



Entergy Arkansas Water Heater Pilot Guidebook

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Version 2.0
June 7, 2024

Table of contents

Pilot overview	3
Pilot description	3
Pilot objectives and benefits	3
How it works	3
Pilot contacts	3
Pilot eligibility	3
Pilot participation	4
Incentives	4
One-time enrollment incentive:	4
Annual participation incentive:	4
Water heater communication device	4
Conservation events	4
Pilot quality management	5
Post-verification	5
Terms and conditions	5
Disclaimer	9

Pilot overview

Pilot description

The Entergy Arkansas Water Heater Pilot is designed to help residential customers save energy by offering incentives for allowing adjustments to qualifying water heaters during conservation events when enrolled in the pilot. Enrolled customers who already have a qualifying water heater will receive a one-time enrollment incentive and, based on event participation level, an annual participation incentive.

Pilot objectives and benefits

The pilot objective is to reduce high-energy demand when it counts most – during the summer or winter months. Water heaters are the second-largest energy-consuming appliance in a home, after heating and cooling equipment. By allowing Entergy Arkansas to temporarily turn off your water heater during peak usage periods, you can automatically reduce energy use which helps lower demand, helping to prevent outages, and keep rates lower.

How it works

For most months of the year, enrolled water heaters will operate normally. During conservation events, Entergy will intelligently manage water heater energy consumption to help mitigate the needs of the electrical grid and reduce energy consumption. Management includes lowering the energy consumption by turning off the water heater at times of high electricity demand periods during conservation events. In exchange for participation during these events, Entergy Arkansas will issue customers an annual incentive in the form of a check at the end of each year.

Pilot contacts

Cody Allen	portfolio director	WaterHeaterEAL@icf.com
Lisa Lucas	pilot manager	

Pilot eligibility

Funds are limited, and offering is available to Entergy Arkansas residential customers in select geographic areas on a first-come, first-served basis. Participants must meet the following eligibility criteria:

- Must be an Entergy Arkansas residential customer who owns their home.
- Must have an existing qualifying hard-wired electric water heater. (Tankless water heaters and heat pump water heaters do not qualify.)

If the customer decides to terminate enrollment in the pilot, 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.

For more information about other Entergy Arkansas programs, please visit entergysolutionsar.com.

Pilot participation

Customers must meet all pilot requirements and agree to participate in demand response events (conservation events). Email **WaterHeaterEAL@icf.com** or call **833-807-7682** to enroll in the pilot.

Incentives

For those who qualify, customers will receive a one-time enrollment incentive of \$200. Based on conservation event participation, an additional annual participation incentive, up to \$100, will also be issued to qualifying customers after the demand response event season.

One-time enrollment incentive:

Enrollment path	Description	Incentive	
		One-time enrollment incentive	Annual participation incentive
Water heater retrofit by direct install contractor	The customer has a direct install contractor install communication device and enroll the customer in the pilot at the time of retrofit. The customer must have an existing hard-wired qualifying water heater.	\$200	Up to \$100

Annual participation incentive:

Zero event opt-outs	One event opt-out	Two or three event opt-outs	Four or more event opt-outs
\$100	\$100	\$62	\$0

Water heater communication device

A qualified pilot contractor will install a communication device that connects to electric resistive tanked water heaters. This device cycles the water heater on and off in conjunction with conservation events called by Entergy Arkansas to help mitigate demand on the grid. This device will control the water heater only during conservation events.

Conservation events

The main conservation event season occurs from June 1 through Sept. 30 on non-holiday weekdays (Monday-Friday) and from noon to 7 p.m. Central Standard Time. If needed, additional water heater conservation events may occur outside of the main conservation season. During non-conservation events, customers may set their water heater to any temperature or schedule as desired. Conservation events typically last up to two hours on any single day and usually occur for no more than three consecutive days. Customers may opt out of water heater conservation events by calling 833-807-7682. Overriding conservation periods may reduce the value of the annual participation incentive.

By participating in this pilot, customers are permitting Entergy Arkansas to control their water heater during conservation events by switching the water heater off during peak times.

Pilot quality management

Post-verification

Completed projects are subject to a post-installation verification, selected on a random basis. Typically, 10% of all customers who participated in the pilot will be selected for the verification and subject to installation of a Measure and Verification device to validate water heater 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 pilot representative will contact the customer to schedule the property site verification.

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

Terms and conditions

DESCRIPTION: Entergy Arkansas is excited to offer the Water Heater Pilot (“pilot”) to its Arkansas residential electric customers in single-family homes with electric water heating. As part of the pilot, participating customers (individually, “customer” or, collectively, “customers”) will receive an incentive (“enrollment incentive”) to join the pilot after their enrollment date, as described in the chart below.

Entergy will work with Connected Energy, Entergy Arkansas’ demand response management system software provider, to intelligently manage water heater energy consumption to mitigate one of the needs of the electrical grid and reduce the customer’s energy consumption. Management includes lowering the energy consumption by turning off the water heater at times of high electricity demand periods (“events”). In exchange for customers’ participation during these events, Entergy Arkansas will issue customers an annual reward (“annual participation incentive”) in the form of a check at the end of each year.

ELIGIBILITY: Funds are limited, and services are available in select geographic areas on a first-come, first-served basis. Participants must meet the following eligibility criteria:

- Must be an Entergy Arkansas residential customer who owns their home.
- Must have an existing qualifying hard-wired electric water heater. (Tankless water heaters and heat pump water heaters do not qualify.)

Enrollment channel	Description	Enrollment incentive	Annual participation incentive
Water heater retrofit by direct install contractor	The customer has a direct install contractor to install communications device and enroll the customer in the pilot at the time of retrofit. The customer must have an existing qualifying hard-wired water heater.	\$ 200	Up to \$100

ACCESS, INSTALLATION, AND VERIFICATION: The contractor will install a control device in the customer’s home that will control the water heater unit (referred to herein as “the equipment”) and cycle it during conservation period and events described above. The customer agrees to provide Entergy Arkansas or its contractor with access, at reasonable times, to the customer’s premises to install, inspect, maintain, and/or repair the equipment. Entergy Arkansas reserves the right to verify the delivery of services and to have reasonable access to the participant’s residence to verify the performance of the installed or enrolled water heater control devices and/or energy efficiency work. Prior to any payment of incentives, Entergy Arkansas reserves the right to verify installation. Scope Services, the contractor, will verify that the installed water heater control device meets all applicable

building codes; zoning laws; local, state, and federal requirements; and other relevant requirements. Scope Services is responsible for any applicable permits as required by law. No warranty is expressed or implied by this verification.

ENTERGY ARKANSAS CUSTOMER INFORMATION: Entergy Arkansas pilot data will not be exchanged with manufacturers.

CONSERVATION EVENTS: Conservation events will occur on any non-holiday weekday. A conservation event may be called at various times of the year, including at times when there is not an A/C conservation period, depending on the needs of the utility. During the conservation event period, the storage capability of the water heater tank is used to prevent the reheating of water as much as possible. The customer understands that the equipment will permit Entergy Arkansas to control or adjust the temperature of the customer's water heater during times of high electricity demand.

TEST EVENTS: In addition to events called for a specific need, each customer may be subject to up to two test events each calendar year. The purpose of test events is to ensure participants can deliver the load reductions expected and verify energy savings for the pilot.

OPTING OUT OF EVENTS: The pilot offers customers the option to opt out of events. Customers may opt out of events at any time during the event. Entergy Arkansas will periodically review customer opt-out rates during events and for customers deemed to display high opt-out rates, Entergy Arkansas reserves the right to modify these customers' participation terms or to remove them from the pilot. Entergy Arkansas will communicate these changes to customers as they occur by email.

PILOT TERM AND WITHDRAWAL: Participation in the pilot shall continue for a period of not less than one year (12 months) from the time Entergy Arkansas confirms enrollment of customer's eligible water heater.

TERMS OF SERVICE: This agreement shall remain in effect, unless terminated pursuant to other provisions of this agreement, Entergy Arkansas' tariffs or until the pilot is discontinued by Entergy Arkansas. Entergy Arkansas will give this pilot discontinuation notice to customers at least thirty (30) days prior to such an early termination date.

CUSTOMER MOVE-OUTS: The customer will notify Entergy Arkansas when replacing or removing a water heater enrolled in the pilot. Removal of an enrolled smart water heater without an eligible smart water heater replacement will be deemed by Entergy Arkansas as a customer-initiated termination of this agreement. The customer will notify Entergy Arkansas at the customer service desk at **833-807-7682** if they transfer ownership of a property that is enrolled in the pilot.

LIMITATIONS: Pilot terms are subject to change at any time. Please visit entergyarkansas.com/waterheater or call **833-807-7682** to determine whether any pilot changes have occurred.

INCENTIVES: Entergy Arkansas may, from time-to-time, modify the incentive structure. Enrollment incentives available to customers shall be paid one time after enrollment date. Customers enrolling in the pilot via an existing water heater can receive one (1) enrollment incentive per premise.

PARTICIPATION INCENTIVE: Incentive values are based on the participation level in demand response events, and event opt-outs can reduce your annual participation incentive. The chart below describes the incentive structure.

Zero opt-outs	One opt-out	Two or three opt-outs	Four or more opt-outs
\$100	\$100	\$62	\$0

EQUIPMENT TAMPERING: Customer agrees not to tamper with smart water heater controls and to attempt to restrict access by others to the smart water heater. If Entergy Arkansas determines that its load management equipment on the customer's premise has been rendered ineffective due to tampering by use of mechanical, electrical, or other devices or actions, Entergy Arkansas may discontinue the customer's participation in the pilot. The customer will be removed from the pilot and will not be eligible to participate again for twelve (12) months. Entergy Arkansas will verify installation has been corrected before the customer is permitted to participate in the pilot.

INFORMATION RELEASE: Participant agrees that Entergy Arkansas and any contractor or other vendor providing services or support under this pilot for Entergy Arkansas may have access to and use participant's name, address, Entergy Arkansas account number, and water heater usage data for Entergy Arkansas pilot use, such as energy savings in reports or other documentation submitted to the pilot implementer on Entergy Arkansas' behalf and/or the Arkansas Public Service Commission. Entergy Arkansas will treat all other information gathered in evaluations as confidential, and the information in the reports will be in the aggregate, where practicable.

AUTHORIZATION AND RELEASE INFORMATION: Participant understands their name, photograph, or other recordation(s) of their image, likeness, or voice, and/or their testimonial and made on behalf of ICF or ICF clients may be used in connection with ICF's business, including without limitation with respect to publicizing and promoting the Entergy Solutions energy efficiency pilot. Participant authorizes ICF to use their name, photograph, or other recordation(s) of their image, likeness, or voice and any testimonial provided. Participant hereby irrevocably authorizes ICF to copy, exhibit, publish, or distribute the testimonial for purposes of publicizing the Entergy Solutions' energy efficiency pilot or for any other lawful purpose. These statements may be used in printed publications, reports, multimedia presentations, on websites, or in any other distribution media.

LIMITATION OF LIABILITY: ENTERGY ARKANSAS' AND PILOT IMPLEMENTER ICF'S LIABILITY IS LIMITED TO PAYING THE INCENTIVE SPECIFIED. IN NO EVENT WILL ENTERGY ARKANSAS OR ICF BE LIABLE WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, WARRANTY, OR OTHERWISE FOR SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES CONNECTED WITH OR RESULTING FROM PARTICIPATION IN THE PILOT. ENTERGY ARKANSAS RESERVES THE RIGHT TO NOT PAY THIS INCENTIVE IF THE APPLICATION FORM AND ALL REQUIRED ADDITIONAL INFORMATION ARE NOT COMPLETE OR ACCURATE.

LIABILITY WAIVER: By executing an enrollment, the customer voluntarily agrees not to hold Entergy Arkansas; ICF; its trade allies; or any of their affiliates, directors, officers, employees, agents, or contractors liable for any illness or injury. Customer further agrees not to engage in any inappropriate actions or otherwise endanger the safety or health of same.

PROPERTY RIGHTS: Participant represents that he/she has the right to complete and/or install the energy-saving equipment on the property on which the equipment is completed and/or installed and that any necessary landlord's or tenant's consent has been obtained.

CUSTOMER'S CERTIFICATION: Participant certifies that he/she has contracted for the received service(s) listed on the application at the defined location. Participant agrees that all information is true and that he/she has conformed to all pilot and equipment requirements listed.

RIGHT TO REFUSE: The Entergy Arkansas trade ally, Scope Services, or pilot implementer has the right to refuse service or end the delivery when confronted by a customer acting inappropriately or when facing an unsafe situation. “Inappropriate” includes but is not limited to the following: Water Heater Pilot Terms and Conditions unreasonable demands for service, personally threatening or offensive language, threatening or erratic behavior, failure to comply with health and safety recommendations, and personal contact. Authorized trade ally reserves the right to exclude any premises, or vicinity therein, deemed potentially unsafe or harmful.

TERMINATION OF SERVICE: Entergy shall have the right at any time to terminate an enrollment if the water heater control device stops transmitting data for a consistent amount of time. The customer shall have the right at any time to terminate the service by notifying Entergy Arkansas in writing or by calling the Water Heater Pilot at **833-807-7682**. 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.

CUSTOMER COMMUNICATION: Participant agrees that Entergy Arkansas or Entergy Arkansas’ pilot implementer may contact participants via mail, phone, text message, or email in connection with the Water Heater Pilot, including quality assurance communication.

AUTHORIZATION, PILOT CHANGES, SUSPENSION, OR CANCELLATION: Entergy Arkansas may change the pilot requirements, incentives, or terms and conditions, including suspending acceptance of applications or terminating the pilot, at any time without notice.

MARKETING WAIVER: Notwithstanding the foregoing, participant hereby grants Entergy Arkansas, LLC and its affiliated companies and assigns the unqualified and unconditional right and permission to reproduce, copyright, publish, circulate, edit, or otherwise use audio and video/film/still photo productions, project information, and/or quotes of me and/or quotes of me and/or my organization for any purpose relating to this project. This authorization and release cover the use of said audio and video/still photos/project information and/or quotes made or taken regarding the organization by said company or on its behalf by any other person for any purpose related to the above-named project. By signing this document, I am aware that I give up and release all rights to such images and/or audio in any form. I grant these rights to my images, project information, and/or audio to Entergy Arkansas.

MISCELLANEOUS: These terms and conditions constitute the agreement between the parties and supersede all other communications and representations. By executing an enrollment, the customer agrees to be bound by these terms and conditions.

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 pilot.

Energy efficiency gains are subject to a number of variable conditions and circumstances. While it is the intent of the pilot 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 pilot.