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March 2, 2026

VIA ELECTRONIC MAIL
Clerk of Council
Clerkofcouncil@la.gov
City Hall - Room 1E09
1300 Perdido Street
New Orleans, LA 70112

Re: Establishment of DER Program and Implementation in Resolution No. R-25-669 (CNO Docket No. UD-24-02)

Dear Clerk of Council:

Attached please find Entergy New Orleans, LLC's ("ENO") Energy Smart Battery Energy Storage System (BESS) Pilot Phase 3 Implementation Plan for filing in the above-referenced docket pursuant to Resolution No. R-25-669. ENO submits this filing electronically and will submit the requisite original and number of hard copies once the Council resumes normal operations or as you direct.

Thank you for your assistance in this matter, and please let me know if you have any questions or concerns.

Sincerely,

Courtney R. Nicholson

CRN/hhs
Enclosures
cc: Official Service List UD-24-02 *(via electronic mail)*

BEFORE THE

COUNCIL OF THE CITY OF NEW ORLEANS

RESOLUTION AND ORDER R-24-624 ESTABLISHING A DOCKET AND PROCEDURAL SCHEDULE TO ENHANCE DISTRIBUTED ENERGY RESOURCE PROGRAMS	**)** **)** **)** **)** **)**	**DOCKET NO. UD-24-02**

ENERGY SMART BATTERY ENERGY STORAGE SYSTEM (BESS) PILOT PHASE 3 IMPLEMENTATION PLAN

I. Introduction

Entergy New Orleans, LLC ("ENO" or "the Company") respectfully submits this Implementation Plan ("the Plan") for the Distributed Energy Resource ("DER") Program ("the Program") approved by the Council of the City of New Orleans ("Council") through Resolution No. R-25-669 ("the Resolution"), dated December 18, 2025. Per the Resolution, the Program shall be administered as Phase 3 of the existing Battery Energy Storage System ("BESS") pilot under Energy Smart for Program Years 16-18 (2026-28).[1]

As described in the Resolution, the DER Program was created to provide upfront monetary incentives over a three-year term to customers seeking to purchase batteries to pair with solar generation at their homes or businesses. In exchange for receiving upfront incentives, the customers are required to participate in the Energy Smart demand response ("DR") program for a prescribed length of time. Collectively, the batteries will help form a Virtual Power Plant ("VPP") under Energy Smart that can be dispatched to provide support to the local distribution grid, and that can be registered by ENO with the Midcontinent Independent System Operator ("MISO") as a resource that provides additional market revenues to ENO customers.

[1] Resolution R-25-669, Ordering Paragraph 1.

The Resolution required that ENO consult with the Council's Advisors and DER Program implementation advisors and file a Plan no later than March 1, 2026.[2] Ordering Paragraph 1 sets forth six main components to be included in the Plan:

1. Program design
2. Eligibility and participation criteria, including:
    a. Eligible technologies;
    b. Participation terms and standards;
    c. Third-party ownership; and
    d. Claw-back provisions
3. Incentive structures, including:
    a. Upfront incentives; and
    b. Ongoing DR program participation incentives
4. Deployment targets for the three-year Program term expressed as:
    a. Number of projects; and
    b. Aggregate kW of battery capacity deployed:
        i. by year; and
        ii. by customer category
5. Estimated program budgets
6. Administrative arrangements and roles for:
    a. ENO;
    b. The Third Party Incentive Administrator ("TPIA"); and
    c. The Council's designees

[2] With March 1 falling on Sunday, this Plan is being filed the following business day, March 2, 2026.

ENO, the Council's Advisors, and the DER Program implementation advisors met several times in January and February 2026 to discuss the requirements set forth in the Resolution as summarized above, important Program parameters, and numerous details necessary to draft the Plan.

On January 22, 2026, the group met to review the current Energy Smart Phase 2 BESS pilot and different challenges and opportunities that had been identified. The group also discussed program design for Phase 3, participation commitment requirements and claw-back conditions and Program deployment targets in terms of project counts and annual kW by customer class.

On January 29, 2026, the group assembled for two meetings. At the first, the discussion focused on technical topics including: 1) eligible technologies and equipment standards, warranty, efficiency, degradation, and codes and certifications; 2) issues surrounding distribution interconnection of BESS systems, DERMS integration, telemetry, latency and data requirements; 3) operational capabilities such as islanding, export, and behind-the-meter installation conditions; and 4) dispatch parameters such as number of events, months and times of events, trigger signals, and storm protocols. At the second meeting, agenda topics included: 1) customer eligibility requirements (e.g., ENO account status, customer site requirements, vendor fee caps, audit requirements); 2) program application process, incentive fund reservation, and project completion timelines; 3) co-participation restrictions and benefit-preservation rules; 4) qualification standards for third party owners ("TPOs") and installers; and 5) project inspection and verification requirements.

On February 11, 2026, the group met for the last time to discuss a slate of additional topics as required by the Resolution: 1) the list of manufacturers currently compatible with the EnergyHub DERMS; 2) qualifications necessary to connect into the DERMS; 3) feedback on

participation terms and conditions ("T&Cs") related to customer eligibility, including warranty, efficiency, and system degradation; 4) proposed claw-back provisions; 5) responsibility for distribution study and upgrade costs related to participant BESS; and 6) an overview of the proposed Program budget to be included in the Plan.

Based on the collaborative discussions during these technical meetings, as well as numerous discussions with EnergyHub and other third parties, ENO has put together a Plan for Council consideration that attempts to balance the Council's goal of developing a robust BESS VPP in New Orleans using the $30 million in System Energy Resources, Inc. ("SERI") settlement credits that achieves rapid deployment of upfront incentives while also protecting customers from future cost increases through Energy Smart. ENO's Plan also takes into account the administrative considerations involved in distributing significant levels of upfront incentives in an expedited timeframe that also supports an ongoing, sustainable DR program that benefits all customers.

II. Energy Smart BESS Pilot Phase 3—Program Implementation Plan

A. Phase 3 Program Implementer

In the Energy Smart PY16-18 Implementation Plan filed on June 16, 2025, ENO proposed EnergyHub to be Program Implementer of its proposed BESS program. The filing discussed EnergyHub's experience in implementing DER programs, EnergyHub's industry-leading DERMS platform that is already integrated with most of the leading battery manufacturers, the benefits of consolidating the Energy Smart demand response programs under the EnergyHub DERMS, and EnergyHub's experience with current Energy Smart programs. For these reasons, ENO proposes that EnergyHub continue as Program Implementer of the Energy Smart BESS Phase 3 pilot program during the PY16-18 program cycle. A more in-depth discussion of EnergyHub's proposed role can be found in Attachment 1.

B. Phase 3 Third Party Incentive Administrator ("TPIA")

In the Resolution, the Council expressed the desire for a third-party administrator to be retained to "implement, deliver, administer and conduct quality control/quality assurance for existing Energy Smart programs."[3] To that end, ENO is in the process of selecting a TPIA that would carry out important tasks identified in the Resolution and through discussions with the Advisors and DER Program implementation advisors. A description of the TPIA's potential scope of services can be found in Attachment 2.

ENO has included a placeholder in the BESS Phase 3 Program budget for TPIA costs. Following selection of the TPIA, ENO proposes to seek approval of its selection from the Council through a supplemental filing.

C. Phase 3 Program Incentive Levels

ENO discussed proposed upfront incentive levels with the Advisors and DER Program implementation advisors that align with the amounts adopted by the Council in the Resolution: $400 per kWh installed for non-Low to Moderate Income ("LMI") residential and commercial customers and $480/kWh installed for residential LMI customers that includes a 20% adder proposed by Together New Orleans ("TNO") and the Alliance for Affordable Energy ("AAE").[4] For ongoing DR program participation incentives, ENO proposes to offer the amounts the Council found appropriate in the Resolution: $125/average kW delivered across all DR events, capped at $600 annually, for residential participants, and $250/average kW delivered across all DR events, capped at $1,800 annually, for commercial participants.[5] ENO's Plan incorporates these incentive amounts.

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3 Resolution, at p. 7.
4 Resolution, at pp.8-9.
5 Resolution, at p. 9.

D. Phase 3 Program Budget

The DER Program is structured to distribute upfront battery incentives over a three-year period.[6] To achieve reasonable benefits from the use of batteries installed under the DER Program, the Council stated that customers receiving upfront incentives should be required to participate in the Energy Smart demand response program for a minimum of seven years.[7]

Given the incentive levels prescribed in the Resolution, the budget estimates assume 460 battery system installations per year for the three-year period. This estimate was developed taking into account the provisions of the Resolution stating that upfront incentives should be split 50/50 between residential and commercial participants and that 40% of the residential incentives should be earmarked for LMI customers.[8] For residential customers, the budget estimates adding 420 new batteries per year, including 230 non-LMI and 190 LMI customers. The budget also lays out $2.59 million in annual incentives for new commercial installations. This projection contemplates 40 new commercial projects per year, although the project count could vary depending on system size.

Table 1, below, shows the breakdown of the budget for estimated upfront incentives over the three years of the DER Program.

Table 1—Estimated Upfront Incentives

	Incentive per Installed kWh	Installed kWh (per account/customer)	Upfront Incentive (per account /customer)	Expected Annual No. Battery Installations	Total Upfront Incentives ($/Year)	Total Installed kWh	Total kW	Total MW
BESS Residential (LMI)	$ 480	13.5	$ 6,480	190	$ 1,231,200	2,565	1,283	1.3
BESS Residential	$ 400	13.5	$ 5,400	230	$ 1,242,000	3,105	1,553	1.6
BESS Small Commercial	$ 400	162	$ 64,800	40	$ 2,592,000	6,480	3,240	3.2
Year 1 Upfront Total					$ 5,065,200	12,150	6,075	6.1
Year 2 Upfront Total					$ 5,065,200	12,150	6,075	6.1
Year 3 Upfront Total					$ 5,065,200	12,150	6,075	6.1
			Program Total		**$ 15,195,600**	**36,450**	**18,225**	**18.2**

6 Resolution, at Ordering Paragraph 3.
7 Resolution at p. 9.
8 Resolution, at p. 8.

ENO requests approval to allow flexibility in allotting budget amounts between customer groups to meet market demand for batteries and maximize deployments.

Table 2, below, shows the breakdown of the budget for ongoing DR participation incentives over the full ten years required to account for customers receiving upfront incentives over the first three years. In ENO's discussions with potential Third-Party Owners ("TPOs") who would provide financing to support ENO customers' installation of batteries in exchange for owning the assets and collecting lease payments over time, it became apparent that Council approval of long term DR participation incentive funding is necessary so that TPOs can include the ongoing revenue stream into their lease buy down, ultimately lowering the cost for BESS for ENO customers. Thus, the proposed BESS Phase 3 budget accounts for ongoing DR participation incentives for all customers receiving upfront incentives in years one, two, and three of the Program.

Table 2—Estimated Ongoing DR Participation Incentives

	Residential	Small Commercial	Existing Participants	Total
Year 1 (2026) Participation Incentive Total	$ 252,000	$ 72,000	$ 100,000	$ 424,000
Year 2 (2027) Participation Incentive Total	$ 504,000	$ 144,000	$ 100,000	$ 748,000
Year 3 (2028) Participation Incentive Total	$ 756,000	$ 216,000	$ 100,000	$ 1,072,000
Year 1-3 Total				**$ 2,244,000**
Year 4 (2029) Participation Incentive Total				$ 1,072,000
Year 5 (2030) Participation Incentive Total				$ 1,072,000
Year 6 (2031) Participation Incentive Total				$ 1,072,000
Year 7 (2032) Participation Incentive Total				$ 1,072,000
Year 8 (2033) Participation Incentive Total				$ 1,072,000
Year 9 (2034) Participation Incentive Total				$ 1,072,000
Year 10 (2035) Participation Incentive Total				$ 1,072,000
Year 4-10 Total				**$ 7,504,000**
Total Ongoing DR Participation Incentives				**$ 9,748,000**

Table 3, below, shows the breakdown of administrative costs over the first three years for the Program Implementer EnergyHub, the TPIA to be subsequently selected, and an amount to cover the cost of distribution system studies and, if necessary, upgrades, that will be required to interconnect battery systems throughout New Orleans. All program participants are required to follow ENO's interconnection application process as it relates to both new solar and storage

systems and existing solar systems which pursue the addition of BESS. All systems must comply with Entergy's then-current Distributed Energy Resource Standards for Distribution Interconnection. See Section II.H. below, for further discussion of costs associated with interconnection studies and upgrades.

Table 3—Estimated Administrative and Non-Incentive Costs

Administrative and Other Non-Incentive Costs	Total
EnergyHub Fee (3 Years)	$ 797,840
3rd Party Incentive Admin Fee (3 Years)	$ 2,000,000
Evaluation, Measurement & Verification (3 Years)	$ 250,000
System Study and Upgrade Budget	$ 2,000,000
Total	**$ 5,047,840**

ENO will work with EnergyHub and the TPIA to calculate and process upfront incentive payments for solar connected BESS. The supplemental filing for approval of the TPIA will contain more detail regarding the upfront incentive payment process. EnergyHub will continue to process and pay the ongoing incentives for participation in the Energy Smart DR program as they have done under Phase 2 of the BESS pilot.

Table 4, below, summarizes ENO's total proposed BESS pilot Phase 3 Program budget for the full ten-year period, including three years of upfront and ongoing DR participation incentives and administrative costs, as well as seven additional years of ongoing DR incentives:

Table 4—Phase 3 Total Estimated Budget

Upfront Incentives (Years 1-3)	$ 15,195,600
Ongoing DR Participation Incentives (Years 1-3)	$ 2,244,000
Admin and Non-Incentive Costs (Years 1-3)	$ 5,047,840
Ongoing DR Participation Incentives (Years 4-10)	$ 7,504,000
Total Phase 3 Budget	**$ 29,991,440**

Because the Phase 3 Program costs would not exceed $10 million annually, ENO anticipates that SERI settlement credits will entirely mitigate the cost effect of the DER Program

on Energy Smart and not cause incremental rate impact due to costs flowing through the Energy Efficiency Cost Recovery ("EECR") Rider.

E. Phase 3 Claw Back Provisions

ENO, the Advisors, and the DER Program implementation advisors discussed reasonable parameters for a "claw back" mechanism as contemplated by the Resolution.[9] Generally, customers who receive an upfront incentive through the DER Program will be required to participate in all dispatch events of the Energy Smart BESS Phase 3 DR pilot for a minimum of seven years beginning on the date their system is connected to ENO's DERMS provider. During the seven-year period, ENO shall call at least fifteen (15) events per calendar year. Exiting from the Energy Smart BESS DR program before the end of this period or failing to participate in at least 70% of events during each calendar year will result in a determination of noncompliance with program requirements, and the customer will be required to return the prorated portion of the upfront incentive that was unearned. The claw back evaluation process will commence at the end of each calendar year. Customers will not be subject to any potential claw back of upfront incentives for the calendar year in which they enrolled.

The claw back evaluation process will determine whether a program customer participated in at least 70% of the events in each calendar year and is therefore in compliance.[10] Customers determined to be in noncompliance will be notified in writing of their noncompliance, and if the customer cannot demonstrate within thirty (30) days that their noncompliance was due to circumstances outside their control (e.g., manufacturer recall), they will be required to return the portion of the Annual Prorated Upfront Incentive that was unearned as determined in Table 5,

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9 Resolution, at p. 9.

10 "Participation" in an event is defined as the Customer taking no action to override or modify the signal from the DERMS provider for all or a portion of the event. Customers and any TPOs are required to ensure internet connectivity for the Customers' battery equipment.

below, Calendar Year Compliance Requirements. The Annual Prorated Upfront Incentive shall be equal to one seventh (1/7) of the total upfront incentive received by the customer. Prior to billing the customer for the Noncompliance Claw Back Amount, the TPIA will investigate and notify the customer in writing if the noncompliance determination is upheld.

Table 5—Calendar Year Compliance Requirements

Customer Calendar Year Participation Level	Noncompliance Claw Back Amount
Customer Participated in greater than or equal to 70% of the Events	In compliance: Noncompliance Claw Back Amount is zero.
Customer Participated in greater than or equal to 50% but less than 70% of the Events	Noncompliance: Noncompliance Claw Back Amount is equal to 50% of the Annual Prorated Upfront Incentive.
Customer Participated in less than 50% of the Events	Noncompliance: Noncompliance Claw Back Amount is equal to 100% of the Annual Prorated Upfront Incentive.

If a customer exits the DR program prior to the seven-year commitment term (84 months), the customer will be required to return the prorated portion of the upfront incentive that was unearned. For example, if a customer exits the DR program after 21 months of the 84-month commitment period, they would be billed for 75% ((84 months – 21 months) / 84 months) of the upfront incentive received.

F. Phase 3 "No Double Participation" Provision

In exchange for receiving upfront incentives through the DER Program and participating in the Energy Smart BESS Phase 3 pilot, the customer grants ENO the exclusive right to utilize the demand reduction capabilities of the customer's battery equipment, subject to the constraints of the program. ENO will require customers' battery equipment to be solely enrolled in the Energy Smart DR program. Customers' battery equipment cannot be enrolled in any other load reduction programs, such as other VPP programs, MISO Demand Response programs, MISO Load Modifying Resource ("LMR") programs, or other MISO integrated battery storage-related load reduction programs without written permission from ENO. Permission to enroll the customer's

battery equipment in other programs shall not be unreasonably withheld provided the other service(s) the customer's battery equipment would provide through participation in any proposed program would not erode the demand reduction capability of the battery equipment for ENO's use in Energy Smart, nor negatively affect the benefits of the Energy Smart DR program to ENO ratepayers.

G. Phase 3 Incentive Split with TPOs

Customer Benefit Requirement—All upfront incentives provided under the DER Program shall be for the direct benefit of the customer. Such benefit may be realized either by (a) the customer receiving the full cash value of the upfront incentive, or (b) the full value of the upfront incentive being applied as an upfront reduction to the total installed cost of the system. TPOs or other third parties may be required to provide ENO with a copy of sample customer contracts to verify that upfront incentives have been directed in accordance with this provision.

Customer Direction of Payments—At the time of enrollment, customers shall have the right to designate the recipient(s) of incentive payments. Based on the customer's written authorization, ENO may disburse all or part of the upfront and/or performance-based incentive payments directly to a contractor, TPO, or financial institution.

Consent and Acknowledgment—If any incentive payment is made to an entity other than the customer, both the customer and the designated recipient must expressly agree to such arrangement and provide acknowledgment by signing the application or other Energy Smart DR program-required documentation.

H. Phase 3 Distribution Interconnection Studies and Related Upgrades

As discussed in Section II.D., above, the interconnection of battery systems will trigger the need for engineering review and potentially distribution studies and, in some cases, upgrades.

Based on discussions with the Advisors and DER Program implementation advisors, ENO has included a line item in the Phase 3 Budget to cover these costs under certain circumstances.

If, through the interconnection application process and during the initial engineering screening review, interconnection studies are deemed necessary, costs associated with residential applications will be recovered through the budget allocation defined in Table 3, above. Study costs associated with commercial applications will be the responsibility of the commercial applicant and are not included in the Program budget allocation in Table 3.

If distribution system upgrades are identified through the study process and required for system interconnection, upgrade costs associated with residential interconnections will be covered by the Program budget up to an approved dollar amount as proposed in Table 3. Upgrades triggered by commercial interconnections will be the responsibility of the commercial applicant and are not included in the Program budget allocation in Table 3.

If additional funding is needed to support distribution system upgrades to accommodate future DER Program buildout, ENO shall seek guidance from the Council prior to requiring a contribution in aid of construction from the customer seeking to interconnect.

III. Conclusion and Prayer for Relief

ENO respectfully requests that this Council issue a Resolution:

1. Approving the Company's Energy Smart BESS Phase 3 pilot Implementation Plan, with EnergyHub as the Program Implementer, for implementation during Energy Smart Program Years 16-18 (2026-28);

2. Approving the Company's proposed Program budget, including upfront incentives and the flexibility to allot budget amounts between customer groups to meet market demand for batteries and maximize deployments, ongoing Energy Smart DR participation incentives, and administrative and other non-incentive costs;

3. Approving ENO's proposal to make a supplemental filing seeking approval of the selected Third-Party Incentive Administrator;

4. Approving recovery of the Program costs through the use of the $30 million in SERI settlement credits identified in the Resolution; and

5. Granting all other general and equitable relief that the law and the nature of this proceeding may permit.

Respectfully submitted,

By: _____

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ATTORNEYS FOR
ENTERGY NEW ORLEANS, LLC

EnergyHub

The grid edge management solution for utilities

Entergy New Orleans

BESS Upfront Incentive Implementation Plan

Submitted by:
EnergyHub, Inc.

Attachment 1
Energy Smart BESS Pilot Phase 3 Program Implementation Plan 2026 - 2028

Battery Demand Response

EnergyHub will deliver for Entergy New Orleans, LLC ("ENO") a battery demand response ("DR") program that builds on the current Energy Smart pilot that was launched in 2024. EnergyHub's battery solution includes enrollment via participating battery Original Equipment Manufacturer ("OEM"), battery curtailment during peak periods (with up to 30 events per year), data and analytics, and incentive processing.

Marketing and Outreach

EnergyHub will work with ENO and participating battery partners to deploy a multi-channel marketing campaign. For customers with existing batteries, EnergyHub actively works with all integrated battery partners to develop a comprehensive in-app enrollment and participation experience. Dependent upon partner capabilities, battery partners can send email marketing to installers to disseminate information about the program offer. The program will also support new battery installations, with battery OEMs and developers enrolling customers in the program as part of the purchase process. In addition to these primary channels, customers may learn about the program through a program microsite and/or incremental marketing campaigns deployed by EnergyHub and ENO.

Customer Enrollment and Participation

Customers with an existing battery will receive program marketing and then apply. This flow includes customer acceptance of program Terms and Conditions, and enrollment via their battery provider. The battery provider will submit enrollment information for display and processing in EnergyHub's platform. Customers purchasing a new battery will follow a similar process, accepting Terms and Conditions and providing enrollment information via the battery provider at the point of sale/installation. The program team will process applications using the EnergyHub DERMS enrollment module, similar to the Bring Your Own Thermostat ("BYOT") and electric vehicle ("EV") managed charging programs.

For customers receiving incentives to purchase batteries, the program team will jointly establish a process to enroll participants.

Upon enrollment, customers' batteries will be available for dispatch via the EnergyHub DERMS, and customers will be eligible for program participation incentives. The participation incentive will be $125/kW for residential participants and $250/kW for commercial participants, based on the average kW discharged across all events in the DR season. The residential incentive will be capped at $600 per customer per year and $1,800 for commercial customers. Incentives will be distributed via check.

Participating OEMs

EnergyHub has a robust partner ecosystem and we continuously evaluate and update OEM integrations. Existing OEM integrations include: Tesla, Franklin Wh, Generac, Enphase, SolarEdge, sonnen, QCells, Emporia, Sol-ark, Cadenza, Fortress Power, and GM.

Data Collection

The EnergyHub DERMS collects battery interval data via API integrations with battery OEMs and developers. This data is consolidated in a number of analytics dashboards available to ENO for self-serve, on-demand access. The dashboards include aggregate and device-level graphics and reports that provide insights into program performance.

Evaluation, Measurement & Verification (EM&V)

The data analytics and reports mentioned above can be used to inform program EM&V efforts, with the data available to ENO or third party evaluators. The EnergyHub DERMS provides battery DR event reports that ENO can view during and after the completion of a DR event for EM&V and analysis. DR event reports (e.g., participation statistics, load and load shed interval data) are available for download from DERMS on demand following the completion of an event and will be provided to the program evaluator.

Budget

	Program Year 16	Program Year 17	Program Year 18
Program Administration (non incentive)	$ 201,600	$ 266,740	$ 329,500
Ongoing Customer Incentives	$ 424,000	$ 748,000	$ 1,072,000
Total EnergyHub Costs + Ongoing Incentives	$ 625,600	$ 1,014,740	$ 1,401,500

Attachment 2

Potential Scope of Work for DER Third Party Incentive Administrator ("TPIA")

1. Program design & planning support
   - Advising on incentive structure, eligibility criteria, participation requirements
   - Creating & hosting application intake system
   - Developing process flow & documentation requirements
   - Tracking interconnection approvals in coordination with ENO
   - Establish rules for, and administer, reservation queue
   - Collaborating with EnergyHub and ENO to setup enrollment flow

2. Incentive processing
   - Calculate, process and pay incentives
   - Track participation and incentive payout
   - Verifying completed installation prior to disbursement of upfront incentives
   - Virtual desk Quality Assurance / Quality Control of 100% of all enrollments
   - Quality Assurance/Quality Control ("QA/QC") on incentive processing
   - Verifying event performance for participation incentive amounts
   - Issuing upfront customer incentive checks
   - Tracking triggers for incentive clawbacks
   - Develop Quarterly Report on incentive processing
   - Develop Annual Report on incentive processing

3. Customer & installer support
   - Call center
   - Program email inbox
   - Collecting customer & trade ally feedback
   - Monitoring connectivity

4. Co-development of customer-facing and trade ally marketing materials
   - Program webpage
   - Participant T&Cs
   - Trade Ally Materials – Pre-install FAQ/Post-install FAQ
   - Collateral for multi-marketing channels

5. Program management support
   - Forecasting & tracking incentive budgets
   - Coordinating with EnergyHub & trade allies on customer system troubleshooting (e.g., offline devices, dispatch failures)
   - Supporting required quarterly & annual reports
     - Coordinating with EnergyHub on data needs
     - Making program improvement recommendations

CERTIFICATE OF SERVICE
UD-24-02

I hereby certify that I have served the required number of copies of the foregoing pleading upon all other known parties of this proceeding individually and/or through their attorney of record or other duly designated individual.

Clerk of Council
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New Orleans, Louisiana, this 2nd day of March, 2026.

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Courtney R. Nicholson