



2021 Program Manual Commercial Point of Purchase Solutions

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PROGRAM DESCRIPTION

Entergy Arkansas offers the Commercial Point of Purchase Solutions Program to commercial customers in the Entergy Arkansas territory. The program is designed to encourage these customers to save money and energy by:

- Purchasing and/or installing qualified ENERGY STAR® or Design Lights Consortium listed:
 - LED bulbs.
 - LED fixtures.
- Purchasing and installing qualified variable-frequency drives, small air compressors, and hand dryers.

Commercial POPs Program Key Concepts

*Market Transformation, Education,
Incentives, Energy Savings and
Convenience*

During the program year, additional measures will be evaluated for cost-effectiveness. Measures that are considered appropriate will be added into the program. To encourage adoption of program measures, eligible customers will receive:

- Discounts at the point of sale.
- Promotional materials that describe the benefits of purchasing qualified energy-efficient items at participating distributor locations and other locations.

Additionally, this program will incorporate other activities designed to educate eligible customers about the energy efficiency technologies and incentives that are available. The two main program activities are:

- **Trade ally recruiting, outreach and training** — CLEAResult, the implementer of this program, will work to expand the trade ally network for the program. CLEAResult will also strive to increase the number of products that are available in area distributor locations.
- **Administration of the incentive process (including program tracking)** — The program strives to make participation in programs as convenient and streamlined as possible. To that end, CLEAResult works directly with trade allies to discount products at participating distributor locations and online.

The long-term objective of this program is to transform the energy efficiency market over time by minimizing the barriers that hinder Entergy Arkansas commercial customers from adopting energy-efficient technologies and practices. Strategies for lessening these barriers include:

- Reducing the cost of energy-saving products.
- Improving access to energy-saving products.
- Providing commercial customers with information about the quality of efficient products.

PROGRAM MANAGEMENT & CONTACTS

- Effie Weaver
 - Email: enteryarcommercialdiscounts@clearResult.com
- Energy Efficiency Solutions Center
 - Phone: **877-212-2420**

PROGRAM ROLES & RESPONSIBILITIES

Program Participant (Qualified Entergy Arkansas Commercial Customer)

- Purchase qualifying energy-efficient products from participating trade allies including:
 - LED linear bulbs, LED fixtures, VFDs, hand dryers, or small air compressors.
- Sign Program Participation Agreement.
- Install all purchased products within 30 days of purchase.
- Make facilities available for inspection if requested.

Participating Trade Allies

- Participating trade allies are responsible for complying with the program processes set forth in their program agreement with CLEAResult. This can include educating customers about energy efficiency, providing CLEAResult with monthly reports and invoices for each measure and displaying signage.

PROGRAM ELIGIBILITY

Customer Eligibility

The 2021 Commercial Point of Purchase Program is being offered to all commercial customers of Entergy Arkansas who have not opted out of energy efficiency programs. Customers may be required to verify eligibility with their Entergy Arkansas account number for participation in the program. Please see the Program Participation Process section of this document for information about how to participate.

Trade Ally Eligibility

CLEAResult is responsible for recruiting eligible trade allies to participate in this program. Eligibility is determined by the trade ally's ability to track and report data as well as their willingness to agree to the responsibilities laid out in their program agreement with CLEAResult. Participating distributors must have service territory or locations within the Entergy Arkansas service territory, must have a minimum amount of physical inventory available for inspection, and must be in good standing if participating in other Entergy Arkansas energy efficiency programs.

PROGRAM INCENTIVES

Measures & Incentive Levels

Eligible lighting measures include DLC and ENERGY STAR qualified LED light bulbs and linear light bulbs as well as LED light fixtures. These measures will replace incandescent and halogen bulbs and fixtures with energy-saving LED fixtures.

Measure Type	Incentive Level (as of 1/1/21)
LED Downlight / Trim Kit (200 – 4500 lumens)	\$6 per bulb
LED T8 Replacement Lamp, two-foot (800 – 2000 lumens)	\$2 per bulb
LED T8 Replacement Lamp, four-foot (1500 – 3199 lumens)	\$2 per bulb
LED T8 Replacement Lamp, eight-foot (3100 – 5999 lumens)	\$6 per bulb
LED T5 Replacement Lamp (3000 – 6000 lumens)	\$3 per bulb
4-pin LED (High-wattage CFL replacement) (950 – 2500 lumens)	\$3 per bulb
LED Troffer/Linear Ambient Retro Kit or Surface Mounted Fixture (1500 – 3499 lumens)	\$10 per fixture
LED Troffer/Linear Ambient Retro Kit or Surface Mounted Fixture (3500 – 5999 lumens)	\$20 per fixture
LED Troffer/Linear Ambient Retro Kit or Surface Mounted Fixture (6000 – 10,000 lumens)	\$25 per fixture
Lowbay LED Fixture (3000 – 7499 lumens)	\$35 per fixture
Lowbay LED Fixture (7500 – 11,999 lumens)	\$45 per fixture
Highbay LED Fixture (12,000 – 24,999 lumens)	\$55 per fixture
Highbay LED Fixture (25,000 – 60,000 lumens)	\$75 per fixture
LED Exterior Fixture* (1000 – 4999 lumens)	\$20 per fixture
LED Exterior Fixture* (5000 – 8999 lumens)	\$55 per fixture
LED Exterior Fixture* (9000 – 19999 lumens)	\$65 per fixture
LED Exterior Fixture* (20000 – 54999 lumens)	\$115 per fixture

LED Garage Fixture (2000 - 5499 lumens)	\$20 per fixture
LED Garage Fixture (5500 - 7499 lumens)	\$75 per fixture
LED Garage Fixture (7500 - 12,000 lumens)	\$85 per fixture

LED Lowbay/Highbay** - includes DLC-approved Lowbay/Highbay Luminaires, Retrofit Kits, and *HID Replacement Lamps**
LED Troffer - includes DLC-approved Troffer luminaires, Integrated Retrofit Kits, and linear-style retrofit kits
LED Exterior - includes the following DLC-approved outdoor luminaires, retrofit kits and ***HID replacement lamps** (approved for those applications):

- Outdoor Pole/Arm-Mounted Area and Roadway Luminaires.
- Outdoor Pole/Arm-Mounted Decorative Luminaires.
- Outdoor Full-Cutoff Wall-Mounted Area Luminaires.
- Outdoor Non-Cutoff and Semi-Cutoff Wall-Mounted Area Luminaires.
- Fuel Pump Canopy Luminaires.
- Landscape/Accent Flood and Spot Luminaires.
- Architectural Flood and Spot Luminaires.

****HID LAMPS - Mogul Screw-Base Replacements for HID lamps Primary Uses Products**

Eligible > Specifically manufactured with an E39 base > UL Type B (removal of existing ballast from circuit & the lamp holder wired w/ line voltage) > UL Type C (require existing HID ballast replaced w/ external LED driver)

Not Eligible > have other base types & are sold w/ E39 adapter > E39 bases sold w/ an adapter to other base types > Dual-mode products (can operate using either HID ballast or line voltage/can operate using the existing HID ballast any capacity) > Screw-Base Replacements for HID Lamps that have features to enable multiple distribution patterns for a singular model

Incentives may change at any time due to market or program conditions.

Eligible variable frequency drives (VFDs) are between 0 and 50 horsepower and are not replacing a VFD currently in use. VFDs being used as a supply air fan on stand-alone HVAC systems, or as a soft-start only do not qualify for this offer. Qualifying VFDs will receive \$35 per hp.

Eligible electric hand dryers use air movement and motion sensors to dry instead of heat. Contact the program for a list of qualifying models. Hand dryers being used in new construction applications or replacing an efficient hand dryer do not qualify for this offer. Qualifying electric hand dryers will receive \$100 per unit.

Eligible air compressors are between 0 and 75 horsepower and are installed in a commercial application. Single air compressor systems of the types listed below are eligible but must not be replacing the same type of system. Qualifying air compressors will receive \$60 per hp.

- Load / No Load Controls
- Variable Displacement with Controls
- Variable Speed Drive

MEASUREMENT & VERIFICATION

For all products, the program will calculate savings based upon pre-approved stipulated savings per unit.

Stipulated savings are standardized savings values that have been calculated based on aggregated data for a category of measures in representative building types. This approach is suitable for a variety of projects where energy savings may be estimated to a reasonable degree of accuracy without additional measurement and verification. In these cases, variables such as operating hours and energy consumption of existing equipment are assumed using previously-gathered field or market data.

NON-CASH BENEFITS

Communications & Public Relations Support

CLEAResult will provide training for the distributor's sales associates on the program rules and processes, as well as any energy efficient product information they can use to market the program. CLEAResult will also market the program directly to customers and provide press releases and other communications support to inform the business community about the program. CLEAResult may target conferences and shows in order to reach more business customers.

PROGRAM PARTICIPATION PROCESS

Lighting Products, Small Air Compressors, Hand Dryers and Drives

There is no application in this process. The instant discount is awarded at the time of purchase from a participating distributor and is included in the quoted sale price. Discounts are subject to funding availability. See Figure 1 for a diagram of the process.

To receive incentives from the program, commercial customers must provide their name and address to confirm eligibility for program funding and may be asked for their account or meter number. Commercial customers must also sign a program participation agreement which is provided to Entergy Arkansas and includes, at minimum, the following information:

- Purchaser's full name.
- Name & address of business where installation will take place.
- Email address (optional) and phone number.
- Signature and date of signature.

The incentive amount may be adjusted during the course of the program year according to changes in the estimated savings and participation levels. CLEAResult will update trade allies 30 days prior to the change if any changes are made to the incentive amounts available. Entergy Arkansas is not required to pay the trade ally an incentive for ineligible purchases or for any incentive reimbursement requests submitted after the final acceptance date specified on the program agreement. For more information, please see the Limits on Participation section below.

INCENTIVE PAYMENT PROCESS

Any cash incentives received through the program are paid directly to the commercial customer via discounts on purchases as described above. Reimbursement funds for incentives applied to eligible purchases are delivered in the form of a check to the trade ally once the purchases have been verified.

LIMITS ON PARTICIPATION

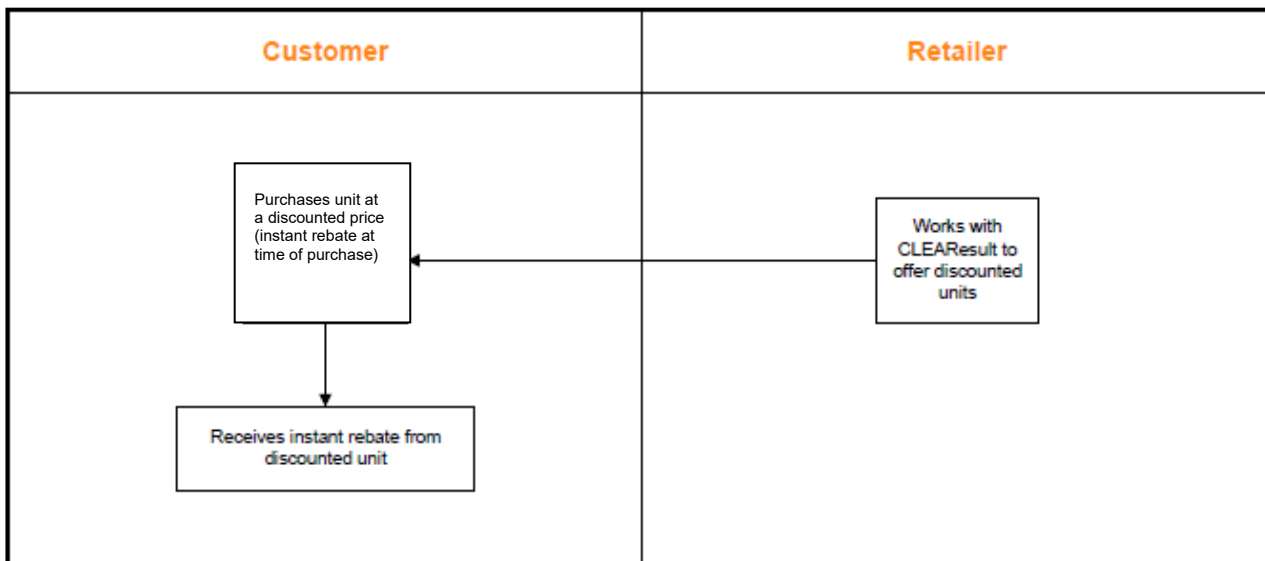
The incentive budget available through the program is limited and made available to commercial customers on a first- come, first-served basis. Funding allocation caps may be put in place with distributors in an attempt to manage the disbursement of funds.

PARTICIPATING TRADE ALLIES

Lighting Products, Small Air Compressors, Hand Dryers and Drives

CLEAResult has recruited trade allies to participate in the discount of these measures. Entergy Arkansas commercial customers will be able to access a list of participating trade allies via the Entergy Arkansas website.

Figure 1
Project Process for Purchases of Products



DISCLAIMERS

Entergy Arkansas and/or CLEAResult

The selection of a participating trade ally or manufacturer's product is the sole decision of the customer. Inclusion of a trade ally or product in the program does not constitute an endorsement by Entergy Arkansas or CLEAResult of any product, individual or company. Neither Entergy Arkansas nor CLEAResult makes any guarantee or any other representation or warranty, expressed or implied or otherwise, as to the quality, cost or effectiveness of any products provided by any such participating trade ally's employees, subcontractors, or suppliers.

Energy efficiency gains are subject to a number of variable conditions and circumstances. While it is the intent of the program to achieve energy efficiencies, neither Entergy Arkansas nor CLEAResult guarantees or warrants that any specific energy efficiency gains will be achieved for a particular customer under the program.

QUALITY MANAGEMENT SYSTEM

QA/QC Protocol

CLEAResult's Quality Management Process (QMP) includes both quality assurance (QA) and quality control (QC) components with a feedback loop to ensure continuous program improvement. It is a holistic and preventative approach to quality assurance. QC inspections are used to verify quality of the results, and QA activities such as trade ally and product qualification and training help to ensure quality issues do not appear downstream in the process. QMP prevents quality issues from coming up in the first place and improves the entire system, including for participating distributors.

CUSTOMER COMPLAINTS

In the course of administering any program, there may be instances where a participant is not satisfied with the program and has a complaint or dispute. The below steps outline the process for CLEAResult staff and/or teaming partners to resolve customer complaints in a timely manner.

Calls that come into the program contact center will be documented in CLEAResult's tracking database by creating a case and associating it with the specific account, contact or project record (whichever is most specific to the complaint). An email is sent to the program team for follow-up with the customer.

All complaints should be followed up on within two business days of the receipt of the complaint.

If the initial discussions with the participant do not result in a resolution the program implementer will inform the participant that additional efforts are required to resolve the concern, and that we will follow up within one business day to discuss additional information gathered, next steps in the resolution process and the expected timeline for dispute resolution.

During all interactions, the person handling the complaint will record the discussions, the actions taken to resolve the complaint and the date the actions were taken. We will update the participant regarding the status of their issue resolution no less than weekly.

CLEAResult will provide monthly updates to Entergy on the status of any outstanding participant complaints. CLEAResult will contact the utility immediately upon receipt of any complaint or issue that may pose a liability or public relations risk.

DISTRIBUTOR PERFORMANCE STANDARDS

Requirements for Participation

Distributors are required to sign program agreements to enroll in the program. The agreement defines participant roles and requirements for program participation.

Causes for Non-Payment or Termination of Agreement

If a participating distributor does not maintain their duties as agreed upon, they will receive a written warning. If they take no corrective action and continue to fail to uphold their duties after receiving several warnings, CLEAResult may elect to withhold payment for reimbursement or to terminate the agreement with the distributor.