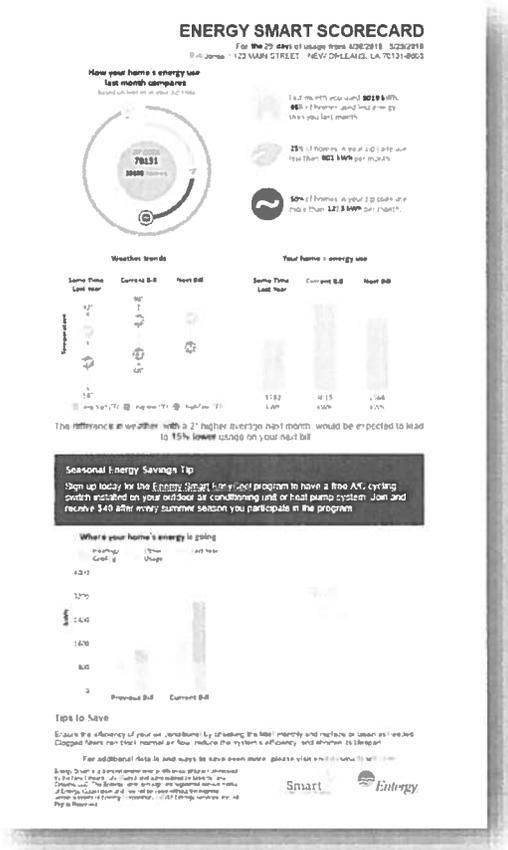


These aerators can be installed on most kitchen and bathroom sink faucets in order to save water and energy. They produce powerful streams of water at a reduced flow rate, regardless of available water pressure. Plus, there's an additional bonus: less energy is required to heat hot water.



SHOWER FLOW & FAUCET METER BAG

The Shower Flow & Faucet Meter Bag helps measure the flow of showerheads and faucet aerators. It is a tested, reusable, low cost way to determine water flow in gallons per minute.



Seasonal Energy Savings Tip
Sign up today for the Energy Smart EasyCool program to have a free A/C cycling switch installed on your outdoor air conditioning unit or heat pump system. Join and receive \$40 after every summer season you participate in the program.



ENERGY INSIGHTS FOR YOU, POWERED BY US.

Newsletters Save Me Money Keep Me Informed Energy Efficiency Programs eLibrary

ALSO IN THIS ISSUE

- [Make a difference and receive \\$40: Sign up for EasyCool](#)
- [What Can You Do With Smart Appliances?](#)
- [NEED Your Car Safety Use a Generator](#)
- [How Do They Get Their Wind Power?](#)

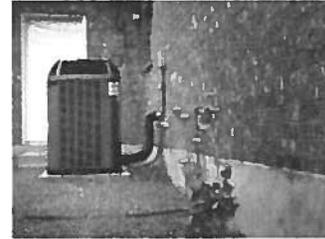
Surprise Party? Yes.
Surprise Bill? No.
Keep your bill close to the same amount each month.

LEARN MORE

Check out more money saving tips, tools & interesting articles **GO**

Make a difference and receive \$40: Sign up for EasyCool

The [Energy Smart EasyCool Program](#) is one of the many ways Entergy New Orleans makes it easy to save energy – and make a difference too. When you participate in this demand response program, you help to ease the demand on the electrical grid, which ensures a continual supply of energy and manages the cost of electricity.



The best part? Participating is easy – most people forget how much of a difference they're making – and you will receive \$40 following each cycling season (June-September). Here's how it works:

Step 1: See if you qualify.

Simply call 504-229-6868 or [click here](#) to see if you qualify. Participation is open to residential homeowners living in the Entergy New Orleans service territory with a central air conditioner or heat pump system on the ground floor. Other terms apply, so call or go online to see if you qualify.

Step 2: Receive your smart switch.

Once your eligibility is confirmed, we'll schedule a time to install an A/C cycling switch or "smart switch" on your outdoor air conditioning unit or heat pump system. Since the work is performed on your outdoor unit, you don't need to be home during installation. We provide the equipment and the installation is FREE.

Step 3: Receive your cool cash reward.

Enjoy your \$40 following each summer season that you participate. Your enrollment is automatic after you initially sign up – just keep enjoying your \$40 year after year.

So, what does the "smart switch" do?

In the event when demand is extremely high and only during the months of June, July, August, or September, your "smart switch" may be activated. If activated, your air conditioner or heat pump will still operate, circulating already cooled air, but will cycle on and off for short periods of time – and only up to 4 hours. This small change makes a big difference in reducing energy demand, which benefits the environment and keeps electric costs more affordable.

Participate today.

Call 504-229-6868 or [click here](#) to see if you qualify for the EasyCool Program.

Looking for other ways to save energy this summer? Visit [energysmartnola.com](#) or call 504-229-6868 today.



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Nine Ways to Save Energy – and Money – this Summer

As temperatures heat up this summer, we've got some simple tips to cool down your energy usage.



- 1 **Service your air conditioner.** Replacing air filters and cleaning the evaporator coil not only gets your air conditioner ready for cooling season – it can lower its energy consumption by up to 15 percent. And if you get a qualified professional tune-up, you can earn a rebate through the [Energy Smart A/C Tune-Up Program](#).
- 2 **Use ceiling fans.** Give your air conditioner some help and turn on your ceiling fans. Using them both can allow you to raise your thermostat four degrees, saving electricity.
- 3 **Cook outside.** On warmer spring days, keep the heat out of your home by using an outdoor grill instead of an indoor stove and oven.
- 4 **Purchase ENERGY STAR® qualified appliances and equipment.** Not only do ENERGY STAR products such as window A/C units, refrigerators and heat pumps, help you save energy and money – but you can earn an [Energy Smart Bonus](#) as well.
- 5 **Use your window treatments.** Super-hot day? Drawing your blinds or curtains can slash the heat inside when temperatures rise outside. During milder yet sunny days, switch off the lights and use windows to brighten your home with natural light.
- 6 **Caulk air leaks.** Using DIY-style caulk to seal cracks and openings in your home keeps warm air out, which could lower your energy bill.
- 7 **Set the thermostat.** Setting a programmable thermostat to a higher temperature when you are not at home can help reduce your energy costs by approximately 10 percent.
- 8 **Seal ducts.** Air loss through ducts can account for nearly 20 percent of your cooling system's energy consumption. Sealing and insulating your ducts can go a long way toward lowering your electricity bills. Work with an Energy Smart participating contractor to receive up to a [\\$200 rebate](#) on duct sealing.
- 9 **Sign up for a free home energy assessment** through the [Home Performance with ENERGY STAR program](#), designed to help deliver cool homes in the summer, warmer homes in the winter and lower utility bills all year long. Your energy assessment includes the free installation of several energy-saving products* (such as energy-efficient light bulbs, a smart power strip, water-saving showerheads and faucet aerators and other air sealing products), so you can start saving energy right away.

Looking for other ways to save energy this summer? Visit energy-smart.com/na or call 804-219-8388.

*Measure are determined based on the environment, overall efficiency and product availability. Products may not be installed in each unit depending on utility eligibility and existing base-line. Energy-efficient light bulbs will be installed only in fixtures containing incandescent or halogen lamps.

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- [Live in an apartment? Own a multifamily property? We can help you save energy.](#)
- [Tips for Cool Summer Savings](#)
- [Planting Trees for Energy Efficiency](#)
- [Home Electrical Safety](#)

Surprise Party? Yes.
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Keep your bill close to the same amount each month.

LEARN MORE

Check out more money saving tips, tools & interesting articles **GO**

Live in an apartment? Own a multifamily property? We can help you save energy.

If your multifamily property signs up for the Energy Smart Multifamily Program, tenants can receive free energy-saving products – all without spending a cent. In addition to saving on your energy bill, these high-quality, long-lasting products can help improve the value of the building and reduce maintenance.



What do you get for signing up?

Tenants will receive free installation of qualifying energy-saving products in the unit, which may include:

- LED light bulbs
- Showerheads
- Kitchen and bathroom faucet aerators
- Programmable thermostat

Who can participate?

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

How can I sign up?

If you are a tenant, contact your property manager and tell them you are interested in participating in the Energy Smart Multifamily Program. Property managers or owners can [register for a free property assessment online](#) or call 504-229-6868 to sign up today.

Looking for other ways to save energy this summer? Visit [energysmartno.com](#)

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

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Submit



Join the Energy Smart EasyCool Program and you'll earn \$40 every year.

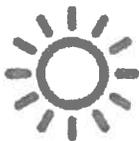


When you join the Energy Smart EasyCool Program, you can earn \$40 every year while helping to ensure a continual supply of energy for you and your neighbors.

How the EasyCool Program Works:



We'll come to your home and install an A/C cycling or "smart" switch on your outdoor air conditioning unit or heat pump system — all for FREE.



On select summer weekday afternoons, when electricity demand is at its highest, the EasyCool device may cycle your A/C on and off for short periods.



You will receive \$40 after every summer season for participating in the program.

Find out if you qualify ▶

Participation in the Energy Smart EasyCool Program is dependent upon Entergy account type and eligibility.



Don't miss out on receiving \$40 when you sign up for the EasyCool Program.



Sign up to lower your neighborhood's electricity demand and get rewarded.

Entergy's Energy Smart EasyCool program is now offering customers a **\$40 bonus** for their participation each summer season. Use that extra money to enjoy the warm summer weather while keeping your home cool and comfortable. Ready to get started? Find out if you qualify below.

[Find out if you qualify ►](#)

Participation in the Energy Smart EasyCool Program is dependent upon Entergy account type and eligibility.

 Entergy New Orleans Like Page
Sponsored

Receive \$40 after each summer season when you enroll in Energy Smart's EasyCool A/C program. Your participation helps lower electricity demand while keeping your home cool and comfortable.



 Energy Smart
A New Orleans Program

Earn \$40 each year with EasyCool
The Energy Smart EasyCool program helps ease the demand on the electrical grid and manages the cost of electricity for you and your community.

[SAVE.ENERGYSMART.NOLA.INFO/EASYCOOL](#) [Sign Up](#)

20 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

EasyCool Pre-season letter envelope

 
524 Elmwood Park Blvd, Suite 140
New Orleans, LA 70123-3308

**Making \$40 is easy
with the EasyCool Program.**



502-229-6868
energysmartnola.com
info@energysmartnola.com

June 12, 2018

Addressee's Name
Street Mailing Address
City, State Postal Code

Dear Energy Smart EasyCool Program Participant,

Thank you for participating in Entergy New Orleans' **Energy Smart EasyCool Program**. Now in its third year, the program has helped us manage costs by reducing the need to import electricity or run expensive generators when demand for electricity is at its highest. Your continued participation in the Energy Smart EasyCool Program benefits the environment and helps keep costs down for all residents of New Orleans.

Things to remember:

- The program's cycling season is **June 1 through Sept. 30**. During this period, we may call an "event," which means the switch to cycle your cooling system will be activated. The EasyCool device is only activated on select summer weekdays. When it is activated, your air conditioner will still operate, but for about half as long, while allowing the fan to circulate already cooled air.
- These cycling events are limited to weekdays (no weekends or holidays) during times when electricity demand is at its highest - typically for two - four hours between 2 and 6 p.m.
- You are permitted to "opt-out" of two events per season and still retain the \$40 annual incentive.
- Event notifications are posted on the Energy Smart EasyCool Program website and on our Facebook and Twitter pages. Typically, notifications are posted the day of a cycling event.

If you have a question about the program, please call the number listed below. Thanks again for participating in the Energy Smart EasyCool Program.

Sincerely,
Your Energy Smart EasyCool Program Team

p.s. Don't forget to tell your family and friends about the Energy Smart EasyCool Program. For more information on saving energy, visit energysmartnola.com or call us at **504-229-6868**.

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Energy Smart Residential Energy Efficiency Programs

Energy Smart EasyCool Landlord / Owner's Acknowledgement

Customer Name: _____

Landlord/Owner Name: _____

Property Address: _____

City: _____ ZIP: _____

Contact Phone Number: _____

Contact Email Address: _____

As the landlord/owner of the rental property listed above, I understand:

- Energy Smart or its authorized representative will install Energy Smart EasyCool equipment on all air conditioning unit(s) or heat pump(s) serving the property identified above.
- There are no fees to participate.
- Tenants will receive \$40 for participation at the end of each year.
- I agree to notify new tenants of their participation in the program and that their participation is voluntary.
- I may contact the Energy Smart EasyCool Program at **504-229-6868** for questions or problems related to the device.
- The landlord/owner or tenant will not be liable for any damage that has been sustained as a direct result of the program equipment.

Owner/Manager Signature

Date

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



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TRADE ALLY EVENT

You're invited to an Energy Smart Trade Ally Advisory Group Meeting

June 20, 2018

4 - 6 p.m.

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

Please join us for the second quarter Residential Trade Ally Advisory Group meeting. The purpose of this meeting is to share updates for the Energy Smart programs and to discuss your experiences in the program. We will talk through a variety of topics, with a primary focus on program measure offerings. The session will close with time to answer any remaining questions and document feedback.

This meeting is available to registered residential trade ally members. Management staff are highly encouraged to attend.

Agenda:

- 4 - 4:15 p.m. Dinner and Networking
- 4:15 - 4:30 p.m. Program Updates
- 4:30 - 6 p.m. Questions and Discussion

Please RSVP for each attendee via the [EventBrite](#) link.

We hope to see your team there.

INVITE

For more information about this and other energy efficiency programs, visit energysmartnola.com, email info@energysmartnola.com or call 504-229-6868. Energy Smart is a comprehensive energy efficiency program developed by the New Orleans City Council and administered by Entergy New Orleans, LLC. ©2018 Entergy Services, Inc. All Rights Reserved.



June 2018

Get to Know Your Spotlight

This Energy Smart monthly newsletter series is exclusively for registered trade allies in the residential program. Here, we'll share important news, training alerts and valuable tips to help your business gain the most value from participating in Energy Smart. Please reach out to your Trade Ally Coordinator, [Atom Davis](#), with any questions or topic suggestions for upcoming newsletters.



How does new tax law change expensing for energy efficient improvements?

Tax season is over, but you'll want to pay attention to [this article](#). Commercial businesses can expense the cost of new energy efficient measures while promoting the purchase of new more efficient equipment with this new tax law. The article also covers other upgrades that can be expensed or incentivized, including HVAC and roofing.

[Read more ▶](#)



Easy ways to grow your business.

[Louisiana Economic Development](#) has many free services that can help you to find the right ways to keep growing your business, such as employee training tools or assistance with patents. Louisiana Economic Development allows you to search by regions within Louisiana and offers classes and certifications.

[Read more ▶](#)



Are you a Disadvantaged Business Enterprise?

Many state and government contracts are required to do a certain percentage of their business with DBE certified vendors. The resources available to your team as a DBE may help bring you more business. [This website](#) has what you need to get started and check to see if you're eligible to register under multiple different types of DBE certifications. Energy Smart is available to provide support navigating the process of obtaining these certifications

[Read more ▶](#)



Upcoming Events

Marketing ENERGY STAR® with your Business

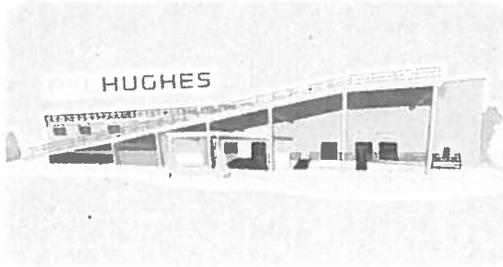
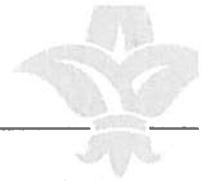
June 20, 2018
10:30 a.m. – 12:30 p.m.
Urban League of Louisiana
4640 S. Carrollton Ave.
Suite 110
New Orleans, LA 70119

Residential Trade Ally Advisory Group Meeting

June 20, 2018
4 – 5:30 p.m.
Urban League of League of Louisiana
4640 S. Carrollton Ave.
Suite 110
New Orleans, LA 70119



PEL HUGHES Energy Smart Case Study



OVERVIEW

Pel Hughes is a local, woman-owned print and direct marketing company that operates a 65,000 square foot facility in New Orleans. Energy Smart partners with Pel Hughes for printing and marketing services, and in 2018 Pel Hughes partnered with Energy Smart to access incentives to help them upgrade their 20-year-old, inefficient lighting to LED.

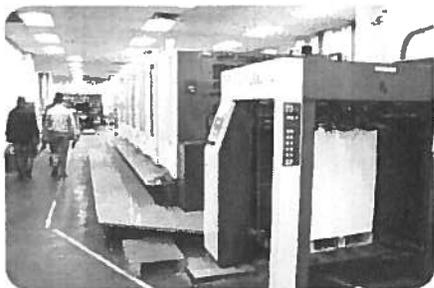
Pel Hughes General Manager Tim Levy explained, "The quality wasn't up to running a printing operation, so LED lighting came to our attention. The Energy Smart Trade Ally was able to offer different lighting levels for different areas of our business that have different needs. We got truer, whiter lights where we need to measure color accuracy and warmer lights where there are more people so it needs to be more comfortable."

RESULTS

Gross Project Cost:	\$66,205
Energy Smart Incentive:	\$18,547
Net Project Cost:	\$47,658
Estimated Energy Savings:	185,740 kWh/year
Estimated Cost Savings:	\$16,692 annually

Simple project payback of two years and 11 months.

**28 percent
of project
cost covered.**



You'll see a 100-year-old machine in here underneath state-of-the-art lights. We take the best of proven technologies and combine them with new innovation. We use what works.

Tim Levy, Pel Hughes

ENERGY SMART OVERVIEW

Energy Smart is available to all Entergy New Orleans electric customers including:
Small Businesses | Non-profit Organizations | Large Commercial and Industrial Facilities | Publicly Funded Institutions



PRESCRIPTIVE INCENTIVES

Prescriptive incentives are paid a pre-defined amount per unit for certain measures in the following categories:

- Lighting.
- HVAC.
- Refrigeration.
- Commercial Kitchen Equipment.

See prescriptive incentive list at energysmartnola.com.

- Submit completed application, prescriptive incentive calculator, one recent Entergy bill, proposal and spec sheets to commercialapps@energysmartnola.com.
- Contact us to find out if pre-approval is required for your prescriptive project.
- Once approved, implement your project.
- Contact the program team when project is complete. Submit project completion notice signed by the customer with any updated documentation.

CUSTOM INCENTIVES

Custom incentives are paid based on the estimated energy savings, customer size and project type as follows:

- \$.10 per kWh saved for **custom lighting** projects in facilities with peak demand >100 kW (large commercial).
- \$.12 per kWh saved for **custom lighting** projects in facilities with peak demand <100 kW (small commercial).
- \$.12 per kWh saved for all **custom non-lighting** projects.

Submit completed application, applicable incentive calculator, one recent Entergy bill, proposal and spec sheets to commercialapps@energysmartnola.com.

Pre-approval is required for all custom projects. Program scheduled inspection site visit occurs.

Once approved, implement your project.

Contact the program team when project is complete. Submit project completion notice signed by the customer with any updated documentation.

Program performs post-project and site inspections. Once complete, the incentive payment is approved.



Commercial customers can contact us for a list of Registered Trade Allies who are trained and experienced in performing energy efficiency upgrades.



CONSULTATIVE ENERGY SERVICES

Energy Smart can help guide projects to increase energy savings and cost-effectiveness.



CASH BACK INCENTIVES

Energy Smart has paid out more than \$8.1 million to business customers.



TRAINING & DEVELOPMENT

Energy Smart is committed to providing training and development to participating trade ally contractors.

For information about this and other Energy Smart programs, visit energysmartnola.com, email info@energysmartnola.com or call **504-229-6868**.



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SAVE ENERGY AND MONEY WITH ENERGY SMART.

Technical Assistance | Local Trade Allies | Cash Back Incentives

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

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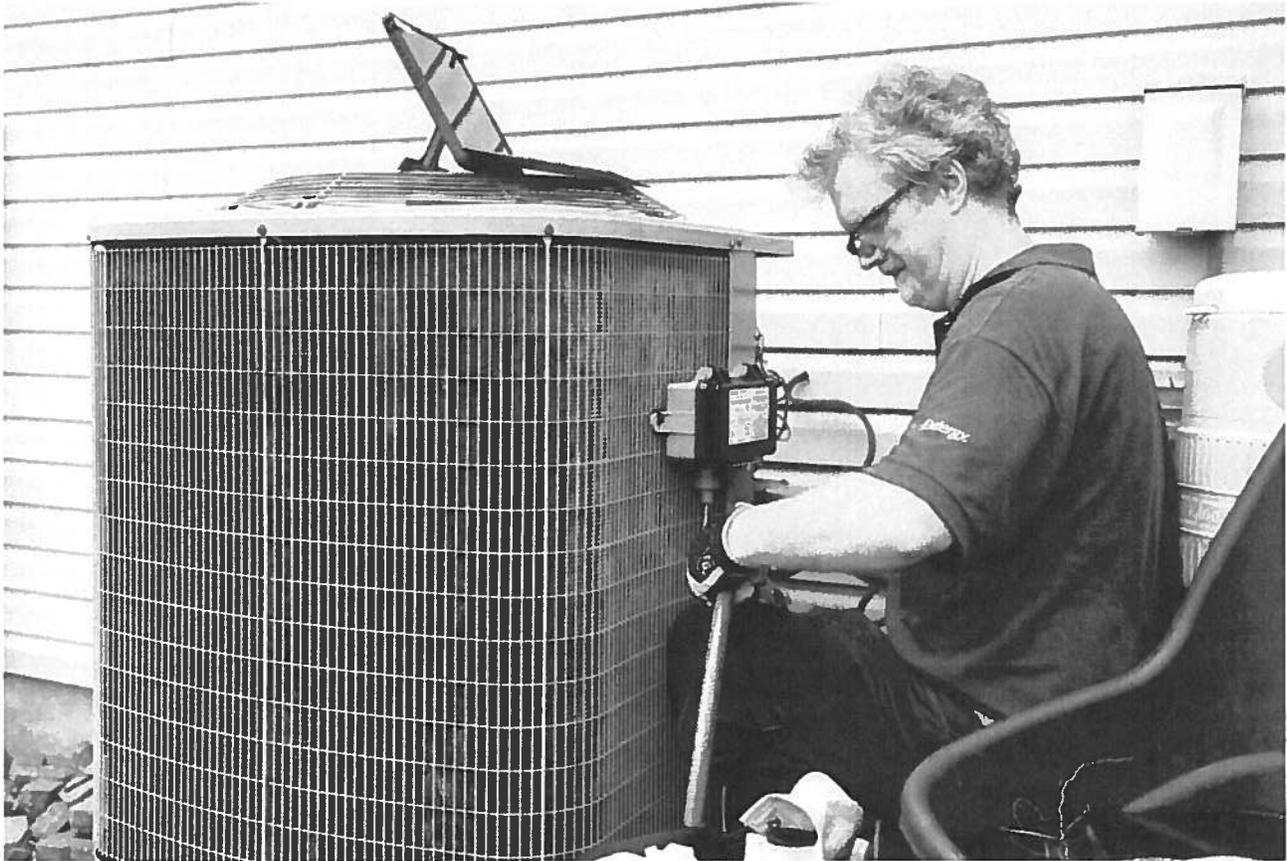
Appendix E: Photos



1 Residential Trade Ally Training



2 Baby Ben Environmental Awareness Festival



3 Easy Cool Switch Install



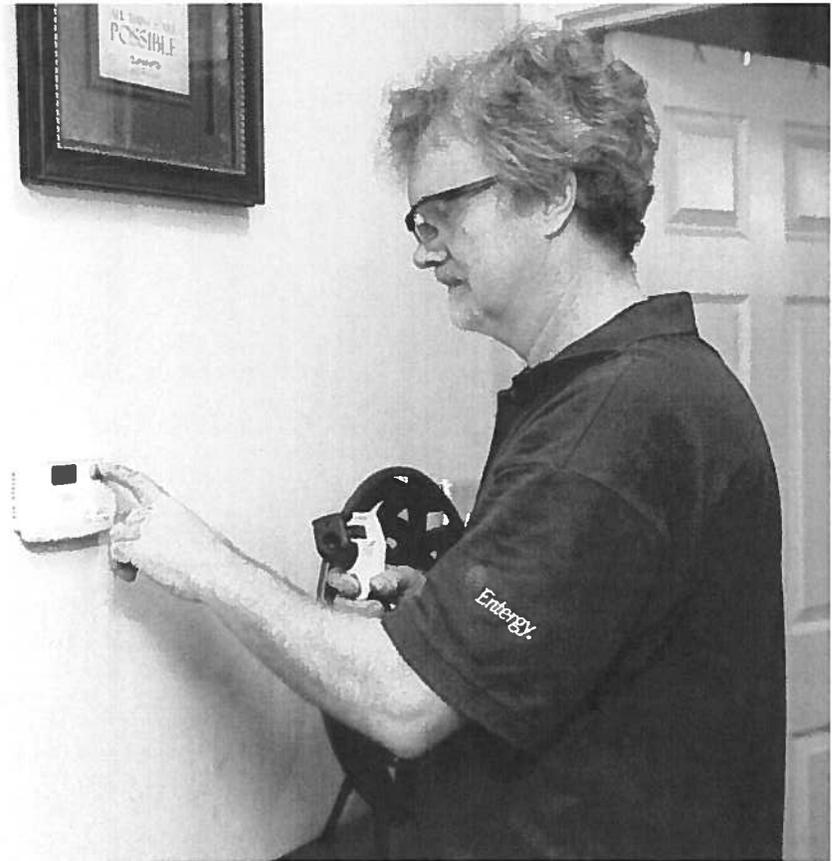
4 Energy Smart Vehicle



5 Outreach Event-Adult Education



6 Outreach Event-Energy Bike



7 Residential Assessment