



# Welcome to Entergy Arkansas, Inc.



Entergy is pleased to be your power company. Because your business is important to us, we're committed to providing you the best, most efficient and reliable service possible.

As an Entergy Arkansas customer, you have rights as well as responsibilities with regard to your electric service.

Shelia McKinnis, Account Sales Associate



**Entergy**<sup>®</sup>

THE POWER OF PEOPLE<sup>®</sup>

[entergyarkansas.com](http://entergyarkansas.com)

REVISED DATE 01/17

**RESIDENTIAL**



A message from Entergy Arkansas, Inc. ©2010 Entergy Services, Inc. All Rights Reserved.

In compliance with the Arkansas Public Service Commission (Rule 2.01.a.1) Entergy Arkansas is providing you with information that outlines your rights and responsibilities, including a complete description and pricing of our rate schedules.

## Customer/Co-Customer

Entergy Arkansas makes available to all applicants the opportunity to establish service as the primary account holder and to designate their spouse or roommate as the co-customer. Only the customer or co-customer are allowed to request action on an account, except to report an outage.

Benefits of being a customer or co-customer include:

- allowed to request account changes, set up payment plans, transfer or close the account.
- being financially responsible for an account
- establish credit for a good payment record on the account and have the benefit of participating in Entergy programs that reward customers with a good payment record, such as a good pay deposit waiver.

Guidelines for the customer and co-customer:

- There will only be one co-customer identified per account
- Deposit refunds will be issued only to the primary customer
- Identification of a co-customer is optional at the customer's request

## Residential Customer Service Online

For your convenience, we have expanded the number of services that you may request online. Please visit [entergy-arkansas.com](http://entergy-arkansas.com).

Register for *My Account Online!* It's free! Our online account management service allows you to view or print a copy of your bill, pay your bill and check your account balance 24 hours a day, seven days a week at your convenience.

### What can I do in *My Account Online*?

- See your bill, print a copy
- Check balance and due date
- Make a payment with no fee or schedule a payment so it is not forgotten\*
- Get a payment extension\*\*
- Avoid disconnection\*\*\*
- Get a reconnection quote
- Sign up for e-mail and text message alerts
- Enroll in CareFree3 – Level Billing, Pick A Date, or Automatic Monthly Payment (Draw Draft)
- See status of work orders and permits
- Find out when power in your area will be restored

\* Nominal fee applies for credit card payments made through BillMatrix

\*\*Eligibility applies

\*\*\*Payments before 5 p.m. Central (Mon-Fri, excl. holidays) are applied to your account on current business date.

Other customer services and information available online include:

- Turn on or transfer service
- Turn off service
- Report a street light out
- Find approved Quick Pay Center locations near you to pay your bill
- Learn about electrical safety
- Find out how to save money on your electric bill with Ensignt ([entergy-arkansas.com/ensight](http://entergy-arkansas.com/ensight))
- Pledge a contribution to help low-income elderly or disabled families with their energy needs
- Pay station locations
- Energy conservation tips ([entergy-arkansas.com/ensight](http://entergy-arkansas.com/ensight))

**My Account Anywhere** - Manage your account and get outage status through your mobile device. Text INFO to 368374 for more options.

## Residential Customer Service By Phone

We have customer service agents standing by 24 hours for emergency and outage calls. However, for your convenience, you can conduct several common transactions with us by phone using our automated answering system. This system always answers first and offers you the opportunity to get what you need without speaking with an agent. The number is **1-800-368-3749 (1-800-ENTERGY)**. The following "short cuts" will streamline your interaction with the automated system.

- To get your **current balance, due date, last payment amount, last payment date, or past due amount**, press 1 then 3.

- To request **more time to pay** your bill, press 2 after hearing or while hearing your account balance.
- To get your **Quick Pay Center Code** and **account number**, press 3 after hearing or while hearing your account balance.
- To **report an outage**, press 1 then 1. You can also report an outage by calling 1-800-9OUTAGE or 1-800-968-8243.
- To check on the status of your **Service Permit**, press 1, 4, then 1.
- To **start, stop or transfer service**, press 1, 4, then 2.

## Deposits (Rule 2.01.B.4)

### Why A Deposit?

Entergy customers use electrical service before paying for it. Each month, your bill reflects your usage during the previous month. For this reason, new customers may be required to make a refund-able security deposit, which guarantees the payment of any bills you may eventually owe Entergy. This deposit helps protect Entergy and its customers from those who use electricity and then leave without paying for it. Because such losses must be absorbed by all of our customers, the security deposit helps us keep your costs down. Entergy may waive any or all of your deposit based on your credit score as returned by a credit reporting agency.

### Deposit Requirements

If a deposit is required when you establish your account, you have two options for payment of your deposit, 1) you may pay in two installments, one at a Quick Pay Center before service is initiated and the other will be billed on your first month's electric service bill, or 2) you may be billed for the full amount on your first month's electric service bill. The initial deposit is never greater than two months' average billing for a residential customer except in cases of fraud, tampering, bankruptcy or if applicant has a previous unpaid balance. When no usage history is available, an estimate based on your type of service is used to calculate an average month's billing.

Entergy's deposit policy is assessed periodically. Deposit requirements are not based on income, geographical location of service, family relationship, race, color, creed, religion, sex, marital status, age, public assistance status or other discriminatory criteria.

### Alternative to Deposits

In some cases, the security requirement can be met without paying the deposit. Residential customers can secure their accounts in two ways:

- Another customer, who has electric service with Entergy and is approved as a guarantor, can complete a notarized "third-party guarantee" form. The third-party guarantor agrees to pay an amount equal to the required deposit amount should the new customer leave an unpaid bill.
- The applicant's previous electric utility can provide a "Letter of Recommendation" stating that the customer has paid his or her bill on time for the past 12 months.

### Interest Paid on Your Deposit

Entergy pays you interest on the amount held for deposit. Interest will be credited to your account in January of each year. If the deposit is refunded during the calendar year, the interest earned to the date the deposit was refunded will be credited to your account.

### Deposits for Existing Customers

Existing customers may be required to post a deposit or the deposit amount may be increased if any of the following conditions occur during the most recent 12-month period:

- The customer's account appears more than one time in a twelve-month period on the list of customers eligible to be disconnected unless customer has had an extension that precluded the mailing of a notification of a deposit billing;
- The customer gave the utility 2 or more checks which were returned unpaid for reasons other than bank error in the last 12 months, provided the customer received notification of impending deposit billing;
- During the last 24 months, the customer misrepresented his identity or other facts relevant to the conditions under which the customer obtained or continued utility service;
- The customer used service without authorization, tampered with utility equipment, or inflicted damage to utility equipment during the last 2 years. In this event, Entergy may require a deposit equal to six month's average billing, plus the cost to repair any damage;
- The customer used more service than the estimate on which the utility based the deposit. The utility

may not charge any additional deposit under this section after the first 12 months of service unless the customer moves the service to a new location or expands the business or scope of operation at the original location;

- In accordance with the United States Bankruptcy Code, U.S.C.A. Title 11 § 366, the utility may require a customer to furnish adequate assurance of payment in the form of a deposit or other security. This deposit may be in addition to all other deposits posted with the utility before the bankruptcy filing.

## **Deposits on Additional Residential Accounts**

If a customer opens an additional residential account, a deposit will be assessed on the new account based on the pay record of any existing or closed accounts within the last 12 months. If the payments on the customer's existing or closed accounts were received by the due date, no deposit is required. If the payments on the existing or closed accounts were not received by the due date, a deposit will be required.

## **Deposit Refunds**

Residential customers' deposits are refunded when all bills are paid by the due date for 12 consecutive months. One exception is when the deposit was made as a result of unauthorized use or tampering. These deposits are not refunded until the accounts are closed.

## **Billing Procedures (Rule 2.01.B.5)**

### **When You Are Billed**

Entergy divides each month into 21 billing periods, called cycles. We read a portion of our customers' meters and bill some of our customers each day. Because you are on the same cycle each month, your meter will generally be read and your account will be billed at about the same time each month.

### **How You Are Billed**

Your meter measures how much electricity you use; charges for your electric service are based on your meter reading each month. Your bill is payable upon receipt, but you are given 22 days to pay before it becomes delinquent. If payment is not received by the due date, your account is assessed a late payment charge. The late payment charge rate is 10 percent of the first \$30 of your bill plus two percent of any amount over \$30.

A return envelope is included with your bill so you may pay by mail. Payments can also be made at authorized payment centers, or by automatically having them withdrawn from your checking or savings account. We also offer online bill payments through Entergy Arkansas' *My Account Online* service and through CheckFree at [entergy-arkansas.com](http://entergy-arkansas.com). With *My Account Online* you can choose to receive an online bill, a paper bill (in the US Mail), or both. With CheckFree you receive your bill online (no paper bill). You can authorize payment online through either *My Account Online* or CheckFree.

### **Estimated Billings**

We attempt to read your meter each month. However, there may be times when bad weather, locked gates, unattended dogs or other situations prevent us from doing so. In this event, your meter reading is estimated based on past usage and adjusted for current weather conditions. A note describing the reason for the estimate will appear on the bill. Under normal circumstances, your next bill will be based on an actual meter reading. The actual reading assures you pay only for the service you used.

## **Sales Tax Exemption (Rule 2.01.B.3)**

If you are a residential customer and your annual household income is \$12,000 or less, you are eligible for an exemption from the state sales tax on the first 500 kilowatt-hours of electricity used each month. If you qualify for the Sales Tax Exemption, the Sales Tax on the total applicable Franchise Adjustment will also be waived. If you qualify, you must fill out a registration form to be exempted. The form is available at your local state revenue office, at [entergy-arkansas.com](http://entergy-arkansas.com) or by request from our Customer Service Center.

## **Billing Plans and Options (Rule 2.01.B.3)**

### **Budget Billing Options**

Entergy's Budget Billing Plan is designed to help you budget for your electric service bills. The relationship between the amount of electric service used and the amount of your bill for electric service is the same as with other commodities: the more you use, the higher your bill will be. If you are interested in either of the two options of this plan discussed below, register for *My Account Online* at [entergy-arkansas.com](http://entergy-arkansas.com) or call our Customer Service Center for assistance.

**Level Billing Option** – Level Billing evens out your bills so you pay about the same amount each month. This option shifts some of your electric service charges during high usage / high bill periods to lower usage / lower bill periods. For example, if summer air conditioning drives up your electric usage, and your bill, the Level Billing option will spread a portion of your bill over each of the next 12 months. Bills under the Level Billing option will vary each month, although not by a large amount. Customers having no previous balances qualify for Level Billing.

If you sign up for the Level Billing option, Entergy will read your meter each month and calculate the amount you owe for each month's service as if you were to be billed the actual bill amount. This actual bill amount is then added to your previous 11 months' actual bill amounts and divided by 12 (months) to determine your Level Bill amount. This means you pay about one-twelfth of your annual energy bill each month – leveling out your highs and lows by averaging your most recent 12 actual bill amounts. Accumulated credits may not be used to pay any amount of a current bill except through the method described above.

**Equal Pay Billing Option** – Equal Pay Billing assures that you will pay exactly the same monthly bill amount for 12 consecutive months regardless of the actual bill amount. Like Level Billing, this option also shifts some of your electric service charges during high usage / high bill periods to lower usage / lower bill periods. Unlike Level Billing however, bill amounts under the Equal Pay Billing option will be exactly the same for each of 12 monthly billings.

If you sign up for the Equal Pay Billing option, Entergy will determine your average actual bill amount for the most recent 12 months, your Equal Pay amount. You will be billed your Equal Pay amount for 12 consecutive billings. We will read your meter each month and calculate the amount you owe for each month's service as if you were to be billed the actual bill amount. In the 13<sup>th</sup> month your Equal Pay amount will be recalculated. To calculate your new Equal Pay amount we will add the current actual bill amount and prior 11 months Equal Pay amounts to the accumulated difference between the Actual Bill amount and Equal Pay amount for the previous 12 months and divide by 12. The result will be your new Equal Pay amount. Your Equal Pay amount may be adjusted if there is a significant difference between your Equal Pay amount and your accumulated difference in any month. This procedure allows you to spread the difference between actual bill amounts and Equal Pay amounts for the previous 12 months over the next 12 months. Accumulated credits may not be used to pay any amount of a current bill except through the method described above.

Outdoor security light charges are not included in the level amount or Equal Pay amount and appear on the bill as a separate item. Billing under either of these billing options will continue permanently unless you request a change.

For new customers, we will estimate the previous 12 months' use to establish a level or Equal Pay amount. The level amount will adjust with actual use over time as described above and the Equal Pay amount will be recalculated also as described above.

If you are billed under the Budget Billing option and you also choose to have your monthly electric service bill paid through the Draw Draft option, or if you are billed under the Draw Draft option and you also choose to have your monthly electric service bill payment calculated using the Budget Billing option, you will receive a \$1.00 credit each month on your bill.

### **Pick-A-Date (Rule 5.09.A Extended Due Date)**

Some of our customers have told us that they prefer to pay their utility bills and many, or all, of their other bills at the same time each month. Some pay this way for their convenience and some because they receive a fixed income at about the same time each month. Income from sources such as AFDC, AABD, SSL, SS or Veterans Administration disability or retirement benefits are typically received at about the same time each month. To address this customer preference and to comply with APSC Rule 5.09.A regarding extended due date, Entergy has established the Pick-A-Date plan billing option. Customers qualifying for this option may choose the due date of their monthly bills to better coincide with their own bill paying schedule. If it would be more convenient for your monthly Entergy bill to become due on a particular date, we may be able to extend your monthly due date to the date of your choice. Register for **My Account Online** at [entergy-arkansas.com](http://entergy-arkansas.com) or call our Customer Service Center for information about the Pick-A-Date plan and how to apply.

### **Billsaver Rate**

If you use electricity for basic, essential services only, this special money-saving rate is applied to your bill. The Billsaver Rate is for customers whose annual use is 6,000 kWh or lower and whose summer usage is

not more than 20 percent higher than other times of the year. Such customers normally have very little or no air conditioning. If you qualify, this lower rate is automatically applied to your bill, so you do not have to sign up.

### **Municipal Franchise Adjustment (Rule 2.01.B.8)**

Municipalities enter into contracts with public utilities allowing the utility to occupy the city streets and rights-of-way and to provide utility service to its customers. In return, the utility collects a franchise fee from its customers and pays that fee to the municipality. This fee shows up on your bill as the municipal franchise adjustment.

### **Energy Cost Recovery (Rule 2.01.B.8)**

The Energy Cost Recovery charge is the amount you pay each month for fuel and purchased power used to provide your electricity. This amount and the rate used to calculate the amount are shown as a line item on your bill, "Fuel and purchased power".

### **Payments (Rule 2.01.B.10)**

For your convenience we have designed a number of ways for you to submit payment for your electric service.

Pay by Mail is easy, and saves you time. Just mail in your monthly payment in the envelope provided with your bill.

Draw Draft is a way to have your monthly electric bill paid automatically through your checking or savings account from designated banks or savings institutions. If you are interested in the Draw Draft plan, you may apply for this service through your bank, savings and loan, or by registering for *My Account Online* at [entergy-arkansas.com](http://entergy-arkansas.com). We will establish this service with your bank and automatically charge your monthly payment to your account on the due date printed on your bill. For your records, you will continue to receive your monthly bill, which also indicates the day payment will be drafted. If you think your bill is in error, please notify Entergy as soon as possible so it can be checked before drafting your account.

You can choose to receive and pay your bill online through Entergy Arkansas' *My Account Online* service. You can pay your bill free of charge using your bank account. We have also teamed up with CheckFree Corporation, the leader in electronic bill processing. If you are interested in these options, please go to [entergy-arkansas.com](http://entergy-arkansas.com).

If you are billed under the Budget Billing option and you also choose to have your monthly electric service bill paid through the Draw Draft option, or if you are billed under the Draw Draft option and you also choose to have your monthly electric service bill payment calculated using the Budget Billing option, you will receive a \$1.00 credit each month on your bill.

You can pay your bill with an electronic check, Visa, MasterCard, Discover, American Express or Debit Card. If using a debit card, it should bear the Star, Pulse, NYCE or Accel logo. This is a service offered through BillMatrix. Be aware that, for each transaction of up to \$1,000, BillMatrix charges a \$2.95 processing fee.

To use this service, you can:

- Register for or log in to *My Account Online* at [entergy-arkansas.com](http://entergy-arkansas.com), click on "Pay My Bill" link, select "Pay by Debit/Credit Card (through BillMatrix for a fee)" and click "Continue". You will be sent to the BillMatrix website to make a secure payment.
- Dial the Entergy/BillMatrix Line directly at 1-800-584-1241 or,
- Be referred by an Entergy Call Center agent or employee

Payments can also be made at any of our authorized Quick Payment Centers. Please go to [entergy-arkansas.com](http://entergy-arkansas.com) or call our Customer Service Center for a list of Quick Payment Centers in your area.

### **Delayed Payment Agreements (Rule 2.01.B.11)**

If you should have difficulty paying an electric bill, you may, if qualified, make delayed payments in installments. A Delayed Payment Agreement requires:

- Receipt of a minimum of one-fourth of the amount due within three business days of the agreement.
- Payment of the balance in three equal monthly installments and payment of all current bills by their due date during the period of the agreement.

A Delayed Payment Agreement may be refused if:

- A customer has failed to keep the terms of a Delayed Payment Agreement in the last 12 months, including failure to pay the agreed down payment within three business days.
- The last day to pay as printed on the most recent shut-off notice for current bills has passed.
- A customer currently has a Delayed Payment Agreement in effect.
- A customer has engaged in unauthorized use of service, tampered with utility equipment, misrepresented facts in order to obtain or continue service, or refused to provide some form of identification.

Once an agreement has been made, a copy of the agreement will be sent to you. If the down payment is not received within three business days, the agreement may be voided. If eligible, customers may request an agreement by registering for **My Account Online** at [entergy-arkansas.com](http://entergy-arkansas.com).

### Quick Payment Centers (Rule 2.01.B.17)

Payments can also be made at any of our authorized Quick Payment Centers. Please go to [entergy-arkansas.com](http://entergy-arkansas.com) or call our Customer Service Center for a list of Quick Payment Centers in your area.

### Extended Absence (Rule 2.01.B.13)

If you are planning to be away from home for an extended period, options are available to you for keeping your electric bill current, but you must notify the company in advance of your expected absence:

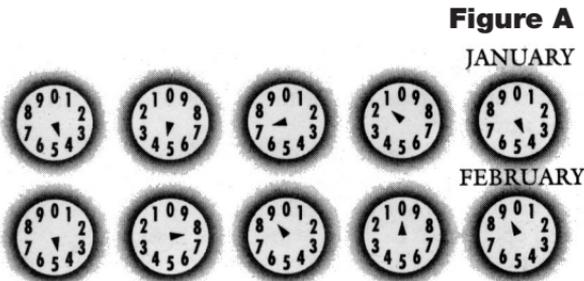
- Select the Draw Draft payment option and your bill will automatically be paid from your bank account.
- If you have internet access, register for **My Account Online** at [entergy-arkansas.com](http://entergy-arkansas.com) to view and pay your bills while you are away.
- Notify Entergy of your temporary mailing address and we will forward your bills to you at that location.
- Make a prepayment to your electric account.

### How to Read Your Meter (Rule 2.01.B.7 & B.9)

Although Entergy reads your meter, reading your own meter can be helpful to you in determining your electric usage and confirming the accuracy of your bill. It takes only a few minutes to familiarize yourself with our meter, so you can read it yourself anytime you wish. Then you can check the amount of electricity you use each day, week or month.

Your electric meter measures the kilowatt-hours (kWh) of electricity used by the electric appliances in your home or business. A kilowatt-hour is the basic unit of electricity used to measure your usage and determine your bill. One kWh equals 1,000 watts in service for one hour. An example of one kWh is ten 100 watt light bulbs in use for one hour or a 1,000-watt space heater operating continuously for one hour. Since most of your electrical appliances do not operate continuously, your meter measures the fractional amounts of watts and time an appliance is in use and converts the uses to kilowatt-hours. Entergy uses two basic types of meters for normal residential and small commercial service. They are the dial (Figure A) and the cyclometer or numerical display (Figure B).

Since the dial is confusing to some, an explanation of the manner in which the dial meter is read follows. First, look at the illustration of your meter's dials. The dials are read in order from left to right. Notice on the five-dial meters the first, third and fifth hands turn clockwise, and the second and fourth hands turn counterclockwise. (If you have a four-dial meter, the first and third turn counterclockwise while the second and fourth turn clockwise.) To read the meter, read the lowest number of each dial that the hand has just passed.



We see from the position of the hands that the January reading was 44,714 and the February reading was 47,899. Subtracting the January reading from that for February gives a difference of 3,185. This means that 3,185 kilowatt-hours were used during that period.

The numerical display meter (Figure B) is often easier to read by someone who is not familiar with the dial type meter (Figure A). The readings are used in exactly the same way with either meter with respect to kWh use and billing.

**Figure B**



The numerical display meter reads like the odometer in a car. You record the readings and subtract the previous reading—January in this example—from the current reading, February, to determine the kWh use for the month.

We encourage you to read your meter regularly so that you will have a better understanding of your electric usage and to verify your bill.

### **Disconnect Policies (Rule 2.01.B.12)**

If you are having difficulty paying your electric bill, please call Entergy before the last day to pay as shown on your disconnect notice. Electrical service may be discontinued for any of these reasons:

- A bill remains unpaid after the last day to pay printed on the disconnect notice.
- A former customer remains at a location who owes Entergy an outstanding bill for service at that location; a full-time occupant of the location or a full-time user of the service when the bill was incurred remains at the location.
- A current customer and a former customer who lived together at another location now live together at a new service location and the former customer owes a bill for service used during the time they lived together at the former location.
- The customer is not in compliance with a Public Service Commission order, delayed payment agreement, or extension agreement with the utility.
- The customer has not paid a deposit required for service.
- Unauthorized use of service or tampering with utility equipment.
- The customer misrepresented facts relevant to the conditions under which utility service was obtained or continued.
- The customer has not paid a billed Commission-approved charge associated with receiving service.
- The customer refused to grant Entergy or a contractor of Entergy access to its equipment at the customer's location at reasonable times.
- The customer violates Entergy's rules regarding:
  - Interference with other customers' use of service
  - Operation of nonstandard equipment, or
  - Unauthorized attachments. (Entergy will attempt to give notice of violations and give reasonable opportunity to correct problems.)
- The customer violated federal, state, or local laws or regulations through use of the service.
- The customer abandoned the premises served.
- The customer caused or threatened injury to an Entergy employee, agent or family member, to prevent or to retaliate for an act Entergy performs in the course of business.
- Causing damage to utility property, threatening to cause damage to utility property, or not paying for damage to utility equipment on the customer's premises.
- A condition exists which poses a health or safety hazard.

### **Reestablishing Service**

Entergy will reconnect service during the normal hours of business when all reasons for suspension have been eliminated. The main breaker switch must be in the "off" position before we can restore service. If you are unsure where your main breaker switch is located or how to operate it, please contact your electrician, landlord, or building management. See charges related to customer activity when service is reconnected at the customer's meter or other than at customer's meter on page 13. An account may be closed if disconnected more than seven days. Once an account is closed, reestablishing service will require the customer to pay a deposit.

## **Customer Request for Discontinuation of Service**

If you wish to have service discontinued, please give us five days' notice. Adequate notice begins on the day the customer telephones Entergy, or three days after the written notice is mailed. Customers are not responsible for usage after the requested disconnection date if proper notice is given.

## **Protected Customer Plans (Rule 2.01.B.15)**

We recognize that, for some of our customers, losing electric service can be hazardous and even life-threatening. Special programs are available for those customers.

### **Serious Medical Condition With Certification**

Entergy will postpone the discontinuation of service to a residential customer or reconnect service that has been suspended for 30 days or less if the customer presents a certificate from a physician stating that a serious medical condition exists. The certificate must be for the customer or other permanent resident of the household where service is rendered, and must clearly state that the suspension of utility service would gravely impair the health of that customer or permanent resident. Please go to [entergy-arkansas.com](http://entergy-arkansas.com) or call the Customer Service Center for more information.

### **Senior Citizen & Handicapped**

This plan is available to registered residential customers 65 or older, or residential customers who have a severe physical or mental impairment which substantially limits their ability to pay for utility service. Entergy will attempt to make personal contact and explain payment and assistance options to these customers before service is disconnected. Under this plan, customers are also protected from shut-offs when temperatures are forecast to be 95 degrees or higher. Please go to [entergy-arkansas.com](http://entergy-arkansas.com) or call the Customer Service Center for more information.

### **Landlord/Tenant Protected Customer Plan (Rule 2.01.B.16)**

If your rent or lease payments include electric service, you may be eligible for the special provisions of the Landlord/Tenant Protected Customer Plan. This plan establishes conditions under which landlords and/or tenants receive special consideration before shut-off of electrical service. Landlords may identify themselves to the company and identify their tenants by name, address, and account number at the time of application or any subsequent call to the company's Customer Service Center.

When the company is made aware of a landlord-tenant relationship at a particular account Entergy Arkansas will mail the landlord a form to be completed and returned. When the company receives the completed form, the account will be coded so that it is identified as a landlord tenant relationship.

### **Third Party Notification (Rule 2.01.B.14)**

To help prevent interruption of electric service, Entergy will send a copy of any termination notice to a third party designated by the customer. This plan is available to all residential customers and is especially beneficial to senior citizens and handicapped persons. It provides peace of mind to children, relatives, and others who care about you. Go to [entergy-arkansas.com](http://entergy-arkansas.com) or call the Customer Service Center for assistance.

### **Complaint Procedures (Rule 2.01.B.18 & B.19)**

Should you wish to lodge a complaint, you may contact Entergy by letter, by going to [entergy-arkansas.com](http://entergy-arkansas.com) and submitting a form, or by calling 1-800-368-3749. If you are not satisfied with the response you receive, you may contact the Arkansas Public Service Commission by telephone, letter or personal visit.

**Entergy Arkansas, Inc.**

**P.O. Box 551**

**Little Rock, Arkansas 72203**

**Arkansas Public Service Commission**

1000 Center Street

P.O. Box 400

Little Rock, Arkansas 72203

682-1718

1-800-482-1164

The Commission's rules are available through the Customer Service Center.

**Customer Service (Rule 2.01.B.17)**

1-800-ENTERGY

(1-800-368-3749) Toll-free

8 a.m. - 5 p.m., Monday-Friday

[entergy-arkansas.com](http://entergy-arkansas.com), Customer Service link

**To Report Outages**

1-800-9OUTAGE

(1-800-968-8243) Toll-free

My Account Anywhere Customers - Text OUT to 368374

24 Hours, Seven Days a Week

**List and Descriptions of Rates, Riders, Discounts, Options  
(Rule 2.01.B.1 & B.2)**

**Selection of Rate Schedule**

A summary description and pricing blocks of the company's rates for basic service, riders, discounts and other information that may affect the customer's choice of service within the service class are included in the back of this booklet. When a prospective customer makes application for electric service, the company will, upon request, assist in the selection of the rate schedule most favorable to the customer for the electric service requested. The selection will be based on the prospective customer's statement as to the class of electric service desired, the amount and manner of use, and any other pertinent information. Because the company's advice with regard to the selection of a rate schedule is based on the information supplied by the customer, the company shall not be liable for any errors in connection with the customer's choice. A customer being billed under one of two or more optional schedules applicable to his class of electric service may elect to be billed on any other applicable schedule by notifying the company in writing, and the company will bill the customer under such elected schedule from and after the date of the next meter reading. However, a customer having made such a change of schedule may not make another such change within the next 12 months.

**ENTERGY ARKANSAS, INC.**  
**RESIDENTIAL RATES**

<u>Rate</u>	<u>Description</u>	<u>Pricing Blocks</u>	<u>Rate</u>	
<b>Schedule</b> RS	<u>Residential</u>			
	Summer Period (Billing Months June - Sept.)	Customer Charge 1st 1,500 kWh Excess kWh Rider FRP % Energy Cost Recovery Rider per kWh Rider NDCR per kWh Rider GGR per kWh Rider PCA per kWh Rider CA % Rider EECR per kWh Rider FLCF per kWh Rider SRC per kWh Rider GMES per kWh Rider CCR kWh Rider MISO per kWh	\$8.40 \$0.07392 \$0.09593 4.3434% \$0.01164 \$0.00014 \$0.00770 \$0.00017 0.0000% \$0.00326 \$0.00005 \$0.00097 \$0.00000 \$0.00003 \$-0.00595	
	Other Period (Billing Months October - May)	Customer Charge 1st 1000 kWh Excess kWh Rider FRP % Energy Cost Recovery Rider per kWh Rider NDCR per kWh Rider GGR per kWh Rider PCA per kWh Rider CA % Rider EECR per kWh Rider FLCF per kWh Rider SRC per kWh Rider GMES per kWh Rider CCR kWh Rider MISO per kWh	\$8.40 \$0.06990 \$0.05154 4.3434% \$0.01164 \$0.00014 \$0.00770 \$0.00017 0.0000% \$0.00326 \$0.00005 \$0.00097 \$0.00000 \$0.00003 \$-0.00595	
	Low/Level Use Summer Period (Billing Months June - Sept.)	Customer Charge 1st 1,500 kWh Excess kWh Rider FRP % Energy Cost Recovery Rider per kWh Rider NDCR per kWh Rider GGR per kWh Rider PCA per kWh Rider CA % Rider EECR per kWh Rider FLCF per kWh Rider SRC per kWh Rider GMES per kWh Rider CCR kWh Rider MISO per kWh	\$8.40 \$0.06991 \$0.08987 4.3434% \$0.01164 \$0.00014 \$0.00770 \$0.00017 0.0000% \$0.00326 \$0.00005 \$0.00097 \$0.00000 \$0.00003 \$-0.00595	
	Low/Level Use Other Period (Billing Months October - May)	Customer Charge 1st 1000 kWh Excess kWh Rider FRP % Energy Cost Recovery Rider per kWh Rider NDCR per kWh Rider GGR per kWh Rider PCA per kWh Rider CA % Rider EECR per kWh Rider FLCF per kWh Rider SRC per kWh Rider GMES per kWh Rider CCR kWh Rider MISO per kWh	\$8.40 \$0.06392 \$0.04707 4.3434% \$0.01164 \$0.00014 \$0.00770 \$0.00017 0.0000% \$0.00326 \$0.00005 \$0.00097 \$0.00000 \$0.00003 \$-0.00595	
	RT	<u>Residential Time of Use</u>		
		Summer & Other Periods	Customer Charge On-peak kWh Off-peak kWh	\$13.81 \$0.15451 \$0.03050

Rider FRP %	4.3434%
Energy Cost Recovery Rider per kWh	\$0.01164
Rider NDCR per kWh	\$0.00014
Rider GGR per kWh	\$0.00770
Rider PCA per kWh	\$0.00017
Rider CA %	0.0000%
Rider EECR per kWh	\$0.00326
Rider FLCF per kWh	\$0.00005
Rider SRC per kWh	\$0.00097
Rider GMES per kWh	\$0.00000
Rider CCR kWh	\$0.00003
Rider MISO per kWh	-\$0.00595

<u>Rate</u>	<u>Description</u>	<u>Pricing Blocks</u>	<u>Rate</u>
REMT	<u>Residential Energy Management</u> Time-Of-Use	Customer Charge	\$8.40
		Energy Charge per kWh during On-peak Hours	\$0.13880
		Energy Charge per kWh during Mid-peak Hours	\$0.06698
		Energy Charge per kWh during Off-peak Hours	\$0.05716
		Rider FRP %	4.3434%
		Energy Cost Recovery Rider per kWh	\$0.01164
		Rider NDCR per kWh	\$0.00014
		Rider GGR per kWh	\$0.00770
		Rider PCA per kWh	\$0.00017
		Rider CA %	0.0000%
		Rider EECR per kWh	\$0.00326
		Rider FLCF per kWh	\$0.00005
		Rider SRC per kWh	\$0.00097
		Rider GMES per kWh	\$0.00000
		Rider CCR kWh	\$0.00003
		Rider MISO per kWh	-\$0.00595

L4 All Night Outdoor Lighting Service  
Inc = Incandescent; MV = Mercury Vapor; HPS = High Pressure Sodium; MH = Metal Halide  
1. Nightwatchers

100 Watt MV / Open Unshielded (1)	\$4.94
175 Watt MV / Open Unshielded (1)	\$5.08
250 Watt MV / Open Unshielded (1)	\$5.41
400 Watt MV / Open Unshielded (1)	\$6.63
400 Watt MV / Shoebox Unshielded (1)	\$10.03
100 Watt HPS / Open Unshielded (1)	\$8.40
150 Watt HPS / Open Unshielded	\$6.32
250 Watt HPS / Open Unshielded	\$7.45
250 Watt HPS / Cobra Unshielded	\$10.53
250 Watt HPS / Traditionaire Unshielded	\$14.52
400 Watt HPS / Open Unshielded	\$8.71
400 Watt HPS / Cobra Unshielded	\$11.89
150 Watt HPS / Colonial Unshielded	\$10.22
150 Watt HPS / Acorn Unshielded	\$11.83
400 Watt HPS / Shoebox Unshielded (1)	\$13.22
400 Watt HPS / Bronze Square Unshielded (1)	\$16.11
1,000 Watt HPS / Shoebox Unshielded (1)	\$22.37
150 Watt HPS / Cobra-Shielded	\$8.81
250 Watt HPS / Cobra-Shielded	\$11.64
400 Watt HPS / Cobra-Shielded	\$12.91
150 Watt HPS / Colonial Post Top Shielded	\$8.91
175 Watt MH / Acorn Unshielded (1)	\$15.39
150 Watt HPS / Acorn Unshielded	\$13.35
400 Watt MH / Open Unshielded (1)	\$9.08
320 Watt MH / Open Unshielded	\$9.80
400 Watt MH / Shoebox Unshielded (1)	\$14.35
400 Watt MH / Cobra Unshielded (1)	\$15.59
320 Watt MH / Cobra Unshielded	\$15.67
320 Watt MH / Shoebox	\$21.23
400 Watt MH / Bronze Square Unshielded (1)	\$19.11
1,000 Watt MH / Shoebox Unshielded (1)	\$25.84
1,000 Watt MH / Bronze Square Unshielded (1)	\$28.11
2,150 Lumen Traditional LED / 75W HPS Equivalent	\$9.90
4,500 Lumen Traditional LED / 100W HPS Equivalent	\$10.34
6,200 Lumen Traditional LED / 150W HPS Equivalent	\$10.78
5,200 Lumen Granville LED / 100W HPS Equivalent	\$15.15
7,700 Lumen Granville LED / 150W HPS Equivalent	\$15.71
5,200 Lumen Acorn LED / 100W HPS Equivalent	\$14.07
8,400 Lumen Acorn LED / 150W HPS Equivalent	\$14.77
12,200 Lumen Shoebox LED / 250W HPS Equivalent	\$11.94
22,400 Lumen Shoebox LED / 400W HPS Equivalent	\$14.39
24,800 Lumen Shoebox LED / 1,000W HPS Equivalent	\$17.09
4,800 Lumen NEMA LED / 100W HPS Equivalent	\$7.69

6,900 Lumen NEMA LED / 150W HPS Equivalent	\$8.16
Rider FRP %	3.2440%
Energy Cost Recovery Rider per kWh	\$0.01164
Rider NDCR per kWh	\$0.00016
Rider GGR per kWh	\$0.00887
Rider PCA per kWh	\$-0.00013
Rider CA %	0.0000%
Rider EECR per kWh	\$0.00194
Rider FLCF per kWh	\$0.00005
Rider SRC per kWh	\$0.00058
Rider GMES per kWh	\$0.00000
Rider CCR kWh	\$0.00001
Rider MISO per kWh	\$-0.00142

L4

All Night Outdoor Lighting Service

MV = Mercury Vapor; HPS = High Pressure Sodium; MH = Metal Halide

2. Floodlights

400 Watt MV / Flood Unshielded (1)	\$8.35
1,000 Watt MV / Flood Unshielded (1)	\$13.12
100 Watt HPS / Flood Unshielded (1)	\$9.49
250 Watt HPS / Flood Unshielded	\$10.71
400 Watt HPS / Flood Unshielded	\$11.51
1,000 Watt HPS / Flood Unshielded (1)	\$15.09
250 Watt MH / Flood Unshielded (1)	\$14.57
400 Watt MH / Flood Unshielded	\$12.69
320 Watt MH / Flood	\$12.72
1,000 Watt MH / Flood Unshielded (1)	\$17.22
5,500 Lumen Flood LED / 100W HPS Equivalent	\$10.55
7,600 Lumen Flood LED / 150W HPS Equivalent	\$11.05
11,500 Lumen Flood LED / 250W HPS Equivalent	\$12.27
22,400 Lumen Flood LED / 400W HPS Equivalent	\$14.49
32,300 Lumen Flood LED / 1,000W HPS Equivalent	\$17.58

**Rate**

**Schedule**

**Description**

**Pricing Blocks**

**Rate**

Rider FRP %	3.2440%
Energy Cost Recovery Rider per kWh	\$0.01164
Rider NDCR per kWh	\$0.00016
Rider GGR per kWh	\$0.00887
Rider PCA per kWh	\$0.00013
Rider CA %	0.0000%
Rider EECR per kWh	\$0.00194
Rider FLCF per kWh	\$0.00005
Rider SRC per kWh	\$0.00058
Rider GMES per kWh	\$0.00000
Rider CCR per kWh	\$0.00001
Rider MISO per kWh	\$-0.00142

L4

All Night Outdoor Lighting Service

3. Poles/Pole Equipment

30 ft. Wood Pole (2)	\$3.26
35 ft. Wood Pole (2)	\$3.99
30 ft. Bronze-5" Square Pole (3) (4)	\$8.46
28 ft. Concrete Octagon Pole (3) (4)	\$5.41
18 ft. Fiberglass Round Pole (3) (4)	\$2.66
39 ft. Bronze Round Tapered Pole (3) (4)	\$11.97
Plugged 4-way Bronze Adapter	\$1.93

SCR

Small Cogeneration Rider

Customer Charge	\$22.42
-----------------	---------

CAC

Charges Related to Customer Activity

Returned Check	\$25.00
Meter Test Fee	\$53.00
Trip Fee	\$15.00
Reconnection Fee:	
Normal working hours: (payment before 5:00 pm)	
at meter	\$39.00
at other than meter	\$87.00
Other hours: (Emergency only)	
at meter	\$56.00
at other than meter	\$105.00
Payment By Drawdraft and Levelized/Equal Payment	(\$1.00)
Finance Charge on Delayed Payment Agreements equal to the daily rate equivalent of the annual rate required to be paid on customer deposits.	

Late Payment Charge:  
Collective Billing Service Rider:  
After 14 days -  
10% of 1st \$30 plus 2% of amount over \$30  
All other schedules:  
After 22 days  
10% of 1st \$30 plus 2% of amount over \$30

- Notes:
- (1) Not available for new installations.
  - (2) Includes supply line.
  - (3) Excludes supply line. Includes internal 12/2 Romex or equivalent to connect fixture to underground secondary.
  - (4) Available only as Additional Facilities after 6/16/07



# QUICK

**A S A C L I C K**



SAVE TIME. SAVE POSTAGE. SAVE A TREE.

PRESORTED  
STANDARD  
U.S. POSTAGE PAID  
LITTLE ROCK, AR  
PERMIT NO. 368

## *My Account Online*

1. Get a copy of your Entergy bill. You'll need your Entergy account number and service location zip code.
2. Go to [entergy-arkansas.com](http://entergy-arkansas.com). *My Utility Account*, click "Register".
3. Complete the registration form. Create a user ID and password.

Now you have immediate access to your Entergy Account online -- anytime!