

NOTICE

Notice is hereby given, pursuant to Article IV, Section 21(D)(1) of the Louisiana Constitution and Louisiana Public Service Commission General Order 7/1/2019 (Docket R-34738), that on May 30, 2025, Entergy Louisiana, LLC (“ELL”), a public utility providing retail electric and gas service in various parishes throughout the State of Louisiana, filed with the Louisiana Public Service Commission (“LPSC” or the “Commission”) an Application (“Application”) seeking, among other things, authorization to implement, over a five-year period, a suite of proposed demand response (“DR”) offerings (the “Proposed DR Programs”), a new tariff (“Schedule DRP”) providing customer incentive levels to participate in such programs, and associated cost recovery.

The Proposed DR Programs consist of (1) for residential customers: smart thermostat demand response, battery energy storage demand response, and an electric vehicle (“EV”) behavioral charging offering; (2) for agricultural customers: an agricultural irrigation load control offering; and (3) for commercial and industrial customers: an aggregated capacity demand response offering. The proposed incentives for each of the programs, which are set forth in Schedule DRP and which include certain upfront and recurring incentives, are as follows:

Customer Class	Offerings	Upfront Incentive
Residential	Bring Your Own Device (BYOD) Thermostat Program	\$50 per device (limit of 2 devices/customer)
Residential	Bring Your Own Device (BYOD) Battery	\$75 per kWh of installed system capacity for the purchase of a new battery (capped at \$1,000 per customer)
Customer Class	Offerings	Recurring Incentive
Residential	Bring Your Own Device (BYOD) Thermostat Program	\$25 per device per calendar year (limit of 2 devices/customer)
Residential	Passive Managed Electric Vehicle (EV) Charging	\$7 per month
Residential	Bring Your Own Device (BYOD) Battery	\$125 per year for each average kW delivered across all events (capped at \$600 per customer per calendar year)
Commercial & Industrial	Aggregated Capacity	Seasonal Incentive: Spring and Summer: \$14.00 per kW of load reduction per season Fall and Winter: \$7.00 per kW of load reduction per season
Commercial & Industrial	Agricultural Load Control Horsepower	Monthly Incentive (June – September)
	10-25	\$50
	26-50	\$100
	51-75	\$200
	76-100	\$250
	101-125	\$350
	126-150	\$450
	151-175	\$550
	176-200	\$650
	Larger HP	Upon Request

The Application requests that the LPSC, among other things (1) find that the Proposed DR Programs, including Schedule DRP, are just and reasonable, consistent with the public interest, and in compliance with the applicable requirements of the Commission’s General Order 05-25-2021 (R-35136) dated May 26, 2021, including the provisions of the DR Rule attached to that Order; and (2) approve the total, not-to-exceed amount for the five-year period established for the Proposed DR Programs, as set forth in the Application and its accompanying testimony.

The estimated bill effect of the anticipated costs for the Proposed DR Programs set forth in the Application (which costs include the vendor costs of administering and marketing the Proposed DR programs, customer incentives provided to participants of the Proposed DR Programs, the Evaluation, Measurement, & Verification costs for the Proposed DR Programs, and a proposed utility performance incentive) is, in Year 1 of the term of the Proposed DR Programs, an estimated increase of \$0.19 per month for a residential customer that receives 1,000 kWh of electric service per month, with an annualized typical monthly bill for such a customer increasing from \$143.21 per month to an estimated \$143.40 per month, and increasing annually to, in Year 5 of the Proposed DR Programs, an estimated increase of \$0.67 per month for a residential customer that receives 1,000 kWh of electric service per month, with an annualized typical monthly bill for such a customer in Year 5 increasing from an estimated \$144.88 per month to an estimated \$145.55 per month.

For questions and comments regarding ELL’s filing, please call the LPSC toll free at (800) 256-2397. Additionally, the filing, including its attachments, may be viewed in the Records Division of the LPSC at the following address:

Records Division
602 N. 5th Street, 12th Floor
Baton Rouge, Louisiana 70802
Telephone: (225) 342-3157