

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF COLORADO**

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**IN THE MATTER OF THE APPLICATION OF)
PUBLIC SERVICE COMPANY OF COLORADO) DOCKET NO. 11A-___E
FOR APPROVAL OF ITS 2012 RENEWABLE)
ENERGY STANDARD COMPLIANCE PLAN)**

DIRECT TESTIMONY OF JANNELL MARKS

ON

BEHALF OF

PUBLIC SERVICE COMPANY OF COLORADO

May 13, 2011

1 A. Yes. A description of my qualifications, duties, and responsibilities is
2 included as Attachment A.

3 **Q. WHAT IS THE PURPOSE OF YOUR DIRECT TESTIMONY?**

4 A. The purpose of my testimony is to support the retail electricity sales
5 forecast filed in Public Service's 2012 Renewable Energy Standard
6 Compliance Plan. In addition, I will provide a brief description of the retail
7 electricity sales forecast and the methodology used to develop the
8 forecast.

9 **Q. WHAT SECTION OF THE PSCO 2012 RENEWABLE ENERGY
10 STANDARD COMPLIANCE PLAN WERE YOU RESPONSIBLE FOR
11 PREPARING?**

12 A. I was responsible for the preparation of Volume 1, Section 3, describing
13 the Retail Energy Forecast.

14 **Q. IS THIS SECTION IN COMPLIANCE WITH THE COMMISSION'S
15 RENEWABLE ENERGY STANDARD RULES?**

16 A. Yes. Commission Rule 3657(a)(1)(D) requires that the Company's
17 Renewable Energy Standard ("RES") Compliance Plan include an
18 estimate of its retail electricity sales. Rule 3654 (a) (III) requires the
19 minimum amount of Eligible Energy that Public Service shall generate, or
20 cause to be generated (through purchase or by providing rebates or other
21 form of incentive), for 2012 and 2013 to be twelve percent of retail
22 electricity energy sales in Colorado.

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II. RETAIL ELECTRICITY SALES FORECAST

Q. PLEASE DESCRIBE PUBLIC SERVICE’S RETAIL ELECTRICITY SALES FORECAST.

A. Public Service’s Base Case forecast for retail electricity sales is expected to increase at an average annual rate of 1.2 percent through 2026. This compares to average annual growth over the past ten years of 1.4 percent, and includes achievement of the Demand-Side Management (“DSM”) goals as proposed in Public Service’s DSM Strategic Issues Filing (Direct Testimony of Debra L. Sundin in Docket No. 10A-554EG, Table 6, Page 26). Since the preparation of the Company’s March sales forecast, the Commission has established greater energy reduction goals for the Company’s DSM program than were used in this forecast. If these greater goals are achieved, all other things being equal, the retail sales should be lower than forecast.

Q. WHAT METHODOLOGY DOES PUBLIC SERVICE USE TO FORECAST RETAIL ELECTRICITY SALES?

A. Public Service uses monthly historical customer and sales data by rate class, together with weather, economic, demographic, and price historical data and forecasts to develop its forecasts of retail electricity sales. The Company uses a Statistically-Adjusted End-Use (SAE) modeling approach, as well as regression models and trend analysis.

Q. WHEN WAS PUBLIC SERVICE’S RETAIL ELECTRICITY SALES FORECAST DEVELOPED?

1 A. Public Service's retail electricity sales forecast submitted in this filing was
2 developed in March 2011. This forecast is being used to establish the
3 number of Renewable Energy Credits Public Service is required to obtain
4 in order to meet the Renewable Energy Standard.

5 **Q. IS THE RETAIL ELECTRICITY SALES FORECAST THE SAME**
6 **FORECAST FILED IN THE COMPANY'S NOVEMBER 1, 2010**
7 **COLORADO RESOURCE PLAN UPDATE FILING IN DOCKET NO. 07A-**
8 **447E?**

9 A. No. The Company's forecast was updated in March 2011 based on an
10 updated Colorado economic forecast and actual sales through December,
11 2010. However, the 1.2% projected average annual growth rate through
12 2026 for retail electricity sales from the March 2011 forecast is only slightly
13 lower than the average annual growth rate of 1.3% as projected in the
14 2010 Colorado Resource Plan Update forecast.

15 **Q. DOES THIS CONCLUDE YOUR TESTIMONY?**

16 A. Yes, it does.

Attachment A

Statement of Qualifications

Jannell Marks

February 2007 – Present

Director, Sales, Energy and Demand Forecasting, Xcel Energy

Responsible for developing load analysis and energy sales forecasting policies, proposals, and strategies to meet corporate financial planning, budgeting, and internal earnings forecasting requirements as well as to support the company's regulatory objectives and comply with regulatory requirements. Also responsible for the development and presentation of load research and forecasted data for Xcel Energy's operating companies and reporting historical and statistical information to various regulatory agencies and others. Testified on forecasting issues before the Public Utility Commission of Texas, the Colorado Public Utilities Commission, the Minnesota Public Utilities Commission, the North Dakota Public Service Commission, the South Dakota Public Utilities Commission, the Public Service Commission of Wisconsin, and the New Mexico Public Regulation Commission.

August 2000 – February 2007

Manager, Energy Forecasting, Xcel Energy

Responsible for the development and presentation of forecasted data for Xcel Energy's operating companies and also for reporting historical and statistical information to various regulatory agencies and others. Testified on forecasting issues before the Public Utility Commission of Texas, the Colorado Public Utilities Commission, and the Minnesota Public Utilities Commission.

May 1997 – August 2000

Manager, Demand, Energy and Customer Forecasts, New Century Energies, Inc.

Responsible for developing demand, energy, and customer forecasts for New Century Energies, Inc.'s operating companies. Also directed the preparation of statistical reporting for regulatory agencies and others regarding historical and forecasted reports. Testified on forecasting issues before the Public Utility Commission of Texas and the Colorado Public Utilities Commission.

1991-1997

Senior Research Analyst, Public Service Company of Colorado

Responsible for developing the customer and sales forecasts for Public Service Company of Colorado and the economic, customer, sales and demand forecasts for Cheyenne Light, Fuel and Power Company.

1982-1991

Research Analyst, Public Service Company of Colorado

Education

Colorado State University – Bachelor of Science: Statistics 1982

Training and Professional Associations

I have attended the Institute for Professional Education's Economic Modeling and Forecasting Class; Itron's Forecasting Workshops; and the Electric Power Research Institute's REEPS (Residential End-Use Energy Planning System), COMMEND (Commercial End-Use Planning System), and INFORM (Industrial End-Use Forecasting Model) Training Classes and User Group Meetings. I am a member of Itron's Energy Forecasting Group and the Edison Electric Institute's Load Forecasting Group.