

**Entergy****External Talk Points****Subject: Entergy New Orleans AMI Pilot (SmartView)****Date: Updated: January 20, 2011****Contact: Jolen Stein (504) 670-3656**

Background:

The U.S. Department of Energy selected Entergy New Orleans, Inc. in October 2009 to receive a \$5 million stimulus grant for a pilot project aimed at helping low-income customers better manage their electric bills. The stimulus grant was part of an \$800 billion economic stimulus bill passed by U.S. Congress with some projects targeted to affect the utility industry. DOE received approximately 400 applications for stimulus funding for the energy industry and only approved 100 projects. Entergy New Orleans pilot is the only project with a low-income customer focus.

The smart meters also known as Advanced Metering Infrastructure or AMI will provide approximately 7,400 low-income customers with near real-time energy usage information, thus providing customers with an opportunity to have more control over their energy consumption. Entergy New Orleans believes it will help reduce the energy bills of participating low-income customers. If the pilot project meets customer and company expectations, it will likely be expanded.

The New Orleans City Council Utility Committee approved the AMI pilot project named SmartView on May 18, 2010 with full City Council support two days later on May 20. Entergy New Orleans began enrollment in early December 2010 through its SmartView call center (1-855-33-SMART or 1-855-337-6278), the Entergy New Orleans customer care center at 2400 Canal St. and non-profit partner organizations.

Key Messages:

- ***Entergy New Orleans' SmartView test program will provide customers with tools and information to help them manage their energy usage and take control of their electric bill.***
 - The New Orleans City Council's Utility Committee approved a pilot project named SmartView through Entergy New Orleans aimed at gathering information about the effectiveness of advanced meters and helping customers better manage their energy usage.
 - The \$5 million stimulus grant from the U.S. Department of Energy awarded to Entergy New Orleans will place smart meters in approximately 7,400 residences of qualified customers in the city.
 - The smart meters, also known as Advanced Metering Infrastructure or AMI, provide customers with near real-time energy usage information in the convenience of their homes, thus offering customers an opportunity to make decisions about energy consumption and possibly adjust lifestyle to help conserve energy.
 - If customers know how their household is using electricity, they will be armed with information to help them make smarter choices to help save money and take the surprise out of opening the monthly utility bill.

- The easy-to-use tools and energy-saving tips will help participants understand how much electricity is used in their home.
 - Customers who participate in testing this new technology will help make a difference in reducing energy usage in their home, help the environment and help shape future energy programs for America.
 - The program and tools are being funded in part by a federal grant and electric rates, so there is no additional out-of-pocket cost for program participation.
- ***Entergy New Orleans is helping to position the city as a leader in smart grid development.***
 - The current generation, transmission and distribution systems are solid, successful platforms from which to launch a grid transformation that gives customers more control over their energy usage. .
 - The pilot project in New Orleans will help the Entergy New Orleans evaluate how these technologies may be used to improve customer satisfaction, increase operational efficiency and reduce costs.
 - ***Entergy New Orleans continually partners with customers to find beneficial solutions.***
 - Through a multitude of energy efficiency programs and conservation information, billing options and bill assistance, Entergy New Orleans offers customers tools and tips to better manage their energy usage and bill each month.

Timeline:

- Enrollment: December 2010 – March 31, 2011
- Test period begins Summer 2011 with monitoring through Summer 2012.

Customer Qualifications:

- Be an Entergy New Orleans residential electric customer who has active account since Jan. 1, 2010.
- Meet income guidelines as outlined in customer communications (brochure and poster).
- First come, first served basis until Entergy New Orleans reaches 7,400 customers.

Overview:

Test Program #1 – In Home Display device:

- Customers receive a smart meter that will replace their old meter.
- Customers receive a digital energy monitor to use in their home:
 - See current energy costs throughout the month.
 - See an estimated monthly bill.

Note: This program is available to customers who live in a single, double, triplex or fourplex residence.

Test Program #2 – Web Portal:

- Customers receive a smart meter that will replace their old meter.
- Customers also have access to an Entergy website to see energy usage.
 - See current energy costs throughout the month.
 - See an estimated monthly bill.

Note: This program is available to customers who have access to the Internet.

Test Program #3 – Peak Time Rebate:

- Customers receive a smart meter that will replace their old meter.
- Customers receive a digital energy monitor to use in their home:
 - See current energy costs throughout the month.
 - See an estimated monthly bill
- Entergy will give customers credits to their electric bill if they shift usage from high demand daytime hours to lower-demand evening and early morning hours.

Note: This program is available to customers who live in a single, double, triplex or fourplex residence.

Test Program #4 – Smart Thermostat:

- Customers receive a smart meter that will replace their old meter.
- Customers will also receive a smart thermostat connected to their AC.
- During certain times of the day, Entergy will automatically cycle off the thermostat for approximately twenty minutes, up to three times a day. Most people never notice this change, but this program can save customers money at the end of the month on their bill.

Note: This program is available to customers who live in a single, double, triplex or fourplex residence and who have a good working central air conditioning unit.

Additional Notes:

- This pilot will allow the company to better assess the potential programs with low-income customers as well as validate the cost/benefit of these programs.
- The DOE's Smart Grid Investment Grant application and reward process was extremely competitive. DOE received 400 applications for stimulus funding for the energy industry, approving only 100 projects. Entergy New Orleans pilot is the only project specifically focused on low-income customers.
- Entergy Services, Inc. was also selected to receive a DOE stimulus fund grant. The \$4.6 million grant will fund the deployment and integration of Synchro Phasor Technology through the installation of 18 phasor measurement units on Entergy's transmission.

###