



Entergy's Clean Energy Blitz: Leading New Orleans to a Cleaner, Better Tomorrow





The background of the page is a photograph of a residential street. On the left, there is a utility pole with power lines. In the center and right, there are trees with green and some yellowing leaves, suggesting an autumn setting. A pink building with white window shutters is visible on the right side. The overall scene is bright and clear.

Table of Contents

Letter From the CEO	5
Our Challenge: Climate Change	6
2030 Vision	8
Clean Energy Blitz Overview.....	12
Consumer Benefits	16
Supporters.....	18

70%



Clean Energy by 2030



We're Moving Toward A Clean Energy Future For New Orleans

Entergy is on a path to becoming the model for how energy companies address climate change. We have been a leader in sustainability for more than 20 years as the first investor-owned U.S. electric utility to voluntarily commit to stabilizing carbon emissions. And we've focused on technologies that have helped us achieve the fourth lowest CO2 emission rate in the country among our peers. But we know we can do more with aggressive goals and smart solutions.

Our Solution: Vision 2030 and the Clean Energy Blitz

In partnership with the city of New Orleans, we will build on our progress by continuing to innovate new strategies that combat climate change. Within this report, we'll detail the plan to achieve our goal to provide 70% clean, zero-carbon emitting power to our New Orleans customers by 2030. Titled **The Clean Energy Blitz**, it includes increasing clean technologies at the regional and local levels, adding large-scale solar farms, increasing energy efficiency, electrifying local infrastructure and continuing our use of emission-free nuclear energy. This scientifically-proven and smart strategy takes advantage of all tools at our disposal to achieve a cleaner future.

Most importantly, our plan can be accomplished without abandoning our commitment to keeping customer costs among the lowest in the nation. Our plan to get to 70% carbon-free power would raise average rates to our service territory by only one percent. Plans proposed by others would drastically raise electric rates for our customers by as much as 65% between now and 2040.

Experts from leading environmental groups such as the Center for Climate and Energy Solutions agree that Entergy New Orleans' approach is the smart way to accomplish our clean energy goals while still serving the needs of our hard-working New Orleans customers. It's my hope that, as we seek adoption of a way forward that works for everyone, the New Orleans community will join us in sharing this vision of a brighter and cleaner tomorrow.

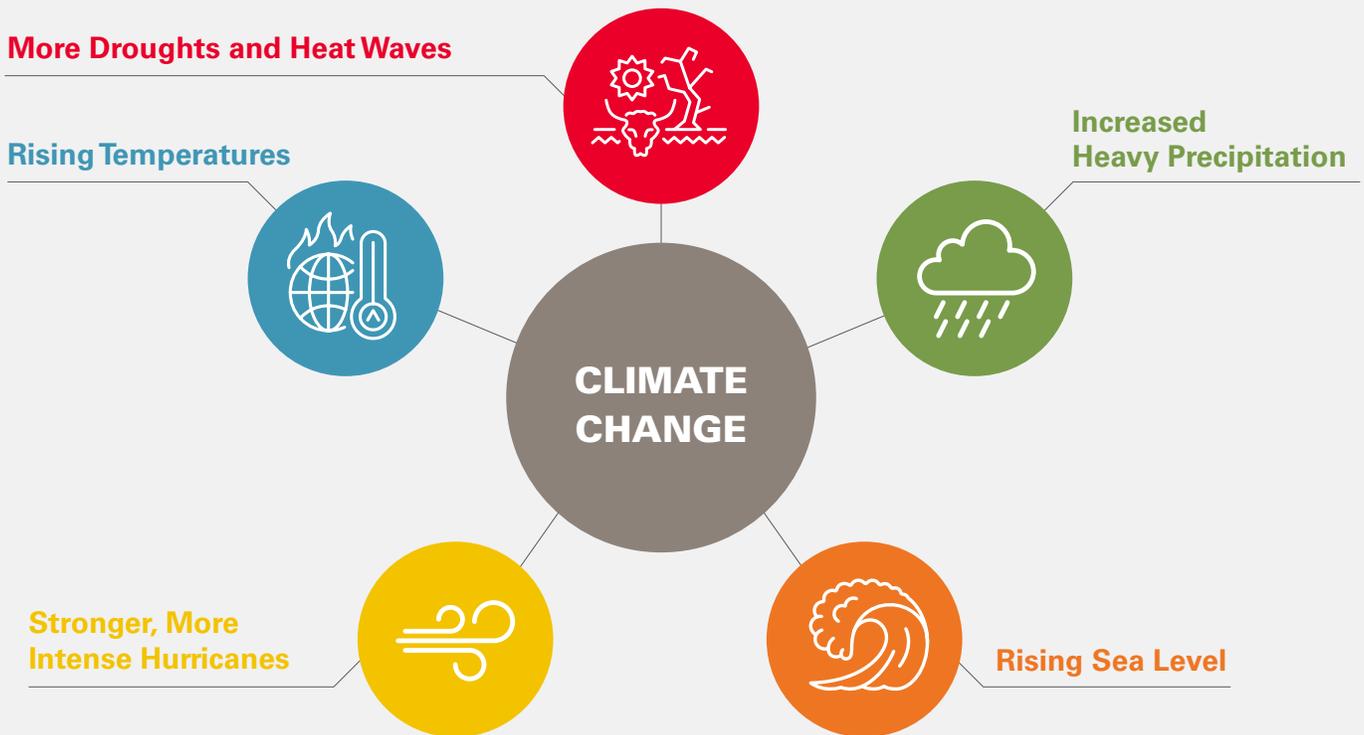
A handwritten signature in black ink, appearing to read 'David Ellis'. The signature is fluid and cursive, written over a white background.

David Ellis
Entergy New Orleans CEO

Our Challenge: Climate Change

Climate change impacts all who live and work in the communities that we serve. We at Entergy believe we need to be a leader in combating climate change by innovating, investing and working to improve the way we power your community... and we've been saying this since 2000.

According to national and international scientific climate assessment reports, some of the effects of climate change in our region include:



New Orleans is directly feeling these impacts and Entergy is committed to making a difference. Through our Clean Energy Blitz campaign, we will reach 70% clean energy by 2030 – helping to combat climate change and bring New Orleans a more resilient future.



Entergy has always been at the forefront of commitment to our customers and our communities. We established the Low-Income Customer Assistance Initiative to address the needs of our most vulnerable customers; we were the first U.S. utility to voluntarily commit to stabilizing CO2 emissions; and we are the only U.S. utility on the Dow Jones Sustainability Index for 17 consecutive years.

We remain committed to our coastal community stakeholders as that is part of how we remain the premier utility.



Leo P. Denault, CEO, Entergy Corporation

18 years,
as of the 2019
DJSI released in
September.

Our 2030 Vision

New Orleans' 2017 Climate Action Report notes that New Orleans' emissions are "low compared to other U.S. cities ... largely due to the high amount of low-carbon energy already in our electricity mix compared to other cities." Entergy New Orleans wants to continue this good work by building on the progress we've already made in partnership with the Mayor and the City Council.

Our plan includes adding large-scale solar farms, expanding energy efficiency efforts and helping to electrify in a more efficient way the Sewerage and Water Board's facilities and other infrastructure. We will do this while also keeping the rates of our customers low and ensuring reliable service. We believe we can do this with modest rate increases of 1%.

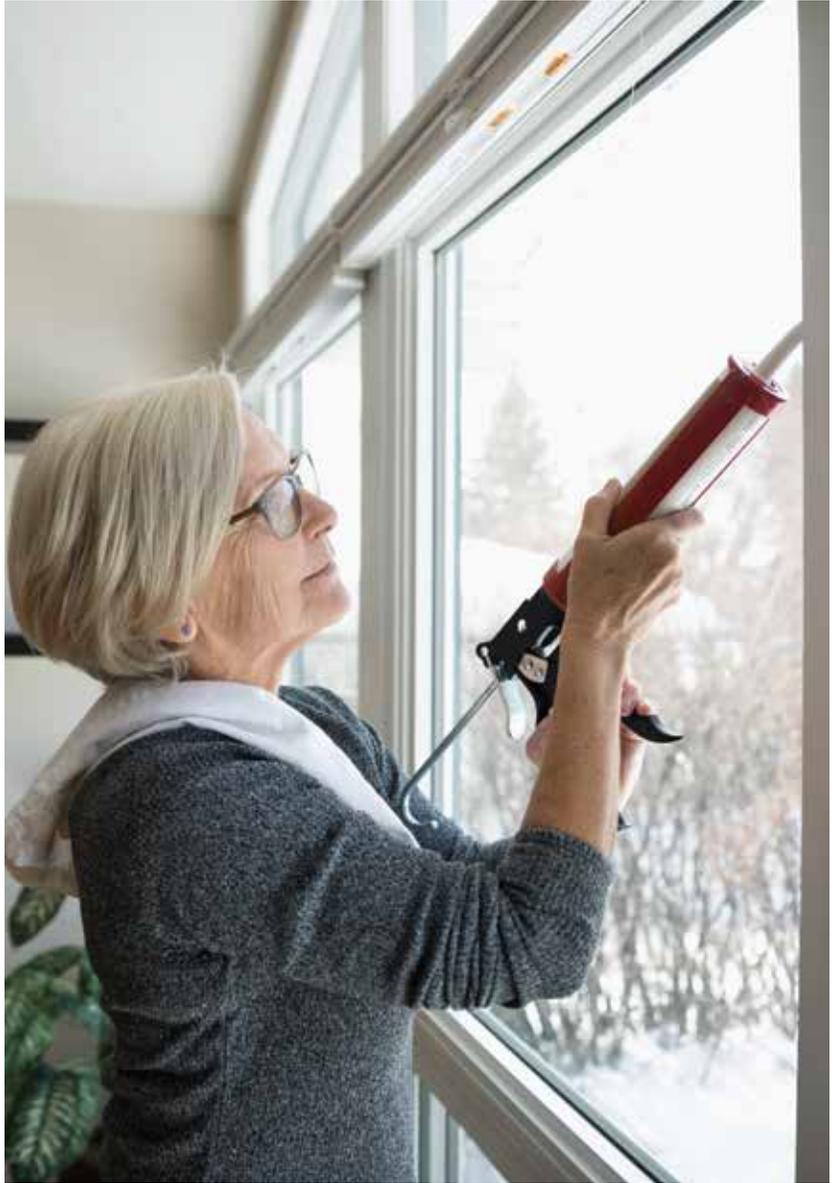
We call our plan the **Clean Energy Blitz**.

In partnership with the Council, we will make big strides toward using 70% clean, zero-carbon emitting resources to serve our customers by 2030.

Our plan will benefit our environment, community and customers.



“ We will make big strides toward using 70% clean, zero-carbon emitting resources to serve our customers by 2030. ”



Waterford 3 Steam Electric Station



We Need Electricity to Power Our Lives

In New Orleans, our summers are hot and we must be ready to deal with extreme weather events at a moment's notice. That's why we need a constant and reliable source of energy. However, we must also be conscious about how we are producing that energy. Entergy New Orleans, in partnership with the New Orleans City Council and other community stakeholders, is working hard to deliver reliable clean energy at the most affordable rate possible.

We are proud to hold one of the cleanest resource portfolios in the nation. Today, about 50% of the energy our customers use is clean – meaning it comes from sources that don't emit carbon dioxide, such as hydro, solar and nuclear. In fact, our carbon dioxide emission rate is about 50% below the national average.

Yet, we aim to build on this great foundation with our Clean Energy Blitz. Our plan would propel New Orleans further into the forefront of the fight to address climate change.

Entergy New Orleans' Clean Energy Blitz would result in 70% of our customers' energy needs being met with zero-carbon emitting resources by 2030. The emission reductions from ENO's plan would surpass the emission reductions goals from the Paris Climate Accord for our industry. Furthermore, we would have the ability to reevaluate in the future as new technologies become viable and to set a longer-term target (2050) to increase the amount of clean energy serving our customers.

We Would Achieve This By:



Adding new large solar resources of at least 240 Megawatts.



Utilizing our current nuclear units, which account for 422 MW of zero-emitting resources.



Partnering for efficient electrification opportunities, such as the City's Sewerage and Water Board pumping load in order to reduce S&WB costs and significantly reducing air pollution in the city.

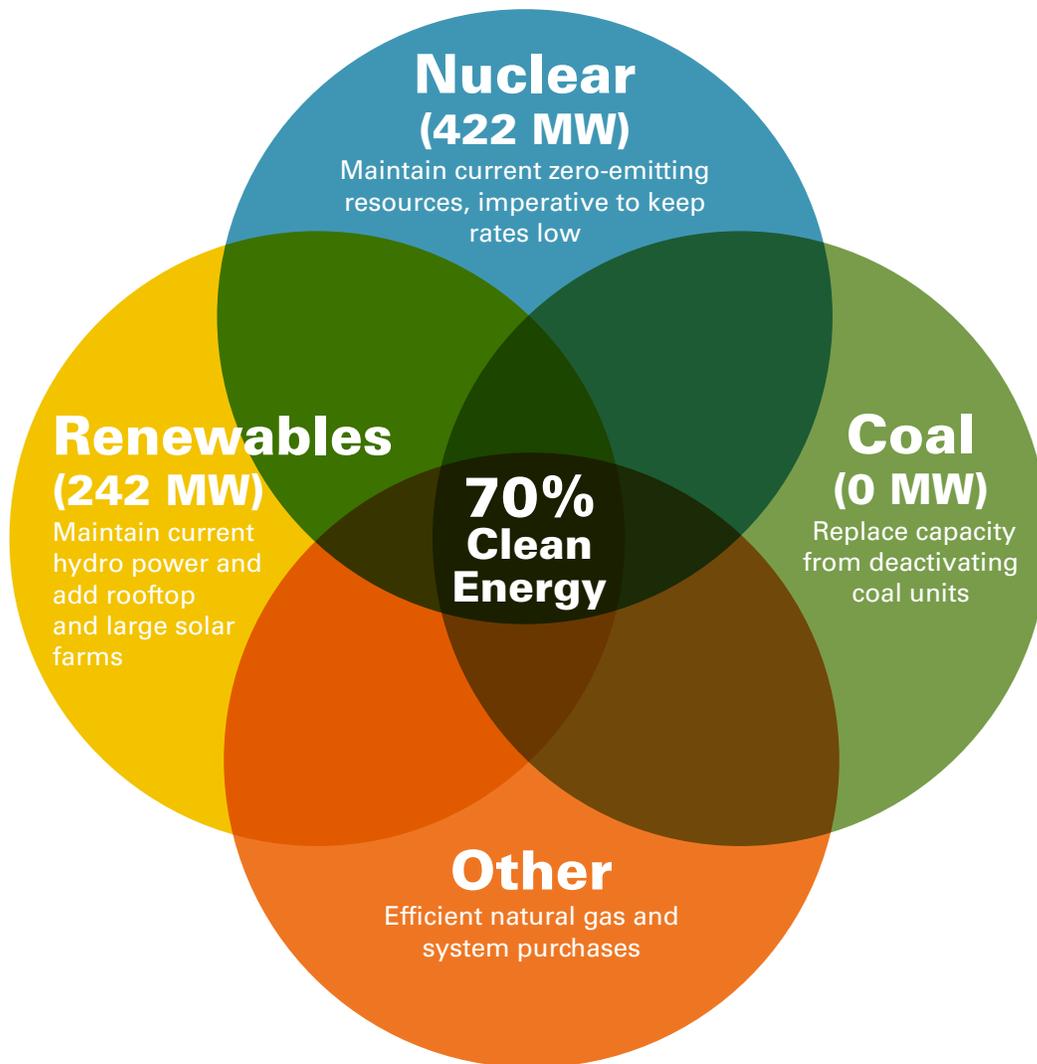


Facilitating the electrification of transportation.



Growing our programs that help customers reduce energy usage, known as Energy Efficiency.

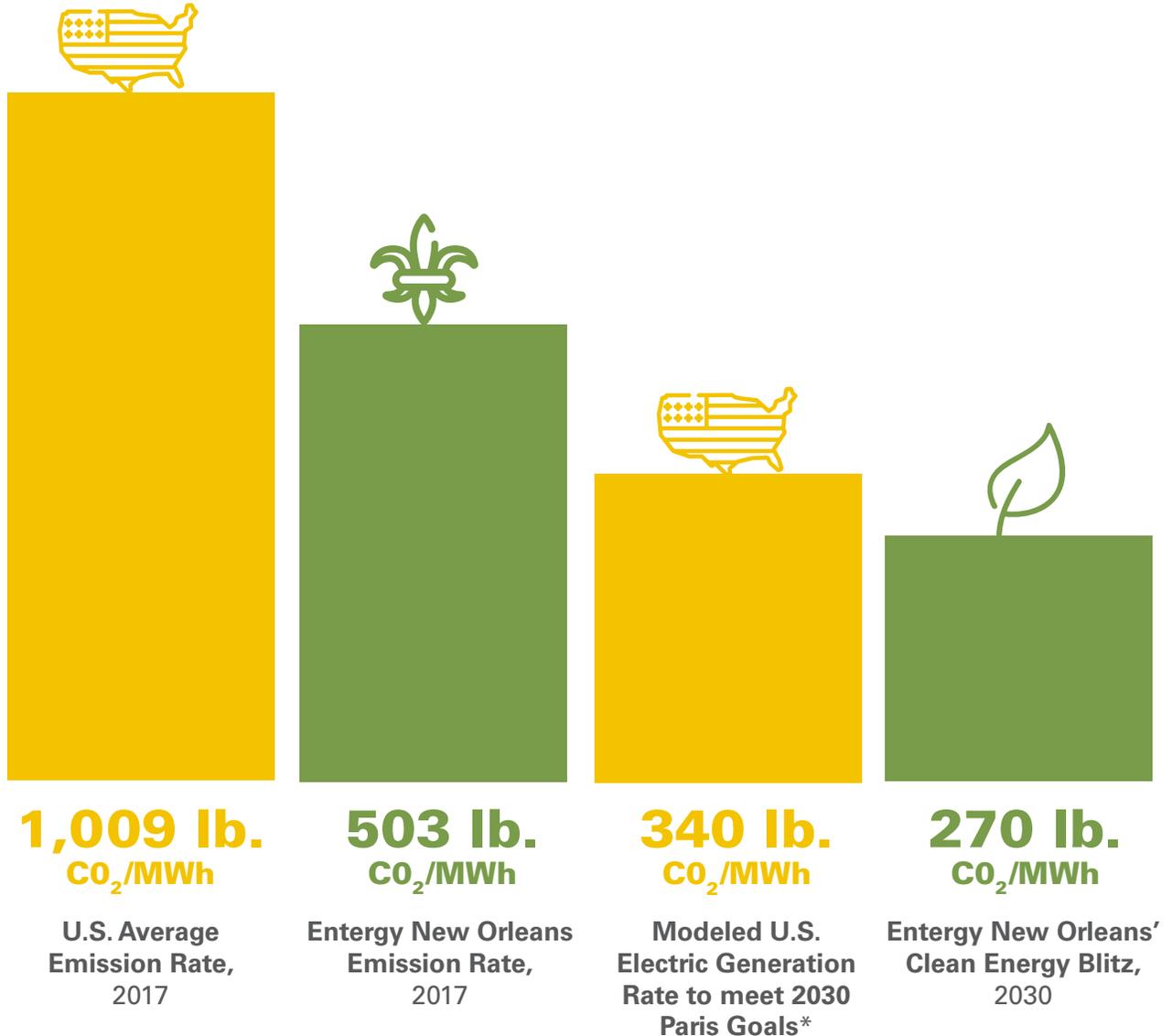
Clean Energy Blitz: Our 2030 System



Includes rooftop solar, electrification and energy efficiency.

A Plan to Decrease Carbon Emissions Below U.S. Targets

By adding to our clean electricity generation and eliminating coal resources, the Clean Energy Blitz will cut our carbon-emission rate by a projected 46% to 270 lb. CO₂/MWh, beating the 2030 Paris Climate Agreement target that is modeled around 340 lb. CO₂/MWh for electric generation. The Council's adoption of our plan would build on the progress enabled by past Council actions and policies and make New Orleans a global leader in reducing emissions and doing its part to combat climate change.



* Modeled based on IEA Sustainable Development Scenario (2018)

Our Commitment

With some of the lowest rates in the nation, we are committed to powering the lives of hard-working families with clean, reliable energy. Delivering energy affordably is a significant part of that commitment.

The Clean Energy Blitz will make sure we keep energy bills low while investing in technologies that provide our community with a brighter and more resilient tomorrow.





The Cost to Our Customers:
Only 1% Rate Increase

Clean Energy Blitz Benefits You

Cleaner Energy That is Reliable and Affordable for New Orleans Families:

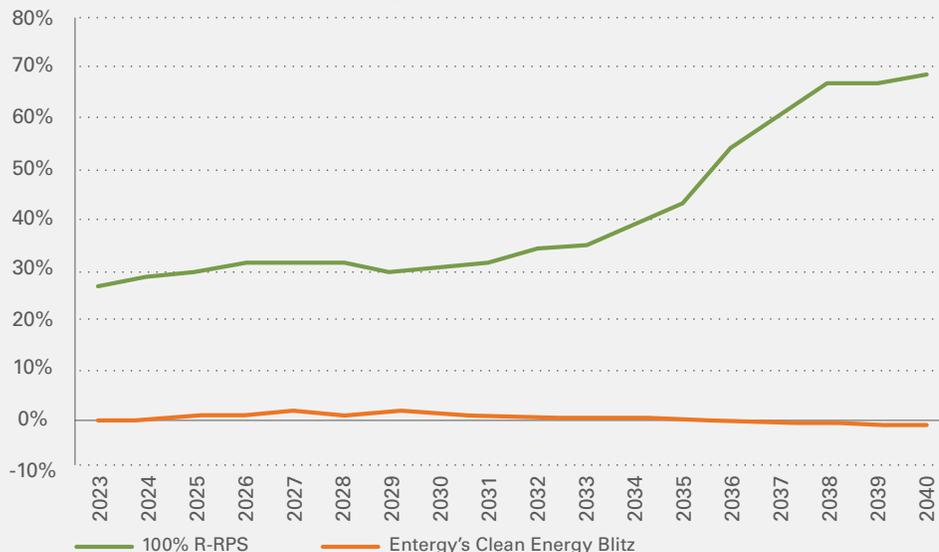
Entergy New Orleans takes pride at being at the forefront of combating climate change. Implementing the Clean Energy Blitz will give Entergy New Orleans and the City Council the opportunity to be leaders together in making a positive difference for our city. Our approach will provide families with cleaner energy, keep costs affordable and take steps to slow down climate change.

Don't Stop Progress: Experts agree that we cannot roll back the progress we've made in combating climate change by leaving out zero-emitting resources, like nuclear, that will help us win the fight.

An alternative proposal titled the **Resilient and Renewable Portfolio Standard (R-RPS)** suggests a rapid move **towards** 100% renewable energy by abandoning our investments in existing nuclear units and other resources. This approach would lead to steep and immediate cost increases that would hit our most vulnerable neighbors the hardest and threaten reliable energy delivery during times when it is needed the most. Plus, experts agree that it's not technologically possible to go 100% renewable with current technology without significantly compromising reliability for all customers.

Adopting **this** alternative **proposal** could increase New Orleans customers' utility rates by as much as 65% between now and 2040. By contrast, Entergy's Clean Energy Blitz would increase rates by a nominal 1% over the same period. This is because our plan will use the zero-emitting resources we already have, rather than abandoning those resources and relying on a 100% renewable portfolio that will rely on carbon-emitting generation as a backup.

Average Rate Impact By Year



We Would Achieve This By:



Adding new large solar resources of at least 240 Megawatts



Growing programs to reduce energy usage, called Energy Efficiency



Utilizing our current nuclear units, which account for 422 MW of zero-emitting resources



Facilitating the electrification of transportation



Partnering for efficient electrification opportunities such as the City's Sewerage and Water Board pumping load in order to reduce S&WB costs and significantly reduce air pollution in the city.



Here's What Others are Saying

**"The Green Real Deal:
A Framework for Achieving a
Deeply Decarbonized Economy,"
Energy Futures Initiative (August
2019) (Ernest J. Moniz, President
and CEO).**



Featured speakers at the New Orleans Clean Energy Forum, October 2019. Pictured clockwise from top left: Mayor LaToya Cantrell, Entergy Corp. CEO Leo Denault, Former Energy Secretary Ernest Moniz and Entergy New Orleans CEO David Ellis.

"Policymakers, states, cities and communities need to be able to choose from a range of pathways for deep decarbonization by midcentury. They must also avoid prescriptive policies that could lock in suboptimal technologies and lock out opportunities. Economywide low-carbon goals are simply too challenging to permit a narrowing of options."



**Environmental Progress, a
research and policy organization
fighting for clean power and
energy justice**

"Excluding emission-free nuclear from any clean energy or renewable energy standard would be unfair and risk the premature retirement of nuclear plants and their replacement with fossil fuels."



America's Wetland Foundation, established in Louisiana and working throughout the Gulf region

"While the Foundation is neither a proponent or opponent of nuclear power, we are in agreement that as a transition from coal, today the nuclear power option makes sense."



Louisiana Restaurant Association, with more than 2,000 members accounting for more than 40,000 jobs

"The LRA supports...that the Council would consider the adoption of a voluntary, goals-based Clean Energy Standard that is comprehensive, but also is consistent with the utility's ongoing obligation to provide safe, adequate and reliable service at the lowest reasonable cost. We support and encourage the Council to adopt an aggressive goal of serving 70% of ENO's customers' energy needs with zero (or very low) carbon-emitting resources by 2030, with the ability to readjust in the future and to set a longer-term target (2050) to increase that amount."



Third Way, a national think tank that champions modern center-left ideas.

"The cost-effectiveness of clean energy standards is supported by a substantial amount of research...If New Orleans can eliminate carbon from the grid at lower cost, that would enable more investment in other infrastructure, energy use and mitigation programs that will help New Orleans tackle its climate goals rapidly and equitably."



Center for Climate and Energy Solutions, a nonprofit organization working to forge practical solutions to climate change.

"An inclusive technology approach like a CES would ensure that the city could expand the amount of clean energy it procures sooner, [and] send a low carbon innovation signal to all clean energy sources..."

