



2011 CitySmartSM Program Sponsored by Entergy Arkansas, Inc.

..... MEMORANDUM OF UNDERSTANDING

Entergy Arkansas, Inc. (“Entergy Arkansas”) is committed to providing assistance to local public entity organizations in managing their rising energy costs. Entergy Arkansas is proud to introduce the new CitySmartSM Program (the “Program”), which is aimed at improving the energy efficiency of public entity-owned buildings located within Entergy Arkansas* service territory. Entergy Arkansas has contracted with CLEARResult Consulting, Inc. (“Program Implementer”) to promote, administer and implement the Program.

The local public entity of _____ (herein referred to as the “Partner”) recognizes that it is among the select few participants in the Program designed to reduce local public entities’ energy costs, reduce operating budgets freeing additional dollars for other taxpayer needs, and provide improved working environments for its occupants. This Memorandum of Understanding reflects the **voluntary collaborative** effort between your organization and the Program Implementer, and details the commitments of each party in order to improve energy efficiency in your organization. *The Program Implementer agrees to provide these services at no cost to the Partner with the understanding that the Partner will exert its best efforts to complete the steps below and implement cost-effective energy efficiency recommendations by October 31, 2011.*

Description of Commitments

The Program Implementer will analyze the electric, natural gas, and other utility data for the Partner in order to identify the potential for energy savings. To achieve this potential, the Program Implementer and the Partner have agreed to work together to complete the following tasks:

- Identify and assess energy efficiency measures
- Develop and adhere to an Energy Master Plan that outlines administrative and financial decision-making criteria for energy efficiency improvements, installation of energy efficiency measures, and maintenance and operation procedures in order to succeed in implementing a cost-effective energy program in a timely manner
- Identify and assess capital-intensive energy projects which will produce energy cost savings
- Implement energy-efficient operations and maintenance practices and procedures identified during walk-through energy assessments of specific facility(s), subject to available funding
- Identify funding sources to enable the Partner to complete capital projects
- Use utility incentives to decrease the capital cost of energy-efficient systems

Principles of Agreement

Specific responsibilities of the Partner and the Program Implementer in this agreement are listed below.

- The Partner will set a progress timeline within the first two weeks of participation in the Program and will make every best effort to adhere to the set dates throughout the program process.

*Entergy Arkansas, Inc.

- The Partner will select two contact people to work with the Program Implementer throughout the term of the Partnership – one who serves the Partner in a Business or Finance role, and the other who serves the Partner in an Energy Management or Facilities role.
- The Partner agrees to provide the needed information to the Program Implementer in order to allow the Program to provide benchmarking information, such as prior year energy use, square footage, and number of occupants working in the building(s). The Program Implementer will develop a benchmarking report for the Partner illustrating the specified facilities’ energy use which will be used to measure and compare current and potential energy performance.
- The Partner will establish an Energy Master Plan and set realistic energy efficiency goals. The Program Implementer will provide a sample Energy Master Plan to the Partner to serve as a guide to the Partner. The Program Implementer will also be available to act as a facilitator for the Partner in the development and adoption of the Energy Master Plan.
- The Program Implementer will pay to the Partner monetary incentives, as discussed in program materials, for energy efficiency achieved by projects that are completed no later than October 31, 2011.
- The Partner will promote, and allow Entergy Arkansas and/or the Program Implementer to use the Partner’s name to promote, participation in the CitySmartSM Program to entities such as other cities, counties, utilities, federal, state, or local entities, and the general public.

Acceptance of Agreement

By endorsing below, the Partner accepts this agreement with the Program Implementer. This agreement should be signed by your Public School Board, Public School Superintendent, City Council, County Commissioners, County Judge, other City/County Managers, and/or Mayor.

Partner

Signature: _____
 Printed Name: _____
 Title: _____
 Organization: _____
 Address: _____

 Phone: _____
 Fax: _____
 Email: _____
 Date: _____

CLEARresult, Consulting Inc.

Signature: _____
 Jeremy Townsend
 Program Manager
 CLEARresult Consulting, Inc.
 8500 W. Markham St., Suite 303
 Little Rock, AR 72205

Date: _____

Please identify the two individuals who will be the *main points of contact* for the CitySmartSM Program.

BUSINESS OR FINANCE DEPT CONTACT:

Name (Mr./Ms./Dr.): _____ Title: _____
Organization: _____ Phone: _____
Address: _____ Fax: _____ -

_____ E-Mail: _____

ENERGY MANAGEMENT OR FACILITY DEPT CONTACT:

Name (Mr./Ms./Dr.): _____ Title: _____
Organization: _____ Phone: _____
Address: _____ Fax: _____ -

_____ E-Mail: _____

Please sign and scan/email, fax, or mail this form to:

Program Administrator – Entergy Arkansas Programs
CitySmartSM Program
8500 W. Markham St., Suite 303
Little Rock, AR 72205

Email: wills@cleareresult.com
866.420.4450 (Fax)

*****Please complete the attached program worksheet for the CitySmartSM Program. This worksheet will help us better understand your organization and needs from the program*****

CITYSMART MEMORANDUM OF UNDERSTANDING PROGRAM WORKSHEET

Contact Information		
Financial & Operational Decision Maker	Phone Number	Email Address
Day to Day Contact	Phone Number	Email Address

Status of Energy Efficiency Projects and Identification of Potential Program Assistance

_____ **EE project(s) are identified, have funding approved/secured, and am ready to submit an application**

Project type: [____Lighting] [____HVAC] [____ Other - Explain _____]

_____ I request Program Assistance Reviewing my Project for additional savings / efficiencies

_____ **EE project(s) are identified for this year, but do not have funding secured**

% probability for Funding this year _____ Likely Date for Funding Approval _____

_____ **Have funding approved and secured, but request assistance identifying/Reviewing EE project(s)**

Facilities most concerned about/most likely opportunities _____

_____ **Do not have projects or funding secured yet this year, but with program assistance, intend on Performing EE project(s) this year.**

_____ **Do not have projects or funding secured yet this year, but with program assistance, intend to get Budget allocated next year to perform projects.**

Financial Information

We have specific EE Project Rate of Return / Simple Payback criteria _____

We are open to projects that demonstrate savings and other benefits (comfort, operational efficiency, etc.)_____

General Comments: _____

CUSTOMER PLANNING WORKSHEET

Typical Steps / Considerations to Completing Energy Efficiency Projects

- 1) **Get understanding /commitment from person within Organization w/ Operational and Financial Authority**
- 2) **Perform Assessment - Identify Opportunities**
- 3) **Secure funding**
- 4) **Compare opportunities against best energy efficiency practices for optimal savings**
- 5) **Understand cost effective options**
- 6) **Use program support to identifying funding resources / additional opportunities.**
- 7) **Apply for funding resources**
- 8) **Create Project Timeline for late summer / early fall completion or earlier – Conduct tight Project Management**
 - a. **Get RFP together for multiple bids on projects**
 - b. **Review bids / select Vendor**
 - c. **Order Materials / Supplies – manage delivery process**
 - d. **Have program conduct pre-inspection before work starts**
 - e. **Collect and organize all project receipts / costs**
 - f. **Have project Incentives.**