

**ENTERGY NEW ORLEANS, INC.**  
ELECTRIC SERVICE

RIDER SCHEDULE ERDRS

Effective: June 1, 2011  
Filed: December 15, 2010  
Supersedes: New Schedule  
Schedule Consists of: One Sheet

---

**EXPERIMENTAL RESIDENTIAL DEMAND RESPONSE SERVICE RIDER**

---

**I. AVAILABILITY**

Available at all points throughout the territory served by the Company where facilities of adequate capacity and suitable phase and voltage are adjacent to the premises to be served, and service is taken according to the Service Standards and Service Regulations of the Company. Where facilities of adequate capacity and suitable phase and voltage are not adjacent to the premises to be served, Company may, at its option, require a contribution, higher minimum bill, facilities charge, or other compensation to make service available.

Service under this rider is subject to the availability of advanced metering equipment and energy management devices.

**II. APPLICATION**

This experimental rider is applicable under the regular terms and conditions of the Company on a voluntary basis to qualifying customers selected for participation in a pilot testing the capabilities of certain advanced metering technology and energy management devices. Qualifying customers must reside in single family or multi-family residences, with central air conditioning, who are eligible for service under Schedule RES-23. Qualifying customers must agree to participate in Company focus groups or to complete questionnaires regarding the incentives offered, the operational and economic feasibility of the various functionalities tested, and other benefits that could be obtained through implementation of these incentives and functionalities. Qualifying customers must sign a release form stating that he or she understands and agrees to these conditions. Selection of Customers for participation in this pilot will be at the sole discretion of the Company, and will be in accordance with the criteria established by the Company in CNO Docket UD-10-01.

This pilot is projected to be in effect during the billing months of June 2011 through December 2012. Customers participating in this pilot program will receive a \$25.00 credit on either their June 2011 or July 2011 bill. Participants remaining in the pilot for its duration and who complete a survey at the end of the program will receive an additional \$25.00 bill credit at that time.

The Company will install advanced metering equipment and energy management devices at the Customer's residence that give the Company the ability to temporarily interrupt service to the Customer's central air conditioning equipment. Interruptions of Customer's central air conditioning equipment will be limited to approximately 20 minutes for each clock hour within a single three hour period between the hours of 12:00 noon and 8:00 p.m. Interruptions may occur daily on non-holiday weekdays from June 2011 through September 2011.

In the event that participating customers are able to override load control events, the number of overrides a customer will be able to invoke will be limited to 2 override days per billing month without forfeiting their billing credit, as described in § III, for that month. A customer override will be defined as actions taken by the customer to override any air conditioning load control event in a single hour.

NR

This pilot will be in effect following its approval. Although the Company expects that the contemplated testing period for this program should be sufficient, it may be necessary to continue testing with or without modification to the program for a limited period of time beyond the anticipated completion date. In this event, the rider will be modified to reflect the new completion date and any program modifications and will be filed with the New Orleans City Council for approval to supersede this rider.

### **III. NET MONTHLY BILL**

Customers served under the terms of this rider will receive a credit of \$12.00 per month per household during the billing months of June 2011 through September 2011. This credit will not be applied to minimum bills, customer charges, or facilities charges. No credit balance created by application of this credit will be carried forward to the following month.

All kWh consumed will be billed as per Schedule RES-23. Customers are subject to the applicable Schedule RES-23 Customer Charge, Minimum Bill and Adjustments.

### **IV. PAYMENT**

The Net Monthly Bill is due and payable each month. The Gross Monthly Bill, which is the Net Monthly Bill plus 5%, becomes due after the Gross Due Date shown on the bill, which shall not be less than twenty (20) days from the date of billing.

### **V. COMPANY RECOGNIZED HOLIDAYS**

For purposes of this rider, recognized holidays that affect this rate schedule are Independence Day and Labor Day.