



# 2020 Program Manual Residential Point of Purchase Solutions

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# TABLE OF CONTENTS

- PROGRAM DESCRIPTION ..... 3
- PROGRAM MANAGEMENT & CONTACTS ..... 4
- PROGRAM ROLES & RESPONSIBILITIES..... 4
- Program Changes..... 4
- PROGRAM ELIGIBILITY ..... 5
  - Customer Eligibility ..... 5
  - Retailer, Distributor and Manufacturer Eligibility ..... 5
- PROGRAM INCENTIVES ..... 5
  - Measures & Incentive Levels ..... 5
- MEASUREMENT & VERIFICATION ..... 6
- NON-CASH BENEFITS ..... 6
  - Communications & Public Relations Support ..... 6
- PROGRAM PARTICIPATION PROCESS ..... 6
  - ENERGY STAR LEDs, Advanced Thermostats, and Advanced Power Strips..... 6
  - ENERGY STAR® Air Purifiers, Dehumidifiers and Pool Pumps..... 6
- INCENTIVE PAYMENT PROCESS ..... 7
- LIMITS ON PARTICIPATION ..... 7
  - ENERGY STAR LEDs and Advanced Power Strips ..... 7
  - ENERGY STAR Advanced Thermostats..... 7
  - ENERGY STAR Air Purifiers, Dehumidifiers and Pool Pumps ..... 7
- PARTICIPATING RETAILERS..... 8
  - ENERGY STAR LEDs and Advanced Power Strips ..... 8
  - ENERGY STAR Air Purifiers, Dehumidifiers and Pool Pumps ..... 10
- DISCLAIMERS..... 11
  - Entergy Arkansas and/or CLEARResult ..... 11
- QUALITY MANAGEMENT SYSTEM..... 11
  - QA/QC Protocol ..... 11
  - Quality Assurance..... 11
  - Quality Control ..... 12

CUSTOMER COMPLAINTS ..... 12

TRADE ALLY PERFORMANCE STANDARDS ..... 13

    Requirements for Participation ..... 13

    Causes for Non-Payment or Termination of Agreement..... 13

## PROGRAM DESCRIPTION

Entergy Arkansas offers the Residential Point of Purchase Solutions Program to residential and small commercial customers in the Entergy Arkansas territory. The program is designed to encourage these customers to save money and energy by taking the following measures:

- 1) Purchasing and/or installing qualified ENERGY STAR:
  - a. Light-emitting diode bulbs and fixtures.
  - b. Dehumidifiers
  - c. Pool Pumps
  - d. Room Air Purifiers
  - e. Advanced Thermostats (qualifying models only)
- 2) Purchasing and using advanced power strips.

### Residential Lighting & Appliances Key Concepts

*Market Transformation, Education, Incentives,  
Energy Savings, Performance*

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:

- 1) Discounts and rebates.
- 2) Promotional materials that describe the benefits of purchasing qualified energy-efficient items at outreach events and participating retail locations.

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

- 1) **Retailer and manufacturer recruiting, outreach and training** — CLEARResult, the implementer of this Program, will work to expand the retail network for the Program. CLEARResult will also strive to increase the number of products that are available in area retail locations.
- 2) **Administration of the incentive process (including program tracking)** — The program strives to make participation as convenient and streamlined as possible. To that end, CLEARResult works directly with manufacturers and retailers to discount lighting, thermostat and load control products at retail and online, and offers Entergy customers both paper and electronic options for applying for rebates on qualifying products.
- 3) **Educational outreach events** — These events will be used as an opportunity to distribute energy-efficient measures to customers through a more hands-on channel.

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

Strategies for lessening these barriers include:

- 1) Reducing the cost of energy-saving lighting, thermostat & plug load control products, pool pumps and small appliances.
- 2) Improving access to ENERGY STAR qualified products.
- 3) Providing consumers with information about the quality of efficient products.

## PROGRAM MANAGEMENT & CONTACTS

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Energy Efficiency Solutions Center: **877-212-2420**

## PROGRAM ROLES & RESPONSIBILITIES

Program Participant (Qualified Entergy Arkansas Customer)

- Purchase the following ENERGY STAR® qualified items from participating retailers, distributors or contractors: LED bulbs and fixtures, advanced thermostats, pool pumps, room air purifiers, dehumidifiers OR receive free ENERGY STAR qualified LED bulbs from program representatives at outreach events.
- Purchase advanced power strips from participating retailers.
- Submit a rebate application and proof of purchase for each qualifying product. (No rebate application is necessary for lighting and plug load control products, and for thermostats purchased with a discount; the discount has already been applied to the price of the product in the case of lighting and load control products, and discount code is used at the point of sale in the case of thermostats.)

Participating Retailers, Distributors and Manufacturers

- Participating retailers and distributors 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 sales figures for each measure and displaying signage.
- Participating manufacturers are responsible for complying with program processes set forth in their program agreement with CLEAResult. This can include educating customers about energy efficiency, providing CLEAResult with monthly reports and sales figures for each measure and ensuring that all products sold to retailers for purposes of the promotion comply with the qualifications set forth in the agreement and are or will be listed on the ENERGY STAR website.

## PROGRAM CHANGES

The Entergy Arkansas Residential Point of Purchase Solutions Program has been implemented in its current form since 2011. In 2019, the following changes were made:

- ENERGY STAR qualified advanced thermostats were incentivized through the program.

## PROGRAM ELIGIBILITY

### Customer Eligibility

The 2020 Residential Point of Purchase Program is being offered to all residential customers of Entergy Arkansas. Customers may be required to verify eligibility with their Entergy Arkansas account number for participation in some of the measures. Please see the “Program Participation Process” section of this document for information about how to participate.

### Retailer, Distributor and Manufacturer Eligibility

CLEAResult is responsible for recruiting eligible retailers, distributors and manufacturers to participate in this program. Eligibility is determined by the retailer, distributor or manufacturer’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 retailers and distributors must have locations well within the Entergy Arkansas service territory.

## PROGRAM INCENTIVES

### Measures & Incentive Levels

Eligible measures include ENERGY STAR qualified: light-emitting diode light bulbs & fixtures, advanced thermostats, room air purifiers, dehumidifiers and pool pumps. Certain tier 1 advanced power strips are also eligible for incentives under this program.

Measure Type	Incentive Level	Measure Description
<b>LED Bulbs</b>	<ul style="list-style-type: none"> <li>Full cost of the bulb; LEDs are given to qualifying customers at events</li> </ul>	This measure will replace incandescent and halogen bulbs with energy-saving LED bulbs.
<b>LED Bulbs</b> <ul style="list-style-type: none"> <li>40-60w replacements</li> <li>75 w – 100w repl</li> <li>Specialty Styles</li> </ul>	<ul style="list-style-type: none"> <li>\$1 per bulb</li> <li>\$1.50-\$2 per bulb</li> <li>\$2-\$3 per bulb, varies by type</li> </ul>	This measure will replace incandescent bulbs with energy-saving and long-lasting LED bulbs.
<b>Advanced Power Strips</b> All qualifying models	<ul style="list-style-type: none"> <li>Up to \$10 per unit</li> </ul>	This measure will replace traditional power strips with surge protection with advanced power strips with current sensing technology that makes it possible to shut off the flow of electricity to computers or peripherals automatically when not in use.
<b>Pool Pumps</b> 2 speed Variable speed (multi-speed)	<ul style="list-style-type: none"> <li>\$175</li> <li>\$300</li> </ul>	This measure will replace single-speed pool pumps with energy-saving pool pumps which have varied speed settings for filtration and cleaning.
<b>Room Air Purifier</b>	<ul style="list-style-type: none"> <li>\$35</li> </ul>	This measure will replace traditional room air purifiers with energy-saving room air purifiers.
<b>Dehumidifiers</b>	<ul style="list-style-type: none"> <li>\$25</li> </ul>	This measure will replace traditional dehumidifiers with energy-saving dehumidifiers.

## MEASUREMENT & VERIFICATION

For all bulbs, fixtures, air purifiers, advanced power strips, dehumidifiers and pool pumps, the program will calculate savings based upon deemed savings per unit. Deemed savings are standardized savings values or simple formulas for a range 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 data.

For advanced thermostats, the program will calculate savings based upon stipulated savings presented in a work paper drafted by CLEAResult.

## NON-CASH BENEFITS

### Communications & Public Relations Support

CLEAResult will market the program to consumers; distribute free LEDs, appliances and/or advanced power strips; provide press releases and other communications support to inform the community about the steps their neighbors are taking to improve the energy performance of their homes; and may target schools in order to reach more residential customers.

## PROGRAM PARTICIPATION PROCESS

### ENERGY STAR LEDs, Advanced Thermostats and Advanced Power Strips

There is no application in this process. The instant discount is awarded at the time of purchase from a participating retailer and, in the case of lighting and power strips, is included in the sales price found at the shelf (no additional discount is taken at the register). In the case of Advanced Thermostats, discount codes are emailed to qualifying participants, and are used to obtain a discount at the register. Discounts are subject to funding availability.

### ENERGY STAR Air Purifiers, Dehumidifiers, Advanced Thermostats and Pool Pumps

To receive cash incentives from the program, customers must apply for incentives by completing and submitting a mail-in or online rebate application for each individual purchase and provide CLEAResult with supporting documentation, including:

- Full name
- Address
- Utility account number
- Purchased equipment make and model number
- Email address or phone number
- Date of purchase
- Proof of purchase
- Other information as necessary

The incentive amount may be adjusted during the program year according to changes in the estimated savings and

participation levels, provided that the budget is able to accommodate any additional incentives that need to be allocated. CLEAResult will update customers prior to purchase if any significant changes are made to the incentive amount available for their appliance purchases. Rebates will be processed in CLEAResult's Michigan-based processing center. Entergy Arkansas is not required to pay the customer an incentive for any purchases over the maximum number of eligible purchases, for ineligible purchases or for any rebate applications submitted after the final acceptance date specified on the application form. 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 customer via discounts on purchases or after the purchase as described above. Funds for post-purchase rebates are delivered in the form of a check once the purchase has been verified.

## LIMITS ON PARTICIPATION

Both the cash and non-cash incentive budgets available through the program are limited and made available to customers on a first-come, first-served basis.

## ENERGY STAR LEDs and Advanced Power Strips

Each of these measures is being incentivized through a retail price markdown. Entergy Arkansas customers will be able to purchase these products from any of the participating retailers. The savings are passed on to the customer at the time of purchase in the form of a discount on their purchase. The discount has already been included in the sale price of these items; no additional discount is given at the register.

## ENERGY STAR Advanced Thermostats

This measure is being incentivized through an instant discount or after purchases upon validation of application. For those who select the instant discount option, purchases can only be made from a participating retailer. The savings are passed on to the customer at the time of purchase in the form of a discount on their purchase given at the register. For those who select the post-purchase option, application can be made online or through the mail. For paper rebate applications, customers will either receive a rebate application at the retail location where purchase was made or download an application from the Program website. For rebate, the customer will need to provide their completed application and copy of proof of purchase within the specified timeframe for processing and redemption. The cash incentive comes in the form of a check and is mailed to the customer at the address provided on the application form. Customers must receive residential electric service from Entergy Arkansas.

## ENERGY STAR Air Purifiers, Dehumidifiers and Pool Pumps

To participate in the ENERGY STAR air purifier, dehumidifier or pool pump promotions, customers need to purchase qualifying ENERGY STAR air purifiers, dehumidifiers or pool pumps. Customers can apply through the mail or online. For paper rebate applications, customers will either receive a mail-in rebate application with their purchase (at participating retail locations only) or will download an application form from the program website. In all cases, the customer will need to provide their completed application and copy of proof of purchase within the specified timeframe for processing and redemption. The cash incentive comes in the form of a check and is mailed to the customer at the address provided on the application form. Customers must receive residential electric service from Entergy Arkansas.



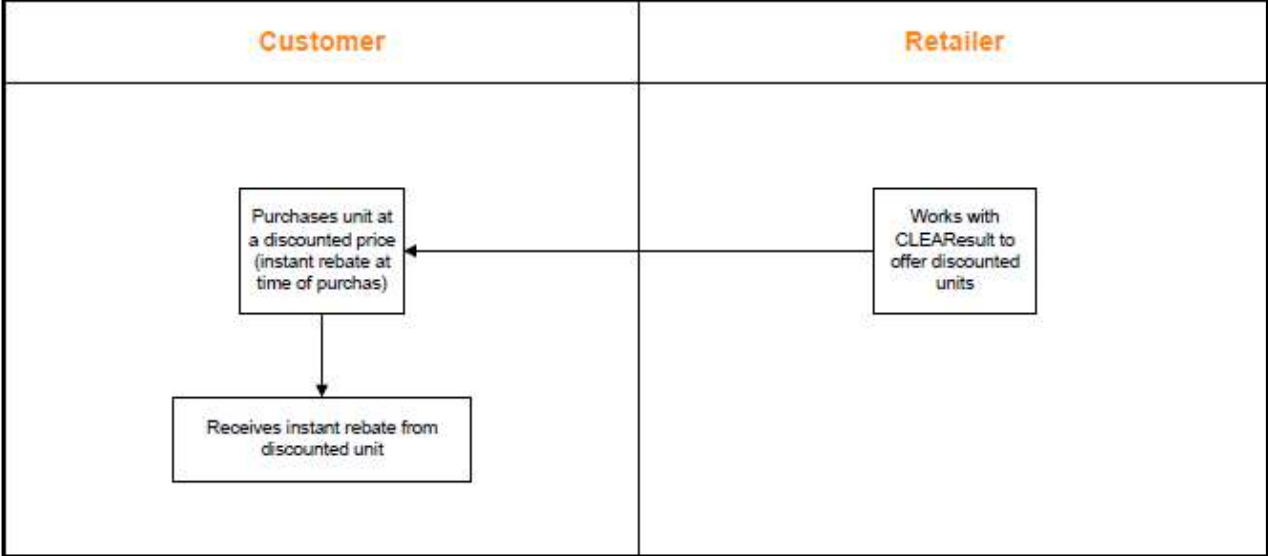
# PARTICIPATING RETAILERS

## ENERGY STAR LEDs and Advanced Power Strips

CLEAResult has recruited retail establishments to participate in the discounting of these measures. Customers will be able to access a list of participating retailers via the program website.

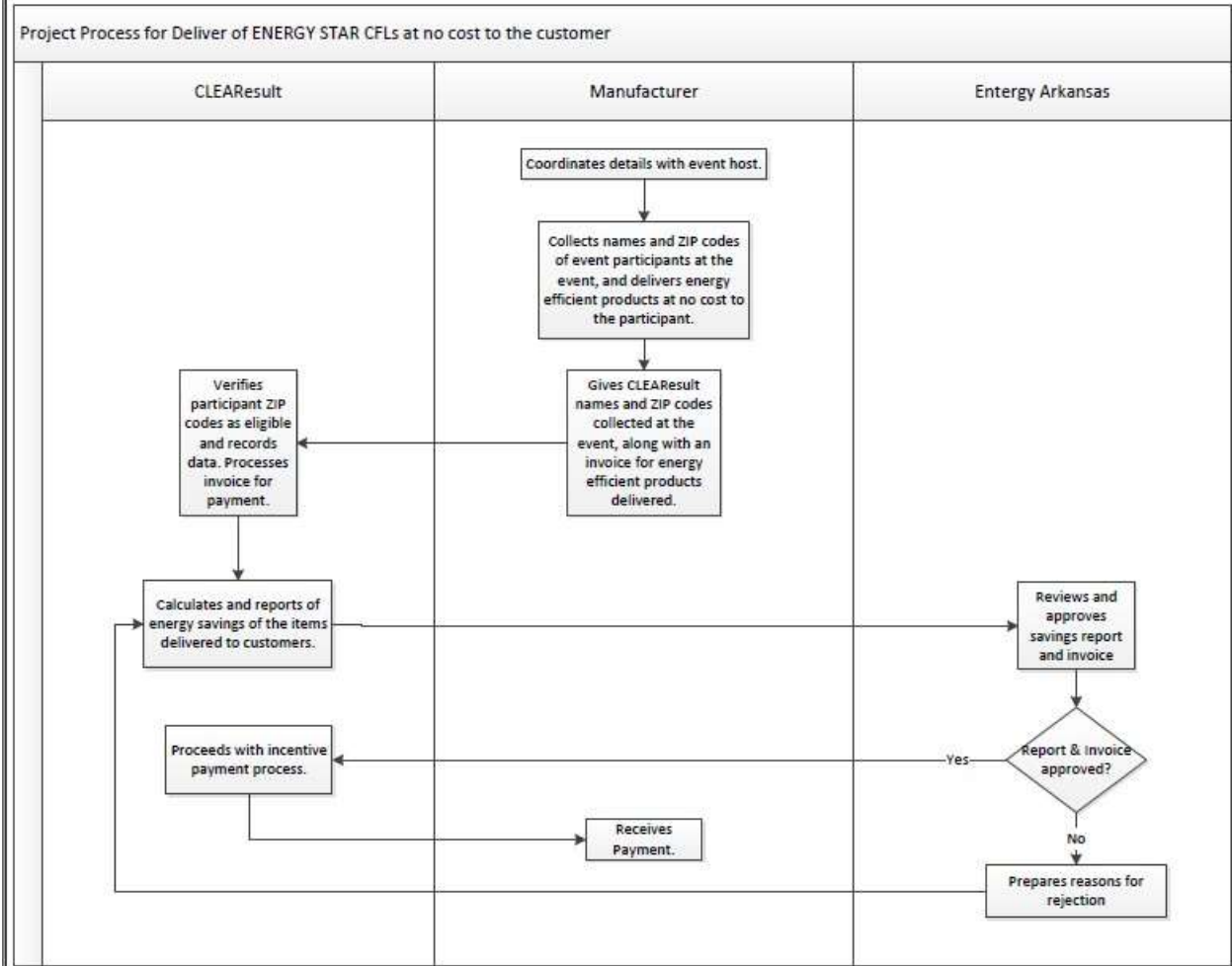
**Figure 1**

Project Process for Purchases of ENERGY STAR LEDs and Advanced Power Strips



**Figure 2**

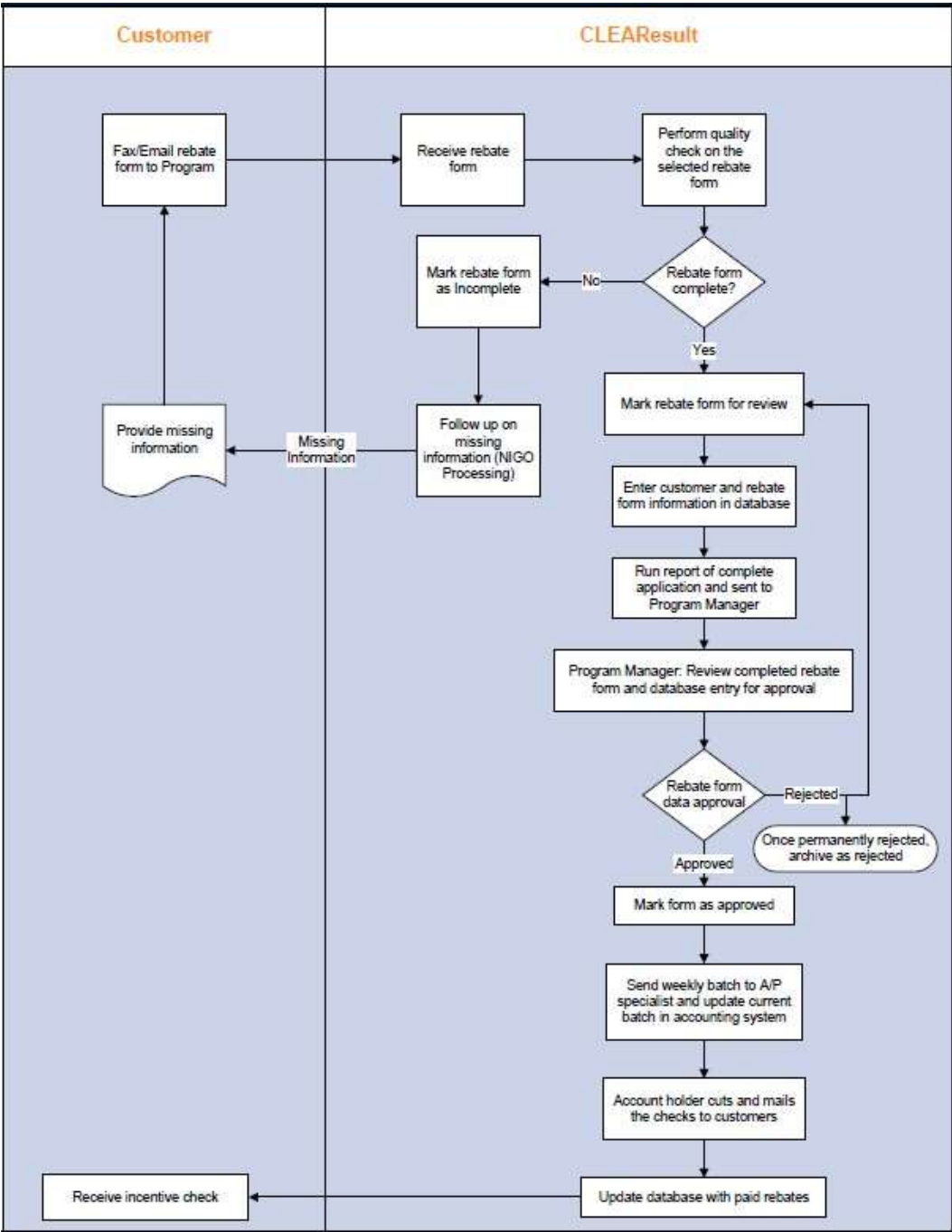
Project Process for Delivery of ENERGY STAR LEDs at no cost to the customer



# ENERGY STAR Air Purifiers, Dehumidifiers, Advanced Thermostats and Pool Pumps

CLEAResult has recruited retail establishments to participate in the program by making rebate applications available at select store locations.

**Figure 3**  
 ENERGY STAR Appliance Rebate Project Process



# DISCLAIMERS

## Entergy Arkansas and/or CLEAResult

The selection of a participating retailer, distributor or manufacturer’s product is the sole decision of the customer. Inclusion of a retailer 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 retailer’s or distributor’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 includes both quality assurance and quality control 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 retailer, distributor and manufacturer 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 retailers and distributors.

Retailer and distributor training and outreach are key components of QA/QC for this program. Sales associates serve as trusted subject-matter experts who can influence decision-making at the time of purchase. CLEAResult will:

- Conduct periodic sales associate trainings to educate staff on programs.
- Work with retailers to secure in-store promotional events.
- Conduct periodic check-ins by phone and in person to assess program effectiveness, verify point of purchase signage and develop relationships with individual retailers.

Tracking products and reporting accomplishments will be completed through agreements reached with retailers, distributors, manufacturers and suppliers.

## Quality Assurance

Program Process Trainings (QA)	Field representatives will organize sales and program trainings for retail staff departments. Trainings will cover each measure running in their store and the latest in energy efficiency.
Application Review (QA)	Rebate applications will be submitted to the Michigan rebate processing center for verification.
Data Review (QA)	At least once per month, the program team will review sales reports from manufacturers/retailers and signage/pricing verification reports from field representatives.

## Quality Control

Retailer & Distributor Inspections (QC)	Quality control inspections will be performed by field inspectors. They will visit sites and verify compliance with guidelines agreed to in the program agreement. Guidelines include proper signage, pricing and reporting.
Customer Satisfaction Surveys (QC)	Customers will be able to use a toll-free phone number to speak with a customer service representative. The phone line will be maintained by CustomerLink. Additionally, CLEAResult may conduct periodic surveys to gauge customer satisfaction levels with the program.

## 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 steps below outline the process for CLEAResult staff and/or teaming partners to resolve customer complaints in a timely manner.

Calls that come in to the call 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 Manager 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 scorecard updates to Entergy Arkansas 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.

## TRADE ALLY PERFORMANCE STANDARDS

### Requirements for Participation

Retailers, distributors and manufacturers 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, manufacturer or retailer does not maintain their duties as agreed upon, they will receive a 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 retailer, distributor or manufacturer.