



## **Entergy Arkansas 2020 Smart Direct Load Control Pilot Program Guidebook**

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## Program Overview

### Program Description

The Entergy Arkansas Smart Thermostat Direct Load Control Pilot Program is designed to help our residential and business customers save energy by offering an advanced Wi-Fi Thermostat and professional installation, at no additional cost, when you enroll in the program. Already have a smart thermostat? You can also participate in this Program if you have a qualifying Emerson Sensi or Honeywell Thermostat. Customers who already have a qualifying smart thermostat will receive an enrollment incentive and an annual participation incentive when enrolled.

An advanced thermostat learns your personal preferences to automatically adjust temperatures when you come and go. And by connecting it to your home's Wi-Fi, you can control the temperature from anywhere, using your tablet or smartphone.

### Program Objectives & Benefits

The program objective is to reduce high-energy demand when it counts most – during the summer months, when tens of thousands of central air conditioners and heat pumps are all running at the same time. When you automatically reduce your energy use at these important times you help to lower demand during peak energy usage periods, which serves to prevent outages, and keep rates lower.

### How it Works

For most months of the year, your Sensi or Honeywell thermostat works like any other advanced thermostat, using your Wi-Fi connection to communicate with weather sources and sensors to keep you comfortable. But during Conservation Periods (between June 1 and Sept. 30 each year), your Sensi or Honeywell thermostat will alert you when an energy-saving demand response event is underway and provide the time an event is scheduled to end. Participating customers may qualify to receive an annual enrollment incentive each year after the event season for participating.

### Program Contacts

#### Main Office

Terry Kessinger	Senior Director, Residential	<a href="mailto:Terry.Kessinger@icf.com">Terry.Kessinger@icf.com</a>	501-435-3005
Cody Allen	Smart DLC Manager	<a href="mailto:Cody.Allen@icf.com">Cody.Allen@icf.com</a>	501-435-3006

## Program Eligibility

This offer is available to Entergy Arkansas residential and non-residential customers who:

- Have central heating and air conditioning;
- Have an in-home or in-business Wi-Fi service;
- Have an existing qualifying smart thermostat or a qualifying thermostat that can be replaced at no additional cost to the customer for an Emerson Sensi Touch Thermostat;
- Are not already enrolled in the Summer Advantage Program (If enrolled, customers may unenroll from the Summer Advantage Program to participate); and
- Have a qualifying HVAC system.

Funds are limited, and services are available to all Entergy Arkansas customers on a first-come, first-served basis. If the customer decides to terminate the services, annual incentive payments will cease, and the customer will not be eligible for a re-enrollment incentive until 12 months following the date of termination. The customer will be allowed to re-enroll at any time.

Renter must certify that he/she has received consent from the landlord or homeowner for receipt of the direct installation of equipment.

For more information about other Entergy Arkansas programs, please visit [entergysolutionsar.com](http://entergysolutionsar.com).

## Program Participation

Customers can enroll in the program through the enrollment portal located at [entergyarkansas.com/thermostat](http://entergyarkansas.com/thermostat). To enroll in the Smart Direct Load Control Pilot Program, customers must meet all program requirements and agree to participate in summer demand response events (conservation periods).

Customers may also enroll during the Tier 1 or Tier 2 audit performed by participating Home Energy Solutions Program Trade Allies. If you received a free professionally installed thermostat through the Home Energy Solutions Program and would like to participate in the Smart Direct Load Control Pilot Program, please contact your trade ally or speak with a program representative by calling **1-833-807-7682**.

## Incentives

For those who qualify for a no-additional-cost installation, customers will receive a professionally installed thermostat at no additional cost, a \$225 value. In addition to the free thermostat, participating customers will receive an annual enrollment incentive up to \$40 for residential customers and up to \$100 for business customers. This is a \$265-\$325 value in the first year of participating.

For those who already have a qualifying Sensi or Honeywell Thermostat, the customer will receive an enrollment incentive up to \$50 for residential and \$100 for non-residential for participating in the program. An additional annual participation incentive will also be issued to qualifying customers after the demand response event season with incentives up to \$40 for residential customers and \$100 for business customers.

**First Enrollment Incentive Offering:**

<b>First Enrollment Incentive</b>	
<b>Path</b>	<b>Rebate Amount</b>
<b>Direct Installation Residential</b>	Free Professionally Installed Thermostat (\$225 value)
<b>Direct Installation Nonresidential</b>	Free Professionally Installed Thermostat (\$225 value)
<b>Bring Your Own Qualifying Device - Residential</b>	\$50
<b>Bring Your Own Qualifying Device - Nonresidential</b>	\$100
<b>Received Thermostat Through Other Entergy Arkansas Program</b> (i.e. Home Energy Solutions, Point of Purchase, or Small Business)	\$25

**Annual Enrollment Incentive Offering:**

<b>Annual Enrollment</b>				
<b>Path</b>	<b>Rebate Amount</b>			
	No Event Opt Outs	One Event Opt Out	Two or Three Event Opt Out	Four or More Event Opt Outs
<b>Residential Customers</b>	\$40	\$40	\$25	\$0
<b>Nonresidential Customers</b>	\$100	\$100	\$50	\$0

**Smart Thermostat**

Advanced smart thermostats are devices that can be used with home automation and are responsible for controlling a home's heating and/or air conditioning. They perform the same functions as a programmable thermostat, as they allow the user to control the temperature of their home throughout the day using a schedule, such as setting a different temperature at night. Like a connected thermostat, they are connected to the internet and allow users to adjust heating settings from other internet-connected devices, such as smartphones. This allows users to easily adjust the temperature remotely. This ease of use is essential for ensuring energy savings.

Advanced thermostats also record internal/external temperatures, the amount of time the HVAC system has been running, and can even notify you when your air filter needs to be replaced. This information is typically displayed on an internet-connected device.

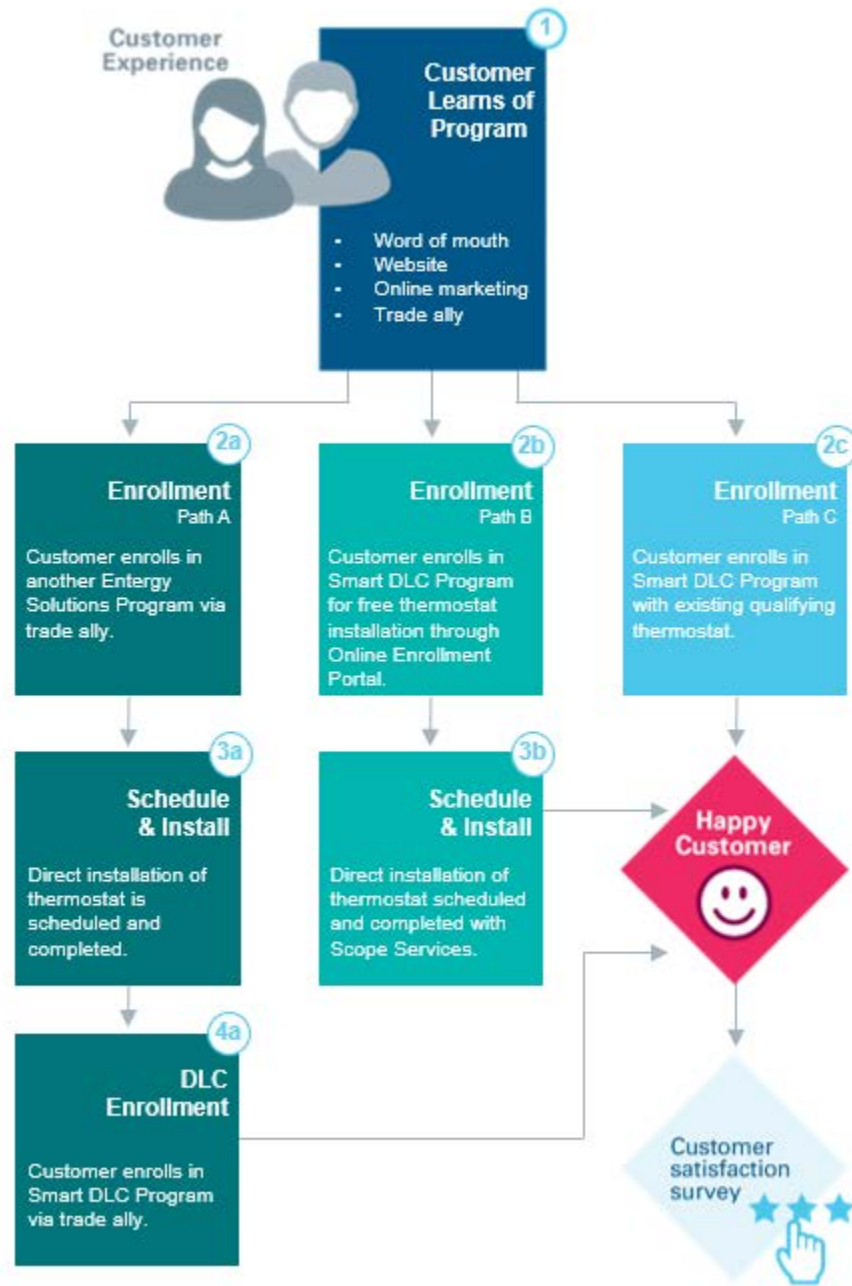
## **Conservation Periods**

Conservation periods will occur during June 1 through Sept. 30 on non-holiday weekdays (Monday-Friday), noon to 7 p.m. Central Standard time. Outside of the conservation periods, you may set your thermostat to any temperature or schedule you wish. Conservation periods will typically last approximately four hours in any single day and usually occur for no more than three consecutive days. The customer may override conservation periods; overriding conservation periods may reduce annual participation incentive.

## **Potential Curtailment Methods**

The customer understands that, by participating, the customer is permitting Entergy Arkansas to control the smart thermostat during demand response events to adjust the thermostat's temperature set points.

## Customer Journey



## **Program Quality Management**

### **Post-Verification**

Completed projects are subject to a post-installation verification, selected on a random basis. Typically, 10% of all participants who participated in the program will be selected for the verification and subject to installation of a Measure and Verification device to validate thermostat data and energy savings. No warranty is expressed or implied by this verification.

If it is determined that an on-site post-verification is going to be performed, a program representative will contact the customer to schedule the property site verification.

By receiving a program service, the customer agrees to allow an on-site post verification after work is completed.

### **Disclaimer**

Neither Entergy Arkansas nor ICF makes any guarantee or any other representation or warranty, expressed or implied, as to the quality or effectiveness of any product(s) provided or work(s) performed through this program.

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 ICF guarantees or warrants that any specific energy efficiency gains will be achieved for a particular customer participating in the program.