



2024 Program manual Residential Point of Purchase Solutions

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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. Room air purifiers.
 - d. Smart thermostats (qualifying models only).
 - e. Freezers.
 - f. Heat pump water heaters (qualifying models only).

Residential Point of Purchase Solutions key concepts

*Market transformation, education, incentives,
energy savings, performance*

- 2) Purchasing and using advanced power strips or weatherstripping.

During the program year, additional measures may be evaluated for cost-effectiveness; measures that are considered appropriate will be added to 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** – CLEAResult, the implementer of this program, will work to expand the retail network for the program. CLEAResult also will 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 customer participation as convenient and streamlined as possible. To that end, CLEAResult works directly with manufacturers and retailers to discount lighting, thermostat, weatherstripping and load control products at retail stores 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 currently 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, weatherization and plug load control products; heat pump water heaters; and small appliances.
- 2) Improving access to ENERGY STAR qualified products.
- 3) Providing consumers with information about the quality of efficient products.

Program management and contacts

Email: enteryrappliances@clearesult.com

Energy Efficiency Solutions Center phone: 877-212 2420

Program roles and responsibilities

Program participant (qualified Entergy Arkansas customer)

- Purchase the following ENERGY STAR® qualified items from participating retailers, distributors or contractors: LED bulbs and fixtures, smart thermostats, room air purifiers, dehumidifiers and heat pump water heaters, OR receive free ENERGY STAR qualified LED bulbs, weatherstripping and advanced power strips from program representatives at outreach events or through online offers.
- 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, water heating 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. These processes 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. These processes 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 2022, the following changes were made:

- Added weatherstripping to the program. These products were not previously incentivized through the program.

Program eligibility

Customer eligibility

The 2024 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 and incentive levels

Eligible measures include ENERGY STAR® qualified: light-emitting diode light bulbs and fixtures, smart thermostats, room air purifiers, dehumidifiers, weatherstripping, heat pump water heaters and freezers. Certain tier 1 smart power strips are also eligible for incentives under this program.

Measure type	Incentive level	Measure description
LED bulbs, weatherstripping	Full cost of the item; products are given to qualifying customers at events or through online offers	LEDs replace incandescent and halogen bulbs with energy-saving LED bulbs. Weatherstripping is used to seal air gaps in exterior walls and doors.
LED bulbs 40-60w replacements 75-100w replacements Specialty styles	<ul style="list-style-type: none"> ▪ \$1 per bulb ▪ \$1.50-\$2 per bulb ▪ \$2-\$3 per bulb, varies by type 	This measure will replace incandescent bulbs with energy-saving and long-lasting LED bulbs.
Advanced power strips All qualifying models	<ul style="list-style-type: none"> ▪ Up to \$14 per unit 	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.
Room air purifier	<ul style="list-style-type: none"> ▪ \$35 	This measure will replace traditional room air purifiers with energy-saving room air purifiers.
Dehumidifiers	<ul style="list-style-type: none"> ▪ \$25 	This measure will replace traditional dehumidifiers with energy-saving dehumidifiers.
Freezers	<ul style="list-style-type: none"> ▪ \$25 <7.75 cubic feet ▪ \$50 >7.75 cubic feet 	This measure will replace traditional compact, chest and upright freezers with energy-saving freezers.
Heat pump water heaters All qualifying models	<ul style="list-style-type: none"> ▪ Up to \$500 per unit 	This measure will replace traditional electric tank storage water heaters with energy-saving hybrid heat pump water heaters.

Measurement and verification

For all bulbs, fixtures, air purifiers, advanced power strips, dehumidifiers and heat pump water heaters, 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 smart thermostats, weatherstripping and freezers, the program will calculate savings based upon stipulated savings presented in a work paper drafted by CLEAResult and accepted by the evaluator.

Non-cash benefits

Communications and public relations support

CLEAResult will market the program to consumers; distribute free LEDs, weatherstripping 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, smart thermostats, heat pump water heaters, room air conditioners and advanced power strips

There is no application required to participate in this process. The instant discount is awarded at the time of purchase from a participating retailer and – in the case of lighting, heat pump water heaters and power strips – is included in the sales price found at the shelf or online (no additional discount is taken at the register). See Figure 1 for a diagram of the process. In the case of smart thermostats, discount codes are emailed to qualifying participants and are used to obtain a discount at the register or are purchased online. Discounts are subject to funding availability.

ENERGY STAR air purifiers, dehumidifiers, smart thermostats and freezers

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.

ENERGY STAR LEDs, room air purifiers, dehumidifiers, weatherstripping and advanced power strips

To receive instant discounts from the program via the online marketplace, customers must create a marketplace account. In order to create an account, customers must provide information for the address where Entergy Arkansas residential service is received, including:

- Account holder full name.
- Address where service is received.
- Utility account number.
- Email address or phone number.
- Other information as necessary.

The incentive amount may be adjusted during the program year according to changes in the estimated participation levels, provided that the budget can 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 purchases. Rebates will be processed in CLEAResult's incentive 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. If funding is depleted during the program year, notice will be given to customers on the Entergy Solutions webpage at [entergyarkansas.com/homeappliances](https://www.entergyarkansas.com/homeappliances). Please see below for additional detail.

ENERGY STAR® LEDs, heat pump water heaters, room air conditioners and advanced power strips

Each of these measures is being incentivized through a retail price markdown at participating retailer locations. 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. If funding is depleted during the program year, discounts will be discontinued at participating retail locations two weeks after notice is given as outlined above.

ENERGY STAR smart thermostats

This measure is being incentivized in three ways: through an online marketplace, an instant discount at retail or, if after purchase, upon validation of application. For those who select the instant discount option, purchases can only be made from a participating retailer that issues codes that are passed to qualifying customers after completing an online

application. In both pre-purchase scenarios, the savings are passed on to the customer at the time of purchase in the form of a discount on their purchase given at checkout. Customers wishing to participate in the instant discount must reserve a discount code in advance of purchase at entergyinstantrebate.com. This step is not necessary for customers using the online marketplace. All unused discount codes will expire at the end of the program year. In the case funding is depleted during the program year, discount codes that were reserved at the time notice was given will still be honored.

For those who select the post-purchase option, application can be made online at entgyarappliances.clearesult.com 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 at entergyarkansas.com/homeappliances. For this method of participation, the customer will need to provide their completed application form and copy of proof of purchase within the timeframe for processing and redemption specified on the application form. 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. All qualifying applications that have been received at the time notice is given will be paid. Applications received after notice is given will be considered on a case-by-case basis.

ENERGY STAR air purifiers, dehumidifiers and freezers

To participate in the ENERGY STAR air purifier, dehumidifier or freezer promotions, customers need to purchase qualifying ENERGY STAR air purifiers, dehumidifiers or freezers, at the retailer of their choice, in-store or online. Customers can apply after purchase through the mail or online at entgyarappliances.clearesult.com. 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 at entergyarkansas.com/homeappliances. In all cases, the customer will need to provide their completed application and copy of proof of purchase within the timeframe for processing and redemption specified on the application form. The cash incentive comes in the form of a check and is mailed to the customer at the address provided on the application form. See Figure 2 for a diagram of this process. Customers must receive residential electric service from Entergy Arkansas. All qualifying applications that have been received at the time notice is given will be paid. Applications received after notice is given will be considered on a case-by-case basis.

ENERGY STAR LEDs, air purifiers, dehumidifiers and advanced power strips

To participate in the ENERGY STAR air purifier, dehumidifier, advanced power strips or weatherstripping promotions, customers need to purchase qualifying ENERGY STAR air purifiers, dehumidifiers, advanced power strips or weatherstripping on Entergy Arkansas' online marketplace.

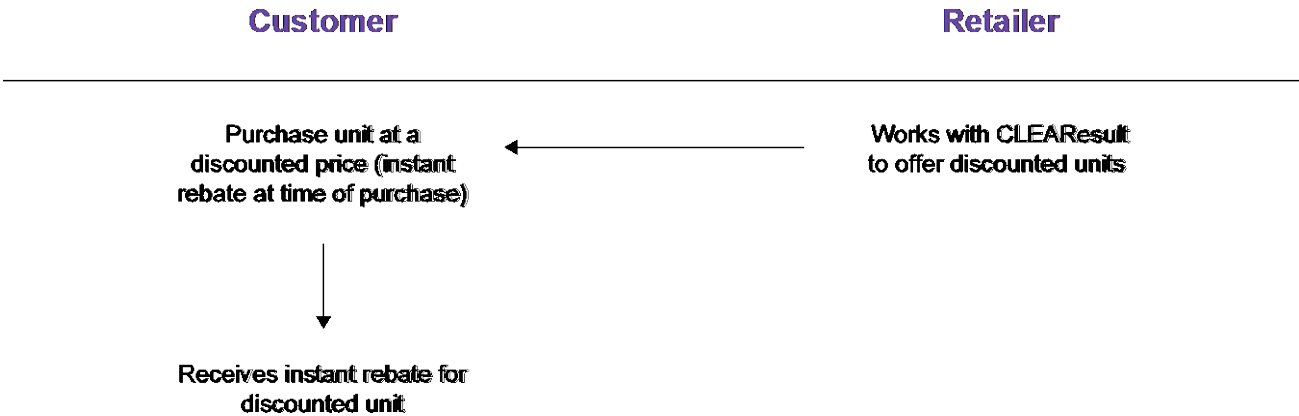
Participating retailers

ENERGY STAR® LEDs, heat pump water heaters and advanced power strips

CLEAResult recruits 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

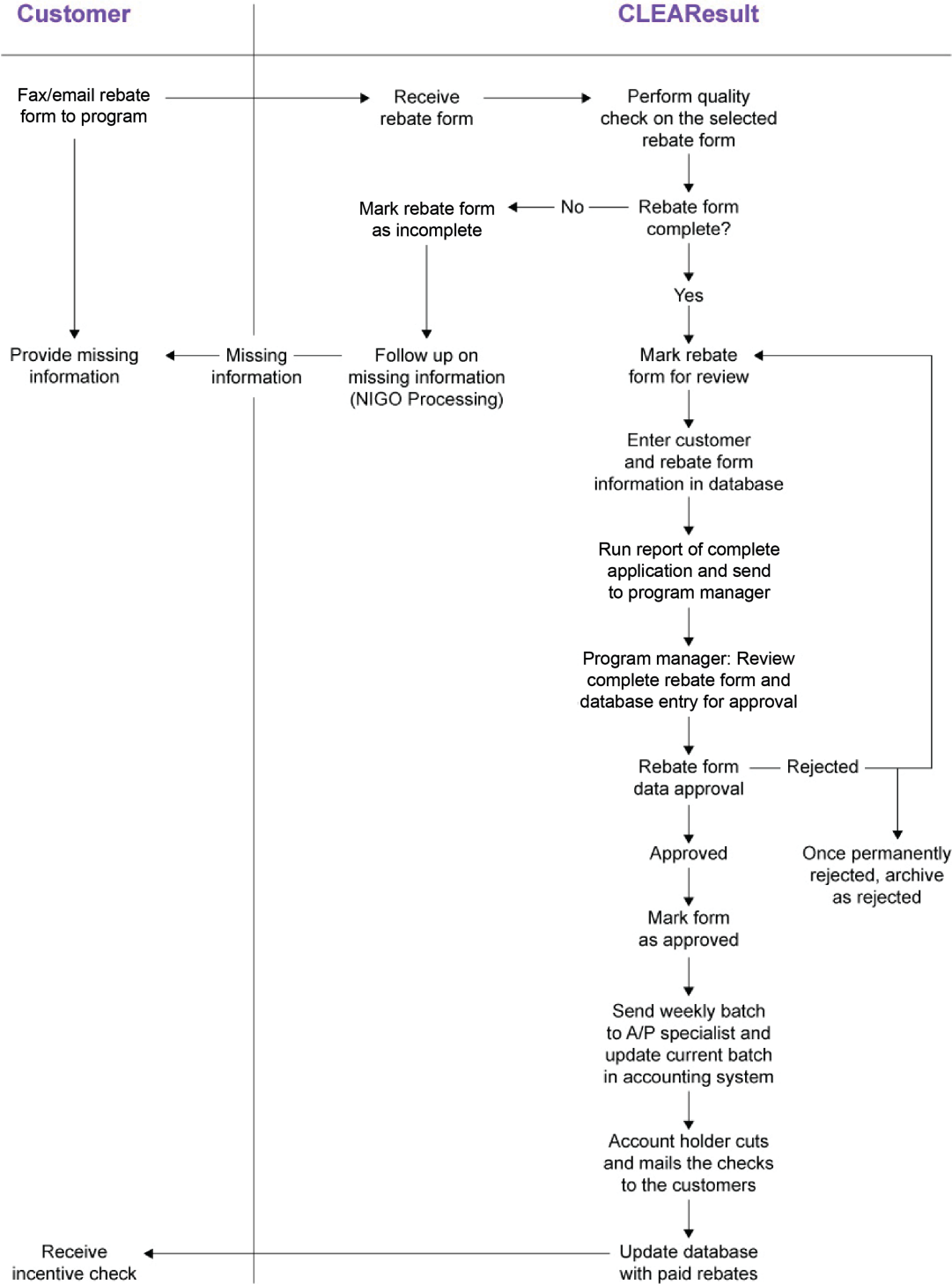
Project process for purchases of ENERGY STAR LEDs, heat pump water heaters and advanced power strips.



ENERGY STAR® air purifiers, dehumidifiers, smart thermostats and freezers

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

Figure 2
 ENERGY STAR product 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 (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 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 the QMP 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 incentive 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 and 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 into the contact center will be documented in CLEAResult's tracking database by creating a service request 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.