Entergy New Orleans – City Council Cares Program Update

July 14, 2020
Executive Summary

- On July 1, 2020, in compliance with Council Resolution R-20-146, Entergy New Orleans implemented the City Council Cares ("CCC") Program.
- To date, over 3784 applications have been received from ENOL customers, with approximately 3101 being approved for CCC benefits.
- This presentation focuses on the additional detail and council reporting requirements of the CCC Program including:
  - Key performance indicators (KPIs)
  - Progress and Challenges
  - Program Enhancements
  - Budget
  - Communications
Program Launch and Progress

- Technology (SMS, Web, Voice) launch on July 1 very successful – only minor issues identified and immediately resolved
  - Extensive User Acceptance Testing process preceding launch likely resulted in almost flawless launch
- Program Administer in place and making good progress reviewing applications in relation to accounts to confirm eligibility.
### Key Performance Indicators

<table>
<thead>
<tr>
<th>KPI</th>
<th>TOTAL</th>
<th>EOD 7/10</th>
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<tbody>
<tr>
<td>Applications Received (approved and received)</td>
<td>3784</td>
<td>3784</td>
</tr>
<tr>
<td>Applications Approved</td>
<td>3101</td>
<td>3101</td>
</tr>
<tr>
<td>Applications Rejected by Entergy</td>
<td>683</td>
<td>683</td>
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<tr>
<td>Applications Declined (require additional info) - in process</td>
<td>938</td>
<td>938</td>
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<tr>
<td>Applications Pending Review (final) - in process</td>
<td>780</td>
<td>780</td>
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<tr>
<td>SMS Channel Contacts</td>
<td>950</td>
<td>950</td>
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<tr>
<td>Web Site Channel Contacts</td>
<td>2446</td>
<td>2446</td>
</tr>
<tr>
<td>Voice Channel Contacts</td>
<td>1932</td>
<td>1932</td>
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<tr>
<td>Applications Received at Care Centers</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td># of approved applications with payment plans</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Program $ Expended</td>
<td>Pending</td>
<td>1</td>
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<tr>
<td>Program Funding Balance</td>
<td>Pending</td>
<td>1</td>
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</tbody>
</table>

1 See Note on "Budget" slide

### Frequent Rejection and Decline Reasons
- Applicant uploading incorrect/ illegible unemployment verification
- Account number not an ENOL account

As of July 7
Program Enhancements

Program enhancements were quickly identified and implemented

- Customers were uploading unemployment documents other than the PUA letter initially approved by the council to determine eligibility. In consultation with the council, ENOL was directed to make the following eligibility enhancements
  - Adopt the Monetary Determination Form
  - Adopt Applicant’s Benefits/Claims Statement
Costs of the CCC program are still estimated to be approximately $1.1M, which includes Message Broadcast invoices, promotional/marketing costs, related IT costs and internal and contract labor supporting the administration of the program. Costs will be tracked using a specific project code in order to isolate the costs associated with the CCC program. Accounting data will be available at the end of the month as month-end entries are recorded, but estimated costs to date are approximately $700K.
Communications

- Press release on City Council Cares Program sent to media on July 1
  - Pick up included local tv, radio and print media outlets
- Press release posted on Entergy New Orleans’ newsroom and the Company’s COVID-19 resources page: entergy.com/nolaresources
- Posts on Entergy New Orleans’ Facebook and Twitter channels
  - Facebook post reached 11,545 people and was shared by nearly 100 people
  - Twitter post earned 944 impressions
- Additional boosted/paid posts are planned across both platforms
Bill inserts added to all Entergy New Orleans customers that receive paper bills

Flyers placed at Entergy New Orleans’ walk-in Customer Care Centers
QUESTIONS?