capabilities of advanced meters, ETI's plans to deploy them, and how customers can access and take advantage of the benefits enabled by an AMS.

First, the educational plan will introduce customers to AMS and educate them about the various features and benefits that are enabled by advanced meters. During this phase, ETI will gather information from customers about their awareness and perceptions of AMS. This information will enable ETI to design more effective educational materials to use during the remainder of the AMS deployment. Second, ETI will work to educate customers about the advanced meter installation process. Third, ETI will educate customers about the availability of energy usage information and tools for customers, once their advanced meter has been installed and activated. Fourth, once all advanced meters have been deployed, ETI will continue providing education to all customers about how they can access and use the new information incorporated into the web portal, including associated tools to help facilitate changes to their energy usage.

Additional details of each of these phases are provided in ETI's AMS Customer Education Plan, which is attached to my Direct Testimony as Exhibit HVP-1.

Q38. WHAT ARE THE PROJECTED COSTS FOR THE CUSTOMER EDUCATION PLAN?

A. The projected costs of the customer education campaign are also shown in my Exhibit HVP-1 on page 17. These costs are included in ETI witness Mr. Richard Lain's calculation of the revenue requirement for the AMS Surcharge.

Q39. ARE THE PROJECTED COSTS FOR THE CUSTOMER EDUCATION PLAN REASONABLE AND NECESSARY?

A. Yes. These costs are reasonable and necessary because customers should be informed regarding the changes to their meter, the fact that they will see Company representatives changing out their meter, and how they can take advantage of the information and enhanced tools provided by an AMS. Based on my experience with customer communications and education programs, the level of the projected costs is reasonable.

VIII. DATA PROTECTION AND CONFIDENTIALITY

Q40. PLEASE DESCRIBE THE COMPANY'S PLANS TO ADDRESS AND PROTECT THE CONFIDENTIALITY AND PRIVACY OF CUSTOMER INFORMATION.

A. ETI will comply with the data access and privacy requirements of Commission Rule 25.130(j), including the requirement in subsection (j)(3) that "[a]n electric utility shall use industry standards and methods for providing secure customer and

REP access to the meter data. The electric utility shall have an independent security audit of the mechanism for customer and REP access to meter data conducted within one year of initiating such access and promptly report the results to the commission." Of course, because there are no REPs in ETI's service area, this access requirement would only apply to ETI's customers.

Further, ETI has for many years maintained policies and procedures that address the protection of customer information. These policies include the *Protection of Information Policy*, which states the requirements and expectations to safeguard customer information that include a requirement that such data be protected against "loss, damage, theft, unauthorized access, unauthorized reproduction, unauthorized duplication, unauthorized use, unauthorized distribution, unauthorized disclosure, misappropriation, inappropriate disposal and mishandling." The *Communication Systems* and *Electronic Information Systems* policies similarly require the Company's employees, agents, and contractors to protect customer information. Moreover, as described further by Mr. Griffith, the Company has security standards and controls in place with respect to its current customer data storage systems, and controls related to AMS data storage and transmission are being developed in conjunction with the AMS vendors as part of the AMS design phase.

Q41. DOES IMPLEMENTATION OF AN AMS NECESSITATE REVISIONS TO THESE POLICES AND PROCEDURES?

A. Not at this time. An AMS increases both the amount and granularity of individual customer electricity consumption data received by the Company, but it does not otherwise fundamentally alter the Company's ongoing obligation to protect customer information. Nonetheless, those policies and procedures are periodically reviewed, and new policies and procedures are introduced as needed to reflect nuances presented by developments in the law, technology, and other factors.

IX. SCHEDULE MES FEES

Q42. DOES ETI PROPOSE TO CHANGE ANY OF ITS MISCELLANEOUS ELECTRIC SERVICE CHARGES?

A. Yes, along with AMS deployment, it is appropriate for ETI to revise certain fees included in ETI's Schedule MES, which prescribes miscellaneous service fees such as the trip fee, connection fee, the regular-hours disconnect/reconnect fee, and the after-hours disconnect/reconnect fee. In particular, once AMS is deployed, the disconnect/reconnect fee would be reduced for customers with single-phase advanced meters rated at 200 amps or less.

Q43. HOW AND WHEN DOES ETI PROPOSE TO IMPLEMENT CHANGES TO ITS MISCELLANEOUS ELECTRIC SERVICE CHARGES?

A. ETI proposes to implement changes to its Schedule MES in a manner similar to how the other Texas utilities that have deployed AMS implemented changes to the "Discretionary Service Charges" included in their tariffs. For example, in the final order in Docket No. 36928, the AMS surcharge and deployment plan docket for the AEP Companies (namely, AEP Texas Central Company (TCC) and AEP Texas North Company (TNC)), the Commission found in Finding of Fact 67 that "[i]t is appropriate that all customers in the TCC and TNC service areas benefit, as rapidly as possible, from the impact of the cost savings that result from the deployment of advanced meters on TCC's and TNC's meter-related discretionary service charges" and that "[i]t is reasonable to require TCC and TNC to seek Commission approval of annual reductions in these meter-related discretionary service charges over a period of five years to reflect the progressive reduction in costs resulting from AMS deployment." Similar findings were made in each of the AMS deployment plan and surcharge proceedings of the other Texas utilities as well. ETI accordingly proposes to make annual Schedule MES filings over the course of the approved deployment period to gradually reduce its disconnect/reconnect fees. As AMS deployment is proposed to begin in 2019,

ETI proposes to make its first annual MES adjustment filing on September 1, 2019.[11]

X. NON-STANDARD METERING SERVICE

Q44. WILL THERE BE AN "OPT-OUT" PROVISION FOR CUSTOMERS WHO DO NOT WANT ADVANCED METERING AT THEIR SERVICE LOCATION?

A. Yes. As detailed in the Direct Testimony of Mr. Lewis, ETI proposes to offer non-standard metering service consistent with Commission Rule 25.133 and similarly-approved tariffs for other Texas utilities.

Q45. HAS ETI DEVELOPED FEES RELATED TO THESE METERING OPTIONS?

A. Yes. Similar to the tariffs of other Texas utilities that have deployed AMS, the customer will be required to pay a one-time fee for the costs associated with the initiation of non-standard metering service and to pay a monthly fee for the ongoing costs associated with the manual reading of the meter, as well as other fees and charges associated with the non-standard metering service. Mr. Lewis was provided with the cost information shown in my Exhibit HVP-2 that he used to calculate the monthly and one-time fees for non-standard metering service in his Table 4. ETI proposes to include those fees in its Schedule MES. A copy of ETI's proposed revised Schedule MES, including the fees for non-standard

[11] ETI is required by Commission Rule 25.246(c) to file a base rate case in 2018, and so the level of Schedules MES fees may be modified in 2018 before ETI begins the annual filings in 2019 to reduce the disconnect/reconnect fees over the course of the deployment period.

metering service, is included as my Exhibit HVP-3, which includes both red-lined and clean versions of the proposed revised tariff.

Q46. PLEASE DESCRIBE THE COSTS INCLUDED IN THE CALCULATION OF THE UP-FRONT, ONE-TIME FEE FOR NON-STANDARD METERING SERVICE.

A. The costs included in the calculation of the up-front, one-time fee for non-standard metering service include:

- Transportation costs for the service personnel trip needed to drive to the customer's premises to install the meter lock, inspect/test a non-standard meter and/or change the meter;
- Labor costs for the service personnel needed to travel to the customer location, install the meter lock, inspect/test a non-standard meter, and change the meter where requested;
- If a new non-standard meter is requested or required, the cost of the non-standard meter itself;
- The cost of a meter lock and seal to protect the meter from tampering;
- The costs related to mailing notice and acknowledgement forms to persons requesting non-standard metering service consistent with Commission Rule 25.130;

- The costs associated with billing system program changes needed to enable billing of the one-time and monthly non-standard metering service fees; and
- 50% of the rate case expenses related to the development of and request for the non-standard metering service fees.

Q47. PLEASE DESCRIBE THE COSTS INCLUDED IN THE CALCULATION OF THE MONTHLY FEE FOR NON-STANDARD METERING SERVICE.

A. The costs included in the calculation of the monthly fee for non-standard metering service include:

- Transportation and labor costs associated with monthly meter reads;
- ETI's share (15.15%, based on the utility's number of customers) of costs of two ESI customer service clerks to support the monthly billing activities and help address requests regarding non-standard metering service; and
- 50% of the rate case expenses related to the development of and request for the non-standard metering service fees.

Q48. HOW DOES THE COMPANY PROPOSE TO ADDRESS EXISTING SCHEDULE MES FEES, SUCH AS DISCONNECT/RECONNECT CHARGES, FOR CUSTOMERS WHO REQUEST NON-STANDARD METERING SERVICE?

A. Customers who request non-standard metering service will require a different set of Schedule MES charges to recover the additional costs (such as employee time, travel, and administrative costs) required to perform the particular service at a customer location that does not have an advanced meter because the non-standard meters will not have the remote functionalities that the advanced meters will have. ETI expects that some of the existing Schedule MES fees, such as disconnect/reconnect charges, for opt-out customers will need to be higher than current levels. However, ETI proposes to wait until it has collected additional data on providing these services to opt-out customers before changing those types of fees. Accordingly, ETI proposes to seek changes to the Schedule MES fees for opt-out customers in a future proceeding or proceedings instead of at the current time.

However, ETI does request that it be allowed to make language changes in its Schedule MES at this time to show that there will be separate and potentially different Schedule MES fees for the non-standard metering service customers, and those language changes are reflected in the proposed revised Schedule MES that is included in my Exhibit HVP-3.

XI. CONCLUSION

Q49. DOES THIS CONCLUDE YOUR DIRECT TESTIMONY?

A. Yes, at this time.

Advanced Metering System (AMS) Customer Education Plan for Entergy Texas, Inc.

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INTRODUCTION

Overview

Entergy Texas, Inc. ("ETI") serves approximately 444,000 customers in 27 counties. These counties include: Brazos, Burleson, Chambers, Falls, Galveston, Grimes, Hardin, Harris, Houston, Jasper, Jefferson, Leon, Liberty, Limestone, Madison, Milam, Montgomery, Newton, Orange, Polk, Robertson, San Jacinto, Trinity, Tyler, Walker, Waller and Washington.

As part of its ongoing commitment to providing reliable, safe and affordable electric service, ETI is planning to deploy a full-scale Advanced Metering System (AMS) across the area it serves. As part of this effort, ETI is planning to replace almost all existing electric meters with new advanced meters in conjunction with an upgrade to its communications system to allow for two-way communications between the utility and the meter. AMS will also allow ETI to introduce new online energy information and management features for customers.

The new technology will offer a number of important benefits to customers including but not limited to:

- Improved reliability as a result of remote meter reading and more accurate outage information, allowing for faster restoration after outages.
- New interval usage data from advanced meters will enable online energy information resources to help customers better understand and manage energy use as well as potentially lower their bills.
- New interval usage data from advanced meters that will enable notification alerts that will let customers know they are approaching their monthly budget goals.
- Improved customer service due to more timely and detailed energy usage data that helps to address customer billing issues more effectively and expeditiously.

ETI has developed this education plan to ensure that its customers are educated about the benefits of AMS and understand how to take advantage of those benefits, particularly those that require specific customer action.

Lastly, the education plan's multi-phase design will ensure that customers receive information that corresponds with the appropriate phase of the broader meter deployment, as follows:

Phase I – Pre-Deployment
Phase II – Meter Deployment and Individual Activation of Online Energy Management Information and Tools
Phase III – Energy Management Information and Tools Available to All Customers
Phase IV – Ongoing Education and Engagement

Purpose and Content

As part of the installation of advanced meters, ETI will implement an education plan that focuses on the following:

- **Pre-Deployment Education**
  Once ETI receives approval from the Public Utility Commission of Texas ("PUCT" or "Commission") but prior to meter deployment, ETI's pre-deployment education will inform customers that they will be receiving an advanced meter. This communication also will take place during the meter installation process. It will include messages not only about the meter installation process for both residential and commercial customers, but also about the benefits customers can expect from the advanced meters. ETI will also inform residential customers about the steps for opting out of an advanced meter, along with associated costs, should such an option be approved.
- **Post-Deployment Ongoing Energy Management Education**
  Once the new meters are activated and online energy management tools become available to customers, ETI will roll out comprehensive details designed to educate customers on where and how to use customer communication channels to access the new energy information.

Plan Components

This plan includes and is based on:

1) Background Research
This education plan reflects a significant amount of research conducted by ETI and its agents. In preparation for developing this plan, ETI and its agents did extensive interviews with utilities that have deployed AMS as well as factored in its own ongoing quantitative and qualitative research in Texas.

2) Development of Phased Approach
This education plan identifies important milestones in AMS deployment, and it breaks down the communications channels, messages, and strategies by phase.

3) Identification and Description of Recommended Tactics
This plan identifies and defines key tactics for communications and education throughout all phases of implementation.

4) Identification of Audiences
This plan identifies different types of ETI customers, including residential, commercial and industrial customers.

ETI recognizes that education efforts must include aspects that reach all segments of the customer base. ETI recognizes that some customers will need additional education tools to help them take advantage of the benefits offered by advanced meters. With that in mind, ETI plans to focus efforts specifically on assisting such groups, including but not limited to the following subsets:

- Low income customers
- Non-computer users
- Senior citizens
- Non-English speaking customers
- Hearing/vision impaired

Education tools discussed in this plan will be aimed at reaching these special interest groups. Our market research efforts will include consideration of these groups and help contribute to the strategy and messaging targeting these audiences.

Some key tactics to communicate effectively with these audiences include:

- Spanish speakers in the contact centers
- Materials available in multiple languages as deemed appropriate
- Printed materials such as bill inserts and direct mail to support non-computer users
- The web portal is mobile-enabled for low income users who primarily access the internet through their mobile devices

In addition, when appropriate, ETI will include special language aimed at these audiences in educational pieces, letting these audiences know that further information is available upon request.

5) Market Research Plan and Related Metrics

Market research plays a critical role in the execution of the AMS customer education plan as well as the measurement of its effectiveness. This plan outlines the research methods ETI will use, both qualitative and quantitative, on an ongoing basis throughout the different phases of the plan.

6) Escalation Plan

Communicating effectively with customers is a multi-faceted and challenging task. Ensuring customer satisfaction means meeting customer expectations and providing the appropriate level of information to answer their questions and concerns satisfactorily. Accordingly, implementation of an escalation plan will ensure seamless and timely transitioning of customer questions, complaints, and concerns to the appropriate subject matter experts within the customer service organization. Details of the escalation plan are included within this education plan.

7) Education Timeline

A timeline for outreach approaches is included in this plan to present a holistic view of multiple communications activities that will take place during each phase of the plan. The detailed education timeline is included within this plan.

8) Budget

An estimated customer education budget is included in this plan and correlates to the incremental costs associated with the first three phases of the customer education plan. Costs associated with Phase IV will be reflected as part of ETI's business-as-usual customer outreach and communications.

STRATEGY AND APPROACH

Best Practices

In preparation for this plan, ETI and its agents conducted research with other U.S. utility companies – including ERCOT utilities – that have deployed advanced meters to gain insight into how their customer education plans were implemented. This plan reflects best practices obtained from those companies, which are summarized as follows:

- Customer satisfaction is critical to the overall success of AMS. Ensuring a customer education plan engages and informs customers throughout all phases of the project will expand customer engagement and reinforce the benefits offered by AMS, as well as help mitigate negative responses to deployment.
- Employees have an important role in educating customers on what AMS is and how it adds value to customers' lives.
- Education initiatives should be conducted in phases that are aligned with the deployment schedule, rather than attempting a one-time education effort.
- A successful education plan requires a comprehensive approach using multiple communication tools to reach all segments of the customer base.
- The education plan should use customer research conducted throughout the entire project in order to gauge and track the effectiveness of educational materials. Materials should be revised as needed based on customer feedback throughout the various phases of the project.

Leveraging Best Practices

While implementing this education plan, ETI will incorporate these best practices and actively engage with customers to guide and support appropriate revisions of educational materials and messaging.

One critical best practice is to ensure the customer education plan remains flexible in order to address customer feedback and adapt to changes in the AMS deployment. Should the deployment encounter unexpected challenges, ETI will be prepared to make adjustments to the customer communications as needed during the project. For that reason, this plan has been prepared as a flexible guideline for customer communications.

A Phased Approach to Customer Education

Because the implementation of AMS for a utility the size of ETI requires a multi-year deployment, ETI's plan will ensure customer education, communication, and engagement through each of the meter deployment phases.

The table below lists the milestones, key objectives, and available education tools for each phase of the education plan.

Phase	Milestone	Key Objectives	Available Education Tools[1]
Pre-Deployment (Phase I)	ETI is in the process of testing communications with customer segments and information technology ("IT") systems and preparing for the meter deployment phase.	Communicate with customers and stakeholders[2] on the plan for meter installation and subsequent expected timing of installation of advanced meters, as well as immediate and long-term benefits of advanced meters.	• Emails • SMS • Web • Residential and commercial toolkits (FAQs, brochures, etc.) • Residential and commercial brochures • Stakeholder outreach • Letters/emails to customers (close to

[1] See Appendix A for descriptions of selected education tools. Appendix B provides examples for illustrative purposes.

[2] Stakeholders are defined as parties, such as government, civic and community leaders, and other key groups throughout the Entergy Texas service area.

Phase	Milestone	Key Objectives	Available Education Tools[1]
			deployment) • Employee communications • Videos • Research • Community outreach • Display units for events • Search engine optimization • Social media
Meter Deployment and Individual Activation of Online Energy Management Information and Tools (Phase II)	Large volumes of advanced meters are being installed in the community. New energy management features are communicated in direct communications with affected customers as they become available. Education includes how to use these tools to access more detailed energy usage and billing data, including both historical and recent information from their current or most recent billing cycle.	While advanced meters are being installed, continue to educate residential and commercial customers about the features and benefits and what they have to do, if anything, when their meter is replaced and how, if at all, they will be affected. Promote adoption of energy management tools as advanced meters and web portal are activated.	• Emails • SMS • Web • Door hangers • Installer cards/rack cards • Press release • Telephone calls • Direct mail • Bill inserts • Social media • Media relations • Research • Community outreach • Display unit for events • Search engine optimization
Energy Management Information and Tools Available to All Customers (Phase III)	Most meters have been installed and are activated. New energy management tools are featured broadly in communications and education to all customers.	Active use of online energy management tools via web portal. Encourage all customers to use the web portal and explain how and where they can access information.	• Emails • SMS • Web • Press release • Mass advertising • Digital marketing and advertising • Direct mail • Bill inserts • Social media

Phase	Milestone	Key Objectives	Available Education Tools[1]
			• Media relations • Customer surveys • Community outreach • Display unit for events • Search engine optimization
Ongoing Education and Engagement (Phase IV)	Full meter deployment is essentially complete; most meters have been installed and benefits are well underway. Post-deployment communication concentrates education around how customers can use the tools to manage energy use and how they can play a proactive role in their own energy management to reduce their bills as part of ongoing customer service and customer satisfaction communication.	Ongoing education on the energy management tools and how to use them is critical. ETI plans to have in-person communications and tutorials around how to use the available tools.	• Emails • SMS • Web • Paid media • Direct mail • Bill inserts • In-person courses • Community outreach • Customer surveys • Display unit for events (Same as Phase III) • Digital marketing • Search engine optimization • Social media

Audiences

The installation process for residential, small and large commercial, and industrial customers will differ, which is due not only to the differences in the meter types for these customers but also due to potential for impacts from brief outages to commercial customers.

In addition, because the process of installing commercial and industrial meters is likely to be different and require a level of scheduling that is not necessary for residential customers, communications during the deployment period will need to be customized to include those considerations. Implementation of this plan will include segmented messages and materials for each class of customer, whether they are residential, commercial or industrial.

It is worth noting, however, that large commercial or industrial customers will be handled closely through ETI's industrial accounts team and the education will fall primarily in their hands. For that reason, this plan will not go into detail around customer education for large commercial and industrial customers, but rather will focus on customers who will not have this manner of communication.

IMPLEMENTATION PLAN

Use of Tactics by Phase

This section of the plan will provide a narrative around how each of the phases will be rolled out. It will include preliminary messaging. Final messaging will be refined following feedback from focus groups and other qualitative and quantitative research with customers.

Phase I

Phase I is designed to educate customers on ETI's plans to install advanced meters as well as help customers understand the features and benefits that AMS will bring. The messaging will refer to the installation process as an upgrade of ETI's meters with more advanced technologies that offer more capabilities.

Below are the primary messages that ETI expects to provide customers during Phase I:

- ETI is working with customers and other stakeholders to modernize our grid.
- Advanced meters will offer a number of benefits to customers for their homes and businesses, including improved reliability and customer service.
- The new and improved technology will offer both immediate and long-term benefits.
- Benefits available following installation of advanced meters include more detailed information about energy use, including tools to help manage and reduce energy usage.
- Additional benefits will be available in the future in conjunction with further investments in technology and grid modernization efforts.
- Advanced meter installation will start in the coming months.

Determining a Baseline and Rolling Out Market Research

Prior to the installation of advanced meters, ETI will conduct research to gauge customer perceptions, awareness and attitudes about an AMS, including a baseline survey with customers to monitor progress made in future phases on familiarity with the technology and its benefits. During this research, ETI will also focus on learning more from customers about their communications preferences to ensure actions in this plan are effective and aligned with customer expectations.

Website

Prior to the installation of advanced meters, a dedicated web page will be developed to provide information regarding ETI's AMS plan. This central repository for all customer educational material will be linked to ETI's website.

Another important role of the web page is to allow ETI to evaluate the volume of customer visits and "click-throughs." Through this, ETI will be able to evaluate how effective the site is in meeting

customer needs as well as what material they find the most interesting or most needed on the site. Metrics around viewership of the web page will be collected during the course of the deployment and studied to determine if any adjustments need to be made and/or what material needs to be enhanced or removed.

Through the use of dedicated web-based content, ETI will have the ability to modify and update its content in parallel with each AMS deployment phase, as well as use search engine optimization (SEO) technology to ensure the web page is prominently displayed when customers use search engines to learn more about AMS, and ETI's AMS plan in particular.

The web page will also contain videos and other digital media to help customers learn about the benefits of AMS.

Community Outreach

ETI often participates in community outreach events as a way of meeting face-to-face with customers and civic and business leaders. As part of the education process of Phase I, ETI will develop an AMS display unit, including educational materials to demonstrate how AMS works and provide information to customers they can refer to later.

Stakeholder Engagement

ETI has a separate stakeholder engagement effort to ensure external stakeholders will be made aware of the AMS deployment and benefits of advanced meters. A secondary rationale of ETI's effort to educate and engage stakeholders during Phase I is to foster them as advocates of the project and enable them to assist their constituents with questions they have.

ETI plans to continue to educate and engage stakeholders throughout all phases of the project with materials and communications specifically designed for them.

Email

Prior to receiving an advanced meter, we will leverage our customer email list to inform customers that ETI is installing advanced meters and how to prepare.

SMS/Text Messaging

We will also leverage our customer mobile phone list and digital short code program to inform customers that ETI is installing advanced meters and how to prepare.

Direct Mail

Prior to receiving an advanced meter, a letter will be mailed directly those customer homes and businesses that have not opened the original AMS customer portal message, email and/or text message, informing them that ETI is installing advanced meters and how to prepare.

Public Relations

ETI will actively communicate with the media about the deployment and provide informational materials to journalists as needed.

Phase II

Phase II of the customer education plan is focused on helping individual customers know what to expect when their new advanced meter is installed and understand the new energy management information tools that will be accessible after the installation.

Below are the primary messages that are planned to be explained to customers in Phase II of the plan:

- Advanced meters are the first step in ETI's grid modernization efforts.
- Installation of advanced meters has started in their area.
- If the installer is unable to reach the existing meter or complete the installation of an advanced meter, a door hanger will provide information on how to reschedule the installation.
- After customers get new meters and web portal access is activated for groups of customers, they will have access to more information and tools about their energy use and to set budget goals.
- Advanced meters also allow for enhancements to business processes such as remote disconnect and reconnect activities; explain these process changes.
- These tools and tips for energy reduction can help customers identify ways to lower bills and save money.
- Access to these new energy management tools is easy; explain how customers can access them.

Tracking Satisfaction and Awareness

During this period of meter installation, ETI will begin surveying customers to track and monitor their attitudes and awareness towards AMS. These surveys will help ETI determine if the education plan is effectively reaching customers and make any appropriate modifications.

Meter Installer "Rack Cards" and Door Hangers

During this period, meter installers will be supplied with materials to help answer installation and other AMS-related questions. Door hangers will let customers know if a meter has been installed or whether there is a need to reschedule an installation.

Community Outreach

During this period, ETI will continue to attend events in the community for the opportunity to communicate face-to-face with customers about the deployment and benefits of advanced meters as well as the new energy management information and tools available through AMS.

Email

We will continue to leverage our customer email list to communicate with ETI customers.

SMS/Text Messaging

We will also leverage our customer mobile phone list and digital short code program to communicate with customers.

Direct Mail

Those customer homes and businesses that have not opened their AMS customer portal messages, emails and/or text messages, will be sent a paper version of the communication piece.

Website

In addition to communications directed to customers as they receive advanced meters, web content containing general information will support awareness of AMS basics.

Public Relations

ETI will proactively communicate with the media about the deployment progress and provide informational materials to journalists as needed.

Phase III

Phase III of the customer education plan is focused on increasing use of online energy information tools.

Below are the primary messages that will be explained to customers in Phase III of the plan:

- Customers have access to more detailed information about their energy use.
- A variety of tools are available to help manage energy use and set budget goals.
- These tools and tips for energy reduction can help customers identify ways to lower bills and save money.
- Access to these new energy management tools is easy; explain how customers can access them.
- Customers should actively refer to their personal energy information found on the web portal.

Website

During this period, the website will be updated with information, videos and other digital materials that focus on customer tools now available. The content will be designed to help educate customers about new services, tools, and applications available to them and provide easy access to signing up. ETI's website will also promote the web portal and encourage its use.

Bill Inserts

Bill inserts will promote the web portal and tools, as well as encourage customers to use them.

Promotion

Promotions via both digital and traditional channels will feature the web portal and encourage customers not already enrolled in MyAccountOnline to sign up. Direct channels (e.g., email, SMS, mail) will provide personalized, targeted messages to present the benefits of AMS that are most relevant to the specific customer. It will also encourage customers to make use of digital communication channels and/or the web portal. Indirect channels (e.g., paid media, search engine marketing, social media marketing) will provide targeted messaging presenting the benefits of AMS and new information tools available to customers.

Paid Media

ETI will advertise in local media throughout their service area about the customer web portal and benefits of the online energy management tools. Paid media will encourage engagement and use of tools.

Public Relations

A news release will be issued featuring the customer web portal, and ETI will actively promote benefits of the energy management tools. Social media will also be used to engage customers.

Phase IV

Phase IV includes continued efforts encouraging customers and informing them how to make use of their personal energy information via the various communication channels and notifications.

Below are the primary messages that will be explained to customers in Phase IV of the plan:

- Customers now have access to more detailed information about energy use.
- Here's how to use tools that are available to you to help manage energy use and set spending goals.
- These tools and tips for energy reduction can help customers identify ways to lower future bills and save money.
- Signing up is easy to get access to these new energy management tools, and explain how they can sign up today.

ESCALATION PLAN

Industry research has indicated that a small percentage of customers will need additional information to become comfortable with the benefits that AMS will provide. An even smaller percentage of customers may ultimately prefer not to receive an advanced meter. ETI anticipates that a small number of customers will opt out of receiving an advanced meter, and has included an opt out provision in the filing. When customers need additional information or want to discuss opt-out issues, ETI will have AMS Education Specialists available to discuss those issues.

The Company has developed an escalation plan so that the customer service team can handle all customer questions, concerns, and requests appropriately. The chart below outlines how different scenarios may warrant an escalation request:

Scenario	Response	Materials needed
Customer calls contact center and does not want an advanced meter	Escalated to the appropriate ETI contact who is prepared to discuss in further detail	
Media calls ETI with question or concern	Directed to communications manager who will answer questions and provide materials if necessary	
Stakeholder calls ETI with constituent request or concern	Call will be directed to a trained ETI contact responsible for that stakeholder group	• FAQs • Informational toolkits when necessary • Rack cards

RESEARCH AND METRICS

Customer Research Applications

ETI believes that research and metrics are an integral part of designing and monitoring the success of the customer education plan, as well as enabling ongoing plan improvement and alignment with customer expectations. As such, customer education research will be used in two critical ways:

1. To gain valuable input on the content of educational materials; and
2. To monitor the effectiveness of education efforts and incorporate feedback during each phase of education.

Understanding Customers: The Role of Qualitative Market Research

In order to ensure significant input from customers on educational content and feedback from important customer segments, it is a recommended practice that critical pieces of the education plan, like letters, FAQs, brochures, and other communications, be tested via both in-person and panel focus groups.

Benefits of qualitative market research include:

- Utilizing focus groups at every stage of the AMS deployment to ensure education efforts and materials are aligned with the objective of familiarizing customers with the AMS deployment and its benefits.
- Ensuring educational materials and messaging to customers is more effective.

Measuring Success: Introduction to Tracking Surveys

In 2017, we will conduct baseline research reaching customers throughout ETI's service area. Customer feedback is important to ensuring that materials support successful implementation of this plan.

Benefits of quantitative market research include:

- The ability to understand general customer communications preferences for purposes of future education efforts.
- The ability to track the level of customer understanding and value of AMS benefits throughout deployment process across the customer base.

ETI plans to conduct tracking surveys starting in Phase II of the deployment, compared against the Phase I baseline.

ETI has identified a number of key areas of customer responses that it will track throughout the course of the AMS deployment. These topics will be examined to ensure that ETI is effectively educating customers and responding to needs during the deployment.

Tracking of topics may include:

- Customer awareness of and sentiment toward energy management tools offered by advanced meters;
- Customer awareness of and sentiment toward advanced meters and their benefits; and
- Ongoing awareness of communications tools offered by ETI about AMS.

Segmentation

In its baseline research, ETI will poll a statistically valid sample of ETI's customers, including a diverse group representing all its different customer segments, regarding what they know about grid modernization and advanced meters. In addition to an appropriate customer sample representation, ETI will ensure that its customer sample embraces a demographically diverse pool of customers to participate in the study.

Within the sample size, ETI includes a representative sample of customers from the following customer segments:

1. Low income customers
2. Senior citizens
3. Non-computer users
4. Ethnic minorities and non-English speakers

This segmentation information will be important in developing unique communications to customers throughout the deployment.

Proposed Research Plan

The timeline for customer research will map to awareness and implementation for particular customers as follows:

Introduce	Pre-meter installation.	ETI Filing Date: 3Q 2017 Baseline survey followed by periodic surveys to monitor sentiment and customer attitudes.

Educate	Meter installation begins and access to online energy management information is made available.	Surveys directed to customers who have received an advanced meter. Surveys will start with deployment and carry on throughout the immediate post- activation period.
Engage	Approximately six months after meters are activated and at least six months of education has been conducted about how to use tools.	Surveys continue.

TIMING AND BUDGET

2016	**2017-18**	**2019-2021**	**Late 2021**	**2022 and beyond**
Early Phase I	**Phase I**	**Phase II**	**Phase III**	**Phase IV**
Education Planning	Pre-Deployment	Meter Deployment and Individual Activation of Online Energy Management Information and Tools	Energy Management Information and Tools Available to All Customers	Ongoing Engagement

	2016	**2017**	**2018**	**2019**	**2020**	**2021**	**TOTAL**
Stakeholder Education	$5,000	$5,000	$7,500	$10,000	$10,000	$7,500	**$45,000**
Customer Communications	$125,000	$125,000	$250,000	$1,000,000	$1,250,000	$550,000	**$3,300,000**
Email, SMS, web, mobile *Direct mail, printed collateral, bill inserts* *Content, social media, videos* *Paid media* *Creative development* *Program management*							
Community and Public Relations	$0	$15,000	$40,000	$50,000	$50,000	$40,000	**$195,000**
Partnerships and Events *Media Relations*							
Employee Education	$0	$7,500	$15,000	$15,000	$15,000	$15,000	**$67,500**
Market Research	$15,000	$50,000	$100,000	$125,000	$125,000	$100,000	**$515,000**
Market Research *Metrics Collection and Analysis*							
Flex Funds	$69,579	$12,079	$16,658	$26,165	$21,398	$23,199	**$169,078**
	$214,579	$214,579	$429,158	$1,226,165	$1,471,398	$735,699	**$4,291,578**

**Note: To provide flexibility as we execute the Customer Education Plan, ETI will use the Flex Funds as needed.*

APPENDIX A

This section provides detailed descriptions of certain education tools to be used in various phases.

Education Tool	Description
Website	Educational website content will be developed to educate customers and stakeholders about ETI's AMS deployment. This content will be phased to introduce new information as it becomes relevant and available to customers. It will also serve as an important tool throughout all phases of the education plan. The website tools will also enable ETI to use digital channels to direct customers to AMS information and limit effort to acquire information on the AMS deployment.
Email	We will leverage our customer email list to deliver timely, measurable messages to our customers throughout the deployment.
Informational toolkits – residential and small- and medium-sized business	Materials will be created with information about the deployment including an overview document, brochure, frequently asked questions (FAQ), etc. These toolkits will be used as appropriate to communicate messages to stakeholders and may be tailored as appropriate for specific audiences. For example, materials for small- and medium-sized businesses will be prepared to target information applicable to those customers.
Informational toolkit – large commercial and industrial	For large commercial and industrial customers, toolkits will be prepared for account executives to help inform businesses of the meter replacement schedule, the benefits of AMS, and what to expect along the way.
Presentations	Presentations will be prepared for public relations and customer service employees to communicate with stakeholder groups about

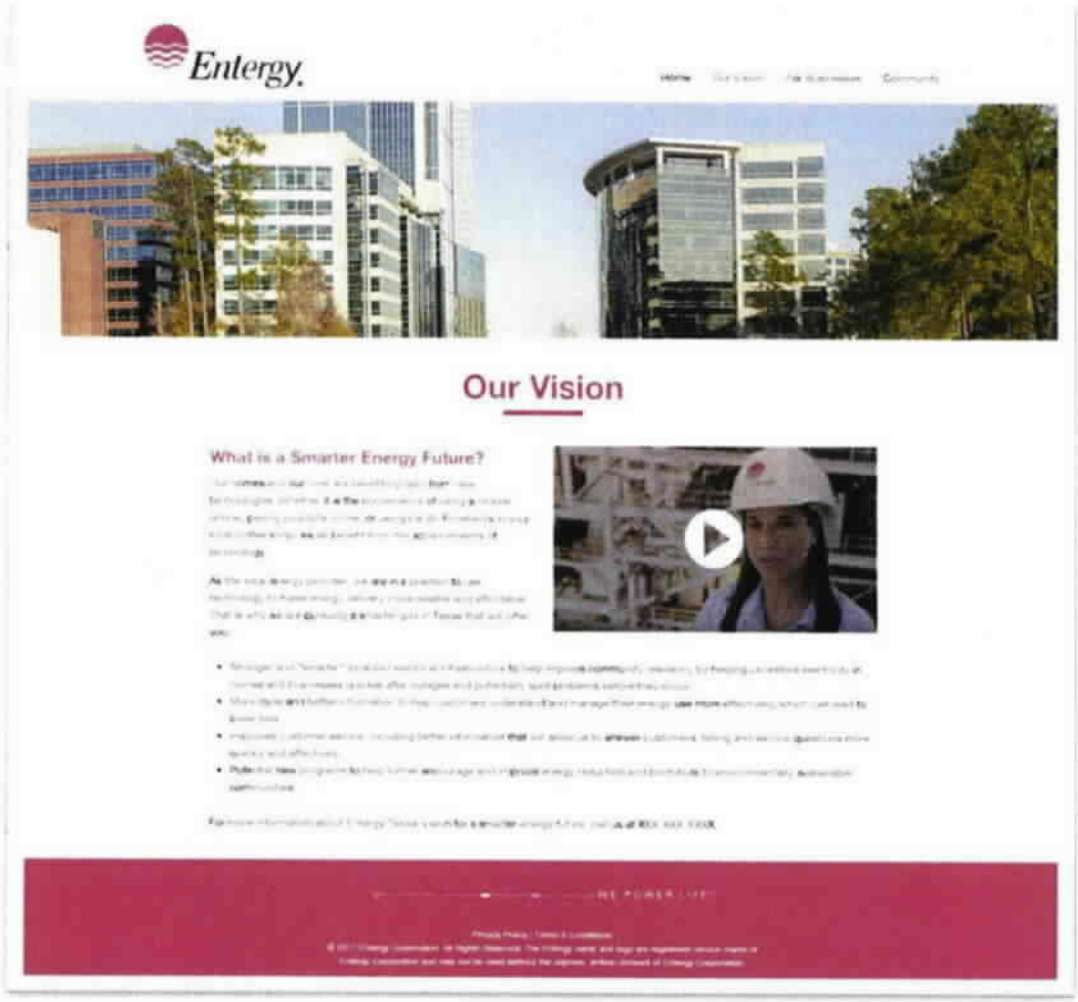
	information on the deployment and benefits of AMS.
Letters to customers	Customers will receive a letter informing them about planned installation of their new advanced meter, and any preparations close to their scheduled installation date.
Employee communications	ETI will create employee communications materials to explain the details and benefits of the deployment to employees. These communications will also educate employees on how to serve as ambassadors for the project with customers.
Videos	Videos will be created to explain the capabilities and benefits of the AMS technology.
Research	Baseline surveys and focus groups will be conducted to assess current and ongoing knowledge and attitudes towards AMS.
Community outreach	ETI will participate in community outreach events throughout Texas. To ensure customers will be able to have their AMS – related questions answered, a community outreach representative will be trained in AMS customer education strategies and will have details to answer questions about deployment.
Media relations	ETI will develop key talking points and FAQs to help with media response to inquiries about the AMS deployment, the capabilities of AMS technology and the benefits the AMS deployment is expected to provide ETI and its customers.
Display unit for events	Displays will be prepared to use at community outreach events to explain the benefits of AMS and information about the new advanced meters.
Digital marketing	ETI will utilize its digital marketing capabilities to support the customer education process.
Social media	Social media will be used to update customers about the AMS deployment and explain the benefits of advanced meters, as well as identify additional customer sentiment.
Search engine optimization (SEO)	In conjunction with web content created for the AMS deployment, SEO will be used to

	enable customers to find information about AMS generally, and ETI's AMS deployment in particular, when using web search engines.
Door hangers	Door hangers will be developed to use during meter installation. The door hangers will notify customers if their advanced meter was successfully installed or whether they need to call to schedule an installation. The back of the door hanger will also contain overview information about ETI's AMS deployment.
Installer cards/rack cards	Installer cards will be developed and provided to the meter installers to use if customers have questions in the field. Installer cards will contain overview information about ETI's AMS deployment and a few FAQs.
News release	ETI will develop news releases as needed throughout all phases of the deployment.
Telephone contact	Telephone contact may be made with customers throughout the deployment on a rolling basis and approximately 1-2 weeks before the customer's advanced meter installation.
Mass outreach	Once critical mass is achieved in the deployment of meters, ETI will launch multi-channel educational messages to target all demographics and customers who have received an advanced meter in order to reinforce availability of the new online information and benefits of the web portal.
Direct mail	Direct mail pieces will be developed to continue educating customers about the meter deployment and benefits of advanced meters. In addition, they will explain the new energy management information and benefits of the web portal. These direct mail pieces will target non-computer using customers, and provide instructions on what customers should do if they cannot access the new energy management information.
Bill inserts	Bill inserts will be developed to educate customers throughout the deployment, particularly those customers who do not access digital channels as frequently.
In-person courses	ETI will partner with community rganizations to educate customers about how to use online energy management tools. It will provide suggestions to customers on how they may be able to lower their monthly bill.

APPENDIX B

This section provides samples of educational materials for **illustrative purposes**. Actual information will be adjusted prior to dissemination based on design phase decisions and feedback from customers.

Web Page Mockups (Customers, Owners, Employees and Community Leaders)


Entergy.
Our Vision
What is a Smarter Energy Future?

Installation Door Hanger (Residential Customers)

For illustrative purposes only

Date: _____

Time: _____

During our visit:

___ We upgraded your meter successfully

We were unable to upgrade your meter for one of the reasons below:

___ Need access to electric and/or gas meter
___ Meter blocked and/or obstructed
___ Locked fence or gate
___ Dog in the yard
___ Safety issue
___ Damaged equipment
___ Other:

Please call us at XXX-XXX-XXXX to return at a convenient time.

Entergy

For illustrative purposes only

Building a Smarter Energy Future

Starts with a meter.

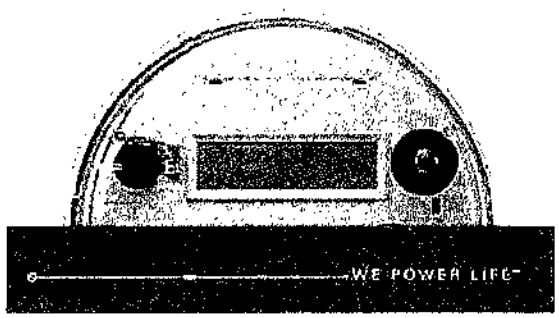
Entergy is upgrading our energy infrastructure to improve our communities. These upgrades begin with the installation of advanced meters.

Benefits include:

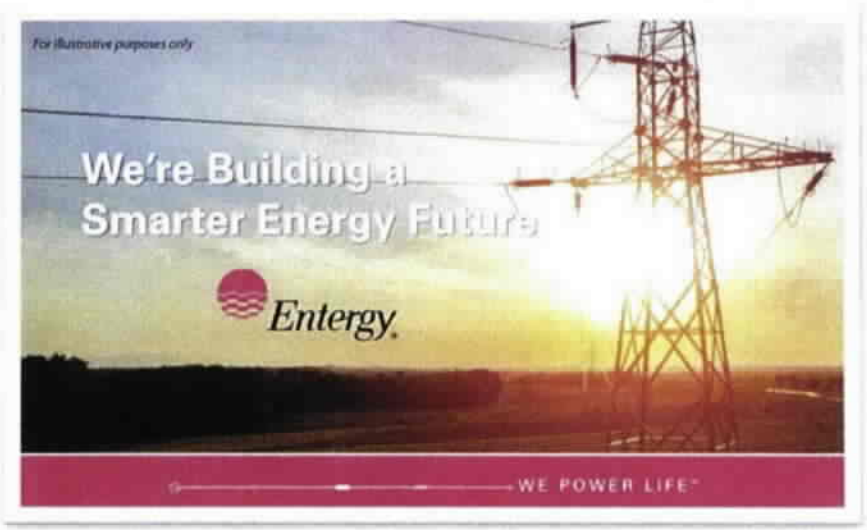
- Faster outage restoration after storms
- New tools to help you understand and manage your energy use more effectively
- Improved customer service

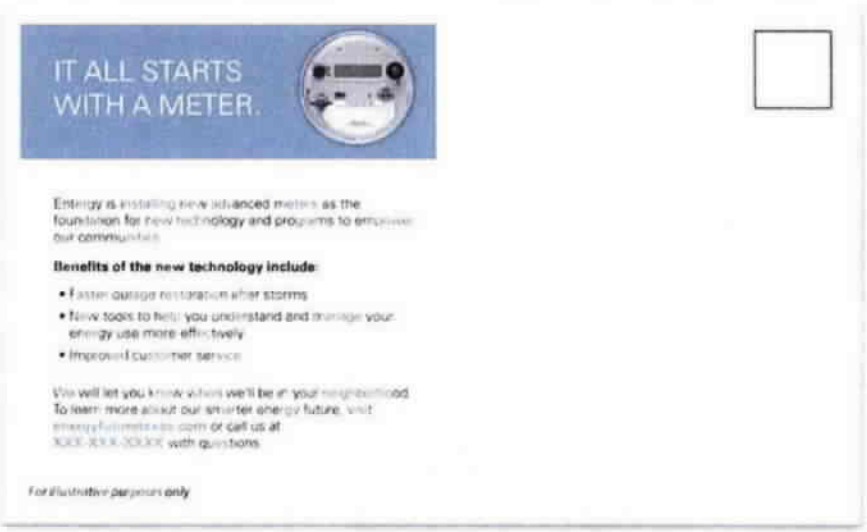
To learn more about our smarter energy future, visit energyfuturetexas.com or call us at XXX-XXX-XXXX with questions.

Entergy



Installation Direct Mail (Residential Customers)





ENTERGY TEXAS, INC.
ADVANCED METERING SYSTEM
NON-STANDARD METERING SERVICE RATE DEVELOPMENT

Meter Choice	One Time Fee	Monthly Recurring	First Year Cost	Year 2 - Yearly Ongoing Cost
Customer keeps existing non-standard meter	$ 142.95	$ 29.71	$ 499.47	$ 356.53
Replace existing non-standard meter	$ 157.05	$ 29.71	$ 513.58	$ 356.53
Replace AMS meter with non-standard meter	$ 204.60	$ 29.71	$ 561.13	$ 356.53

ENTERGY TEXAS, INC.
ADVANCED METERING SYSTEM
NON-STANDARD METERING SERVICE RATE DEVELOPMENT
ONE-TIME CHARGE REVENUE REQUIREMENT

Option	CCS	Mailing	Locks	Trip Charge	Non-Standard Meter	Rate Case Expense	Total One Time Opt Out Charge
Keep Existing Meter	$ 36 91	$ 4 86	$ 21 47	$ 47.55	$ -	$ 32 16	$ 142 95
Replace existing meter with non-standard meter	$ 36 91	$ 4 86	$ 21.47	$ 47.55	$ 14 11	$ 32 16	$ 157 05
Replace AMS Meter with non-standard meter	$ 36 91	$ 4.86	$ 21 47	$ 95 10	$ 14,11	$ 32 16	$ 204 60

Opt Out Customers #	Total Meters	Reference
ETI	476,842	1,192

Trip Charge	Quanity	Unit of Measurement	Reference
Keep existing meter	1	Each	$ 47 55
Replace existing meter with non-standard meter	1	Each	$ 47 55
Replace AMS Meter with non-standard meter	2	Each	$ 95 10

Back Office	Quanity	Unit of Measurement	Price/unit
CCS Programming*	1	Each	44,000
Certified Letter Mailing	1	Each	$4.86

**Assumes a medium enhancement effort of ~400 hours @ $110/hr*

Material Costs	Quanity	Unit of Measurement	Price/unit	M&S Loader Rate	Cap Suspense Loader Rate	Total with Loaders
Refurbished non-standard digital meter	1	Each	$ 11 16	8 75%	16.25%	$ 14 11
Locking Band/Barrel Lock	1	Each	$ 16 98	8.75%	16 25%	$ 21 47

Rate Case Expense	Total	Price/unit
ESI Labor	46,164	
Entergy Outside Legal	24,364	
Cities Proceeding Costs	6,140	
Estimated Amount Related to Opt-Out	$ 76,668	$ 64 32
Include 50% in One Time Charge	$ 38,334	$ 32 16

Non-Standard Digital Meter

	unit price	units	sub-total
refurbish a 1P or 3P meter	$ 5.50	1 00	$ 5 50
replace cover	$ 2 50	1 00	$ 2 50
shipping	$ 0.45	1 00	$ 0 45
shipping preparations (loaded payroll)*	$ 27 08	0 10	$ 2 71
		Total	$ 11.16

*ETI Payroll Loader Rate (2017 non-exempt) 0 354

OPT-OUT RATE
0 25%

ENTERGY SERVICES, INC.
ADVANCED METERING SYSTEM
NON-STANDARD METERING SERVICE RATE DEVELOPMENT
MONTHLY CHARGE REVENUE REQUIREMENT

OpCo	Monthly Meter Reads	Analysis	Rate Case Expense	Total
ETI	$ 27 33	1 49	0 89	$ 29 71

Opt Out Customers #	Total Meters	Reference
ETI	476,842	1,192

Meter Reading Trip Charges	# Months	Unit of Measurement	Charge
ETI	1	Each	$ 27 33

Back Office	Annual Salary	# Additional Employees	Unit of Measurement	Payroll Loader	Total Annual Salary	Allocation to ETI*
Clerk – Specialty, Sr	$ 42,000	2	Each	67%	$ 140,414	15 15%

Rate Case Expenses	
Estimated Amount	$ 76,668
Allocated Amount (50%)	$ 38,334
Amortization Period	36
Monthly	1,064 84
No of Opt Out Customers	1,192
Amount per customer per month	$ 0 89

OPT-OUT RATE
0 25%

**ESI Billing Method Number of Customers*

ENTERGY TEXAS, INC.
ADVANCED METERING SYSTEM
NON-STANDARD METERING SERVICE RATE DEVELOPMENT
TRIP FEE CALCULATION

Monthly Trip Fee

		(1)						(2) (3)			
A	B	C	D	E	F	G	H	I	J	K	L
Entergy - Texas	Job Mix	Vehicle Rate ($/Minutes)	Travel Time (Minutes)	Transportation Costs ($)	Direct Site Time (Minutes)	Direct Clerical Time (Minutes)	Total Time (Minutes)	Wage Rate ($/Hour)	Labor Costs	Total Cost	Fee Charge
Formula for Calculations	%			CxD			D+F+G		(I/60)xH	E+J	KxB
Service personnel	100%	0 450	18 5	$8 33	5		23.5	$ 36 62	$ 14 34	$ 22 67	$22 67
					Payroll Overhead (straight time)			32 50%			$4 66
										Total Monthly Trip Charge	**$27.33**

One Time Trip Fee

		(1)						(2) (3)			
A	B	C	D	E	F	G	H	I	J	K	L
Entergy - Texas	Job Mix	Vehicle Rate ($/Minutes)	Travel Time (Minutes)	Transportation Costs ($)	Direct Site Time (Minutes)	Direct Clerical Time (Minutes)	Total Time (Minutes)	Wage Rate ($/Hour)	Labor Costs	Total Cost	Fee Charge
Formula for Calculations	%			CxD			D+F+G		(I/60)xH	E+J	KxB
Service personnel	100%	0 450	18 5	$8 33	30		48 5	$ 36 62	$ 29 60	$ 37 93	$37 93
					Payroll Overhead (straight time)			32 50%			$9 62
										One-Time Trip Charge	**$47.55**

Notes:
(1) Vehicle Rate is based on current rates of $27 05 per hours for a service vehicle
(2) Wage Rate is current rate per bargaining contract
(3) Payroll overhead is based on current rates for fully loaded payroll costs per Accounting, (Non-Exempt Payroll Loader Rates 2017)

SECTION III RATE SCHEDULES

ENTERGY TEXAS, INC.
ELECTRIC SERVICE

SCHEDULE MES

Sheet No.: 45
Effective Date: ~~4-1-14~~ 1-2-18
Revision No.: ~~89~~
Supersedes: MES Effective ~~6-30-12~~4-1-14
Schedule Consists of: ~~One~~ Two Sheets

MISCELLANEOUS ELECTRIC SERVICE CHARGES

I. **APPLICABILITY**

A charge shall be assessed, or credit provided, for the activities and services listed below in accordance with the provisions and prices herein.

II. **DESCRIPTIONS**

Trip Fee

A charge of fourteen dollars ($14.00) will be made when Company is required to dispatch an employee to a customer's location.

Connection

A. Standard Metering Service

A charge of twenty dollars ($20.00) per event will be made for those services provided in order to connect a Customer's new point of delivery to the Company's electric distribution system or to make connection changes to a Customer's existing point of delivery to the Company's electric distribution system. C

B. Non-Standard Metering Service

A charge of twenty dollars ($20.00) per event will be made for those services provided in order to connect a Customer's new point of delivery to the Company's electric distribution system or to make connection changes to a Customer's existing point of delivery to the Company's electric distribution system.

Disconnect/Reconnect Fee

A charge per event will be made for those services provided in order to disconnect or reconnect a Customer's point of delivery to the Company's electric distribution system where service has been terminated or suspended due to any reason allowing for disconnection or suspension of service set forth in Company's Terms and Conditions Applicable to Electric Service. In unusual cases of abuse or tampering, Company will charge all reasonable out-of-pocket expenses necessary to restore its facilities to original condition. Service will not be reconnected until Customer pays the total amount of any funds due the Company, plus the applicable charge(s) stated below.

A. Standard Metering Service

A charge of fifteen dollars ($15.00) per event during normal business hours will be charged to disconnect or reconnect services. The reconnection request will be deemed to have occurred during normal business hours if the Customer or other authorized party requests reconnection between 8:00 AM and 4:30 PM on a normally scheduled work day and makes payment of all billing and fees at a Company authorized payment stations by 4:30 PM of that day. C

(Continued on reverse side)

A charge of thirty dollars ($30.00) will be charged to reconnect when the Customer or authorized party requests reconnection and makes payment of all billing amounts and fees at a Company authorized payment station between the hours of 4:30 PM and 7:00 PM. If full payment is made after 7:00 PM, reconnection that same day will be made only in cases of a Company-determined extreme emergency. | C

B. Non-Standard Metering Service | C

A charge of fifteen dollars ($15.00) per event during normal business hours will be charged to disconnect or reconnect services. The reconnection request will be deemed to have occurred during normal business hours if the Customer or other authorized party requests reconnection between 8:00 AM and 4:30 PM on a normally scheduled work day and makes payment of all billing and fees at a Company authorized payment stations by 4:30 PM of that day.

A charge of thirty dollars ($30 00) will be charged to reconnect when the Customer or authorized party requests reconnection and makes payment of all billing amounts and fees at a Company authorized payment station between the hours of 4:30 PM and 7:00 PM. If full payment is made after 7:00 PM, reconnection that same day will be made only in cases of a Company-determined extreme emergency.

Non-Sufficient Funds Charge

The Company shall charge a Non-Sufficient Funds Charge when payment by check or other payment device is not honored and returned by the Customer's financial institution, payor, holder or the holder's assignee for any reason other than bank error. The Customer shall be charged fifteen dollars ($15.00).

Temporary Metered Service Connection

A charge for temporary service connection and meter installation will be made where distribution lines are readily available and the installation of additional poles and lines is not necessary to provide service to the Customer, as follows:

- One hundred twenty-four dollars ($124) on each connection for residential construction.
- Greater of one hundred twenty-four dollars ($124) or estimated Company net costs, on each connection for other temporary service.

Where distribution lines are not readily available, or where additional poles or lines are necessary, charges will be derived based upon the Company's extension policies. Customer will be placed on appropriate Company rate schedule(s) for electric service.

Payment by Drawdraft and Levelized/Equal Payment

A one dollar ($1.00) per month credit will be provided when Customer currently authorizes drawdraft payments at the due date for services rendered by Company and the drawdraft is honored for payment in full, and the Customer also has either levelized or equal payment of billing.

Remote Meter Installation (Not available after full Advanced Meter System deployment) | C

When there is (a) a threat of violence against a Company employee or contractor, or (b) a refusal to grant access to the Company's meter at the Customer's premises, or (c) a Customer request for installation of off-site meter reading, the Company will make reasonable attempts to install an Off-site Meter Reading (OMR) kWh only meter at the premises to allow off-site meter reading for any non-demand metered customer. A one-time charge of forty-two dollars ($42.00) will be made for the installation of such meter.

(Continued on next page)

SECTION III RATE SCHEDULES Page 23.~~13~~

ENTERGY TEXAS, INC. ELECTRIC SERVICE SCHEDULE MES	Sheet No.: ~~45~~45A Effective Date: 4-1-~~14~~2-18 Revision No.: ~~8~~9 Supersedes: MES Effective ~~6-30-12~~4-1-14 Schedule Consists of: ~~One Sheet~~Two Sheets

MISCELLANEOUS ELECTRIC SERVICE CHARGES

Tampering Deterrent

A charge of fifty dollars ($50.00) will be made to Customers in instances of tampering with Company's meter or equipment, bypassing the same, or in other instances of diversion. This charge shall be imposed for the detection and confirmation of tampering, interfering or theft of the Company's delivery of electric service. This fee shall be paid prior to reconnection of service.

Pulse Metering Installation/Interval Data Recorder Equipment)

A one-time charge of three hundred dollars ($300) will be made to Customers for each installation of pulse metering/interval data recorder equipment. The Customer must enter into an agreement entitled Agreement and Terms and Conditions for Pulse Metering Installation. If the Customer is a participant in a load management program, the Customer must enter into an agreement entitled Agreement for Installation of Interval Data Recorder Equipment.

Meter Test Fee

A charge of thirty dollars ($30.00) will be made each time a customer requests a meter test within four years of a meter test performed at Company's expense and the subsequent meter test finds that the meter registers within the accuracy standards established by ANSI.

Non-Standard Metering Fees N

A customer receiving non-standard metering service shall be charged a one-time fee and a recurring monthly fee:

One-Time Charge for non-standard metering services

A one-time charge will be made to customers who choose to receive electric services through a non-standard meter:

1. Keep existing meter one-time charge*	$142.95
2. Digital non-communicating meter one-time charge:	
a. Before advanced meter install	$157.05
b. After advanced meter install	$204.60

**The existing meter must pass an inspection to ensure the meter is safe and meets standards for accuracy. If the existing meter fails the safety inspection or accuracy test, the customer would receive a non-communicating digital meter and be charged according to option 2a. If a customer initiates a request for non-standard metering services after an advanced meter has been installed at their premises, the only option available is No. 2b; replace the advanced meter with a digital non-communicating meter. In this case, there is an additional cost for a non-communicating digital meter and to un-install the existing advanced meter and re-install a new advanced meter after non-standard metering service is discontinued.*

(Continued on reverse side)

Page 23.24

Monthly Charge for non-standard metering services N

A charge of $29.71 will be made each month to customers who choose to receive electric services through a non-standard meter.

III **DEFINITIONS**

A **Standard Metering Service** – Service associated with an Advanced Meter as described in PUCT Substantive Rules Applicable to Electric Service Providers.

B. **Non-Standard Metering Service** – Service associated with a meter that does not function as an Advanced Meter.

SECTION III RATE SCHEDULES

Page 23.1

ENTERGY TEXAS, INC.
ELECTRIC SERVICE

SCHEDULE MES

Sheet No.: 45
Effective Date: 1-2-18
Revision No.: 9
Supersedes: MES Effective 4-1-14
Schedule Consists of: Two Sheets

MISCELLANEOUS ELECTRIC SERVICE CHARGES

I. APPLICABILITY

A charge shall be assessed, or credit provided, for the activities and services listed below in accordance with the provisions and prices herein.

II. DESCRIPTIONS

Trip Fee

A charge of fourteen dollars ($14.00) will be made when Company is required to dispatch an employee to a customer's location.

Connection

A. Standard Metering Service

C

A charge of twenty dollars ($20.00) per event will be made for those services provided in order to connect a Customer's new point of delivery to the Company's electric distribution system or to make connection changes to a Customer's existing point of delivery to the Company's electric distribution system.

B. Non-Standard Metering Service

A charge of twenty dollars ($20.00) per event will be made for those services provided in order to connect a Customer's new point of delivery to the Company's electric distribution system or to make connection changes to a Customer's existing point of delivery to the Company's electric distribution system.

Disconnect/Reconnect Fee

A charge per event will be made for those services provided in order to disconnect or reconnect a Customer's point of delivery to the Company's electric distribution system where service has been terminated or suspended due to any reason allowing for disconnection or suspension of service set forth in Company's Terms and Conditions Applicable to Electric Service. In unusual cases of abuse or tampering, Company will charge all reasonable out-of-pocket expenses necessary to restore its facilities to original condition. Service will not be reconnected until Customer pays the total amount of any funds due the Company, plus the applicable charge(s) stated below.

A. Standard Metering Service

C

A charge of fifteen dollars ($15.00) per event during normal business hours will be charged to disconnect or reconnect services. The reconnection request will be deemed to have occurred during normal business hours if the Customer or other authorized party requests reconnection between 8:00 AM and 4:30 PM on a normally scheduled work day and makes payment of all billing and fees at a Company authorized payment stations by 4:30 PM of that day.

(Continued on reverse side)

A charge of thirty dollars ($30.00) will be charged to reconnect when the Customer or authorized party requests reconnection and makes payment of all billing amounts and fees at a Company authorized payment station between the hours of 4:30 PM and 7:00 PM. If full payment is made after 7:00 PM, reconnection that same day will be made only in cases of a Company-determined extreme emergency. | C

B. Non-Standard Metering Service | C

A charge of fifteen dollars ($15.00) per event during normal business hours will be charged to disconnect or reconnect services. The reconnection request will be deemed to have occurred during normal business hours if the Customer or other authorized party requests reconnection between 8:00 AM and 4:30 PM on a normally scheduled work day and makes payment of all billing and fees at a Company authorized payment stations by 4:30 PM of that day.

A charge of thirty dollars ($30.00) will be charged to reconnect when the Customer or authorized party requests reconnection and makes payment of all billing amounts and fees at a Company authorized payment station between the hours of 4:30 PM and 7:00 PM. If full payment is made after 7:00 PM, reconnection that same day will be made only in cases of a Company-determined extreme emergency.

Non-Sufficient Funds Charge

The Company shall charge a Non-Sufficient Funds Charge when payment by check or other payment device is not honored and returned by the Customer's financial institution, payor, holder or the holder's assignee for any reason other than bank error. The Customer shall be charged fifteen dollars ($15.00).

Temporary Metered Service Connection

A charge for temporary service connection and meter installation will be made where distribution lines are readily available and the installation of additional poles and lines is not necessary to provide service to the Customer, as follows:

- One hundred twenty-four dollars ($124) on each connection for residential construction.
- Greater of one hundred twenty-four dollars ($124) or estimated Company net costs, on each connection for other temporary service.

Where distribution lines are not readily available, or where additional poles or lines are necessary, charges will be derived based upon the Company's extension policies. Customer will be placed on appropriate Company rate schedule(s) for electric service.

Payment by Drawdraft and Levelized/Equal Payment

A one dollar ($1.00) per month credit will be provided when Customer currently authorizes drawdraft payments at the due date for services rendered by Company and the drawdraft is honored for payment in full, and the Customer also has either levelized or equal payment of billing.

Remote Meter Installation (Not available after full Advanced Meter System deployment) | C

When there is (a) a threat of violence against a Company employee or contractor, or (b) a refusal to grant access to the Company's meter at the Customer's premises, or (c) a Customer request for installation of off-site meter reading, the Company will make reasonable attempts to install an Off-site Meter Reading (OMR) kWh only meter at the premises to allow off-site meter reading for any non-demand metered customer. A one-time charge of forty-two dollars ($42.00) will be made for the installation of such meter.

SECTION III RATE SCHEDULES

Page 23.3

ENTERGY TEXAS, INC. ELECTRIC SERVICE SCHEDULE MES	Sheet No.: 45A Effective Date: 1-2-18 Revision No.: 9 Supersedes: MES Effective 4-1-14 Schedule Consists of: Two Sheets

MISCELLANEOUS ELECTRIC SERVICE CHARGES

Tampering Deterrent

A charge of fifty dollars ($50.00) will be made to Customers in instances of tampering with Company's meter or equipment, bypassing the same, or in other instances of diversion. This charge shall be imposed for the detection and confirmation of tampering, interfering or theft of the Company's delivery of electric service. This fee shall be paid prior to reconnection of service.

Pulse Metering Installation/Interval Data Recorder Equipment)

A one-time charge of three hundred dollars ($300) will be made to Customers for each installation of pulse metering/interval data recorder equipment. The Customer must enter into an agreement entitled Agreement and Terms and Conditions for Pulse Metering Installation. If the Customer is a participant in a load management program, the Customer must enter into an agreement entitled Agreement for Installation of Interval Data Recorder Equipment.

Meter Test Fee

A charge of thirty dollars ($30.00) will be made each time a customer requests a meter test within four years of a meter test performed at Company's expense and the subsequent meter test finds that the meter registers within the accuracy standards established by ANSI.

Non-Standard Metering Fees N

A customer receiving non-standard metering service shall be charged a one-time fee and a recurring monthly fee:

One-Time Charge for non-standard metering services

A one-time charge will be made to customers who choose to receive electric services through a non-standard meter:

1. Keep existing meter one-time charge*	$142.95
2. Digital non-communicating meter one-time charge:	
a. Before advanced meter install	$157.05
b. After advanced meter install	$204.60

**The existing meter must pass an inspection to ensure the meter is safe and meets standards for accuracy. If the existing meter fails the safety inspection or accuracy test, the customer would receive a non-communicating digital meter and be charged according to option 2a. If a customer initiates a request for non-standard metering services after an advanced meter has been installed at their premises, the only option available is No. 2b: replace the advanced meter with a digital non-communicating meter. In this case, there is an additional cost for a non-communicating digital meter and to un-install the existing advanced meter and re-install a new advanced meter after non-standard metering service is discontinued.*

(Continued on reverse side)

Monthly Charge for non-standard metering services N

A charge of $29.71 will be made each month to customers who choose to receive electric services through a non-standard meter.

III. **DEFINITIONS**

A. **Standard Metering Service** – Service associated with an Advanced Meter as described in PUCT Substantive Rules Applicable to Electric Service Providers.

B. **Non-Standard Metering Service** – Service associated with a meter that does not function as an Advanced Meter.

The following files are not convertible:

Attachment EDE-5 Forecasted RS NCP.xlsx
Attachment EDE-9 - Analysis of Dist Investment Supported.xlsx
Attachments EDE 3 and 4 NCP and MDD Analysis.xlsx
Attachments EDE-6 and 7 Modified Dist Dem Allocs.xlsx

Please see the ZIP file for this Filing on the PUC Interchange in order to access these files.

Contact centralrecords@puc.texas.gov if you have any questions.

Filing Receipt

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