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PROGRAM OVERVIEW

Program Description

The Entergy Arkansas, Inc., portfolio of Energy Efficiency Solutions Programs includes considerable energy saving opportunities for Entergy Arkansas’s commercial customers. The CoolSaver Commercial Program primarily focuses on improving the energy efficiency of the HVAC systems of business and commercial customers. It does this by training participating contractors on industry best practices using the Program toolkit, applying these practices quickly in the marketplace, providing incentives to customers to help pay for the system corrections and upgrades, and ensuring that these improvements are correctly installed. CoolSaver is designed to address market barriers that prevent commercial customers from receiving high performance A/C and heat pump system replacements or tune-ups. Energy savings are captured through identifying A/C and heat pump system inefficiencies during the tune-up and correcting these system inefficiencies. The Program overcomes market barriers by providing incentives to customers to help pay for the system corrections and upgrades, and ensures that they are correctly installed. CoolSaver provides incentives, training on best practices, and discounts on high quality measurement tools for contractors to conduct high performance system tune-ups, as well as incentives for the replacement of A/C or heat pump systems with high-efficiency equipment.

Designed to offer cost-effective energy efficiency improvements to Entergy Arkansas's commercial customers, CoolSaver builds upon Entergy Arkansas's Quick Start CoolSaver Program that has been implemented since late 2008. This Program will use the knowledge and experience gained through the Quick Start Program and the established contractor network to streamline the implementation process and ensure stewardship of ratepayer funds.

Program Objectives

The Program focuses on training participating contractors on industry best practices through use of the Program toolkit, and applying these practices in the marketplace. To motivate the quick adoption of these practices, the Program's focus, requirements, and incentives will be as follows:

- Achieve cost-effective and significant electricity savings through the use of local HVAC contractors.
- Transform these markets over time by addressing the following market barriers that hinder the adoption of energy efficient technologies and practices:
  - Lack of awareness of savings opportunities by installing more efficient air conditioners at time of purchase.
  - Lack of awareness of opportunities for energy and cost savings through maintenance practices and replacement.
  - Lack of easy access to qualified vendors and installers.
  - Lack of awareness of benefits of properly-tuned air conditioning systems.
  - Lack of awareness of energy and cost savings due to properly operating AC systems.
- Develop a trained group of contractors capable of providing A/C and heat pump system tune-up or replacement services in the market.

CoolSaver Key Concepts

Provide high-performance A/C and heat pump system tune-ups or replacements
- Provide a suite of educational and marketing support services for customers and contractors to promote the implementation of energy efficiency measures.

Program Contacts

- Energy Efficiency Solutions Center
- Phone: 1-877-212-2420
- Email: ENTERGY-Coolsaver@clearesult.com

Program Changes

The CoolSaver Program has evolved from previous years to include the following changes:

- HVAC replacement with ENERGY STAR-qualified equipment has been added to the Program for commercial participants only.
- Continued updates, enhancements and streamlining of the A/C tune-up measures and procedures allow for easier contractor implementation and participation.
- CoolSaver is now cross-promoted with other Entergy Arkansas energy savings programs, such as the Home Energy Solutions Program and all of the Commercial Programs, to increase participation in all Entergy Arkansas energy efficiency programs.
- In 2013, the Program is transitioning from an M&V (test-in/test-out) approach to a deemed savings approach in order to decrease the time required to perform a tune up and allow contractors to increase the volume of tune-ups performed. This also increases scheduling flexibility due to outdoor temperature limitations, since the test-in is no longer required.
- Incentive dollar amounts have increased for 2013, and are no longer differentiated as “Customer Incentives” and “Contractor Incentives.” The incentive amount for a CoolSaver tune-up performed on central A/C or heat pump systems, up to and including 5 tons in capacity, is $175. The incentive amount for a CoolSaver tune-up on systems above 5 tons, up to and including the program maximum size limit of 25 tons, is $200. The entire incentive amount is to be applied by the contractor as an “instant discount” to the customer’s invoice for the CoolSaver tune-up service. The Program will then reimburse the Contractor for the discount upon approval of the submitted documentation.
PROGRAM ELIGIBILITY

Customer Eligibility

**CoolSaver Tune-up:** All commercial customers of Entergy Arkansas, Inc. that own A/C and heat pump systems, up to and including 25 tons, are eligible to receive incentives from the CoolSaver Program. Systems that have been installed within the past year are not eligible. Systems that have had a CoolSaver tune-up in the past five years are not eligible to receive tune-up incentives.

**HVAC Replacement:** Commercial customers of Entergy Arkansas are able to receive incentives for replacement of existing A/C or heat pump systems with certain efficiencies of ENERGY STAR-qualified central A/C or heat pumps meeting the minimum criteria on the following page. Systems up to 65,000 btu/h are eligible for replacement. Please see the Program Participation section of this document for enrollment information.

Participating Contractor Eligibility

Contractors interested in participating in the Program can contact the Energy Efficiency Solutions Center at 1-877-212-2420 for more information and eligibility requirements.
PROGRAM INCENTIVES

Measures & Incentive Levels

The CoolSaver Program promotes the performance optimization of existing central air conditioning systems, resulting in more efficient cooling of homes and businesses, thus reducing energy consumption.

When replacing a heat pump or central air conditioning system, in order to receive incentives, heat fuel sources cannot be switched.

- New replacement equipment must meet minimum efficiencies that are higher than the current ENERGY STAR criteria. Program-qualified replacement efficiencies are:
  - Split or packaged central air conditioners must have:
    - A minimum Seasonal Energy Efficiency Ratio (SEER) of 15.0 (per AHRI directory)
    - A minimum Energy Efficiency Ratio (EER) of 12.0 (per AHRI directory)
  - Split or packaged heat pumps must have:
    - A SEER of at least 15.0 (per AHRI directory)
    - An EER of at least 12.0 (per AHRI directory)
    - A Heating Seasonal Performance Factor (HSPF) of at least 8.2 (per AHRI directory)

The incentives associated with these measures are described in the following table:

<table>
<thead>
<tr>
<th>Measure Type</th>
<th>Incentive Level</th>
<th>Measure Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Air Conditioner</td>
<td>$300 incentive for customer</td>
<td>Replacement of a Central Air Conditioning system (evaporator and condenser units) with a system having a minimum SEER of 15.0 and a minimum EER of 12.0.</td>
</tr>
<tr>
<td>Replacement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heat Pump Replacement</td>
<td>$300 incentive for customer</td>
<td>Replacement of a heat pump system (fan coil and condenser units) with a system having a minimum SEER of 15.0, a minimum EER of 12.0, and a minimum HSPF of 8.2.</td>
</tr>
<tr>
<td>CoolSaver A/ C Tune-up</td>
<td></td>
<td>Program-required test data is measured and collected by a Qualified Technician. Pending customer approval, typical improvement measures include: airflow correction, cleaning of indoor blower, evaporator coils, condenser coils, and correction of refrigerant charge using Program-required tools and procedures.</td>
</tr>
</tbody>
</table>
Incentive Payment Process

Incentive discounts provided to customers are reimbursed to the participating contractor for CoolSaver tune-ups, and represented as a discount on the invoice presented to customers.

HVAC replacement incentives are discounted off the purchase price of the new equipment to the customer, and the contractor is reimbursed this amount after AHRI documentation information and Customer Coupon information has been submitted and approved.

All eligible project applications will be paid within 30 days of receipt and verification of eligibility by CLEAResult. If applications are received after six months, service providers are required to contact CLEAResult to request a waiver due to their late submission. Program Management will make the final decision whether to accept or deny late submissions.

Limits on Participation

Both the cash incentive budgets and non-cash benefits available through the Program are limited, based upon APSC-approved annual budgets, and are made available to customers and contractors on a first-come, first-served basis.

Participating contractors are encouraged to submit their Participation Agreements as soon as possible to shorten processing time and to be sensitive of funding forecasts, which may determine the availability of Program incentive funds.

CLEAResult will make all possible communication to service providers if incentive amounts change or if the Program is ending before the official ending date. Notice will be given at least 10 business days before that change is made.
PARTICIPATION PROCESS

HVAC Replacement Participation Process

The participation process begins with the commercial customer choosing a participating contractor to replace their HVAC system. Contractors not yet participating in the Program are welcome to enroll if they meet the requirements of the Program. All contractors must be enrolled and successfully complete training and qualification before installing any systems they wish to be included in the Program.

Once the small commercial customer has completed installation of a qualified, ENERGY STAR heat pump or central air conditioning unit, the discount is applied to the customer invoice. This completes the customer’s participation, unless optional quality assessment/quality control verification is implemented. The participating contractor then sends the application (including all required documentation material) to CLEAResult.

Upon review and verification of the application by CLEAResult, the payment is processed and submitted to the participating contractor thus reimbursing them for the aforementioned discount. If the replacement project is selected for a quality assessment/quality control review, CLEAResult will make direct contact with the customer to make arrangements for CLEAResult staff to visit the site and verify the system was installed according to Program requirements.
## HVAC Replacement Process

<table>
<thead>
<tr>
<th>Stage</th>
<th>Small Commercial Customer</th>
<th>Participating Contractor</th>
<th>CLEAResult</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Enrollment</strong></td>
<td></td>
<td>Sign Contractor Agreement, attend training, and agree to Program conditions</td>
<td></td>
</tr>
<tr>
<td><strong>Project Identification</strong></td>
<td>Contacts a Participating Contractor when purchasing a new heat pump or A/C unit</td>
<td>Verifies Customer eligibility</td>
<td></td>
</tr>
<tr>
<td><strong>Project Installation</strong></td>
<td>Purchase and install qualified Heat Pump or A/C unit</td>
<td>Perform installation work</td>
<td>Verify eligibility and process incentive payment to both the Customer and Contractor</td>
</tr>
<tr>
<td><strong>Rebate</strong></td>
<td>Apply discount to Customer invoice and submit required documentation to Program</td>
<td>Review coupons and process incentive payment</td>
<td>Send incentive payment to Participating Contractor</td>
</tr>
<tr>
<td><strong>QA/QC</strong></td>
<td>Receives incentives for completed projects</td>
<td>Performs random QA/QC inspections</td>
<td></td>
</tr>
<tr>
<td><strong>Notes</strong></td>
<td>Works with CLEAResult to complete QA/QC inspections</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Tune-up Participation Process

The participation process begins with a commercial customer choosing a participating contractor to perform a CoolSaver A/C tune-up on their HVAC system, or with a participating contractor approaching a customer to offer the tune-up service. Contractors not yet participating in the Program are welcome to enroll if they meet the requirements and complete the necessary training and toolkit acquisitions of the Program. All contractors must be enrolled before performing any tune-ups on any systems they wish to be included in the Program.

The participating contractor discusses performance tune-ups and other efficiency methods offered in the Program. Once the customer has completed a tune-up, the discount is applied to the customer invoice, completing the customer’s participation, unless optional QA/QC verification is implemented.

The participating contractor then submits project data and a copy of the invoice (including all applicable discounts) to CLEAResult. Upon review and verification of the application by CLEAResult, the payment is processed and submitted to the participating contractor thus reimbursing them for the aforementioned discounts. If the tune-up project is selected for a QA/QC review, CLEAResult will make direct contact with the customer to verify the system was serviced according to the Program requirements.
### Figure 2: Tune-up Process

<table>
<thead>
<tr>
<th>Tune-up Process</th>
<th>Customer</th>
<th>Participating Contractor</th>
<th>CLEAResult</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Enrollment</strong></td>
<td></td>
<td></td>
<td>Sign Contractor Agreement, attend training, and agree to Program conditions</td>
</tr>
<tr>
<td>Contacts a Participating Contractor to request a tune-up</td>
<td>Verifies Customer eligibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree to a/c or heat pump tune-up evaluation</td>
<td>Conduct tune-up evaluation, discuss efficiency improvements with the Customer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Efficiency improvement upgrades</td>
<td>Perform improvement upgrades and report results to customer</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Project Installation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Apply discount to Customer invoice and submit required documentation to Program</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Review coupons and process incentive payment</td>
<td></td>
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<td></td>
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<td>Receives incentives for completed projects</td>
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<td></td>
<td></td>
<td>Send incentive payment to Participating Contractor</td>
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<tr>
<td></td>
<td></td>
<td>Performs random QA/QC inspections</td>
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<tr>
<td><strong>Rebate</strong></td>
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</tbody>
</table>
DISCLAIMERS

Customer

The selection of a Participating Contractor to perform the work is the sole decision of the property owner or authorized tenant. Inclusion of a Participating Contractor to perform work does not represent an endorsement by Entergy Arkansas, Inc., or CLEAResult of any product, individual or company. Work performed by Participating Contractors is not guaranteed or subject to any warranty, either expressed or implied, by either Entergy Arkansas, Inc. or CLEAResult. Neither Entergy Arkansas, Inc. nor CLEAResult make any guarantee or any other representation as to the quality, cost or effectiveness of the products provided or work performed by any Participating Contractor or by its employees, subcontractors or suppliers.
FREQUENTLY ASKED QUESTIONS (FAQS)

CoolSaver A/C Tune-up Program

Q1. When did this Program start?

A1. Entergy Arkansas allowed contractors to start enrolling in this Program and started marketing the Program to HVAC contractors through industry channels in 2009.

Q2. Where can contractors find out more information about this Program?

A2. Contractors can visit the commercial CoolSaver website at http://www.entergy-arkansas.com/your_business/CoolSaver_Sm_Comm.aspx for more information and for details on how to join this Program or may contact the Energy Efficiency Solutions Center at 1-877-212-2420.

Q3. When do the customers receive their discount?

A3. Participating contractors provide customers with the discount at the time of the service. Participating contractors will be reimbursed for these discounts within 30 days after they have submitted the complete documentation.

Q4. What are the incentive amounts?

A4. The customer will receive $175 discount toward the cost of each CoolSaver tune-up that they complete for AC systems up to and including 5 tons capacity, and $200 for systems in excess of 5 tons, up to and including 25 tons. This amount must be documented as a discount on the customer’s invoice. Each central air conditioning system of the customer’s is eligible, so long as it meets the Program Participation criteria.

Q5. What are the tune-up activities that receive discounts?

A5. The recommended and qualified efficiency repairs, include: cleaning dirty condenser and evaporator coils, cleaning dirty blowers, and adjusting refrigerant charge to manufacturer’s specifications.

Q6. What is involved for a high performance tune-up?

A6. A technician will evaluate the condition of your equipment using Program-required tools and diagnostic procedures, and recommend improvements based on the results of the evaluation. Improvements eligible for the Program incentives include the professional cleaning of evaporator coils, and blowers, and precision adjustment of refrigerant charge. Condenser coil cleaning is required.
HVAC Replacement Program

Q1. What replacement units qualify?

A1. Central air conditioning and heat pump systems 65,000 btu/h or less which surpass current ENERGY STAR® SEER and EER ratings AND meet the standards below. All units must have ratings that can be verified at CEE’s Directory of AHRI Verified Equipment at cee.directory.org.

Q2. What are the efficiency requirements for systems?

<table>
<thead>
<tr>
<th>Product Type</th>
<th>SEER</th>
<th>EER</th>
<th>HSPF</th>
<th>Additional Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Split or Packaged system</td>
<td>≥15.0</td>
<td>≥12.0</td>
<td>≥8.2</td>
<td>Split systems must be a matched set, documented by an AHRI reference number</td>
</tr>
</tbody>
</table>

Q3. Who is eligible to receive a rebate?

A3. Small commercial Entergy Arkansas customers, such as restaurants, small retail stores, etc. are eligible to receive coupons on qualifying equipment up to 5 tons (65,000 btu/h). Business owners are eligible for the coupon even if the Entergy Arkansas account is in a tenant’s name.

Neither fuel switching (e.g. gas to electric furnace) nor new construction installations are eligible.

Q4. Who applies for the coupon and receives payment?

A4. Participating contractors complete, sign, and submit the coupon to the address, fax number or email address on the coupon within 30 days of the project completion date. A customer signed coupon, AHRI Certificate and a customer invoice showing the rebate was given and including equipment model numbers must be submitted in order to be eligible for the coupon.

Q5. When are coupons available?

A5. Coupons are available now through December 31, 2013, or until Program funds are exhausted.

Q6. What are the incentive amounts?

A6. A $300 incentive is available for all qualifying system installations.

Q7. Where can I get more information?