



IN THE MATTER OF THE APPLICATION
OF PUBLIC SERVICE COMPANY OF
COLORADO FOR APPROVAL OF ITS 2009
RENEWABLE ENERGY STANDARD
COMPLIANCE PLAN

DOCKET NO. 08A-____E

DIRECT TESTIMONY

OF

JANNELL MARKS

**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 FOR APPROVAL OF ITS 2009) RENEWABLE ENERGY STANDARD) COMPLIANCE PLAN)	DOCKET NO. 08A-____E
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**DIRECT TESTIMONY OF
JANNELL MARKS**

1 **Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.**

2 A. My name is Jannell Marks. My business address is 550 15th Street,
3 Denver, Colorado 80202.

4 **Q. BY WHOM ARE YOU EMPLOYED AND IN WHAT POSITION?**

5 A. I am employed by Xcel Energy Services, Inc., a wholly-owned subsidiary
6 of Xcel Energy Inc., the parent company of Public Service Company of
7 Colorado. My job title is Director, Sales, Energy and Demand
8 Forecasting.

9 **Q. ON WHOSE BEHALF ARE YOU TESTIFYING IN THE PROCEEDING?**

10 A. I am testifying on behalf of Public Service Company of Colorado ("Public
11 Service" or the "Company").

12 **Q. HAVE YOU INCLUDED A DESCRIPTION OF YOUR QUALIFICATIONS,
13 DUTIES, AND RESPONSIBILITIES?**

14 A. Yes. A description of my qualifications, duties, and responsibilities is
15 included as Attachment A.

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

2 A. The purpose of my testimony is to support the retail electricity sales
3 forecast filed in Public Service's 2009 Renewable Energy Standard
4 Compliance Plan. In addition, I provide a brief description of the retail
5 electricity sales forecast and the methodology used to develop the
6 forecast.

7 **Q. WHAT SECTION OF THE PSCO 2009 RENEWABLE ENERGY**
8 **STANDARD COMPLIANCE PLAN DID YOU PREPARE?**

9 A. I prepared Volume 1, Section 3 describing the Retail Energy Forecast.

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

12 A. Yes. Commission Rule 3657(a)(1)(B) requires that the Company's
13 Compliance Plan include an estimate of its retail electricity sales. The
14 Renewable Energy Standard defines the minimum amount of Eligible
15 Energy that Public Service shall generate or cause to be generated
16 (through purchase or by providing rebates or other form of incentive)
17 based on a percentage of its forecasted retail electricity energy sales in
18 Colorado.

19 **Q. PLEASE DESCRIBE PUBLIC SERVICE'S RETAIL ELECTRICITY**
20 **SALES FORECAST.**

21 A. Public Service's Base Case forecast for retail electricity sales is expected
22 to increase at an average annual rate of 1.1 percent through 2025. This
23 compares to average annual growth over the past ten years of 2.6

1 percent, and includes forecasted DSM impacts that meet the CPUC final
2 decision goals from Decision No. 08-0560 in Docket No. 07A-420E at the
3 100 percent level.

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

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

11 **Q. WHEN WAS PUBLIC SERVICE'S RETAIL ELECTRICITY SALES**
12 **FORECAST DEVELOPED?**

13 A. Public Service's retail electricity sales forecast submitted in this filing was
14 developed in September 2008 and issued October 1, 2008. This forecast
15 is being used to establish the number of Renewable Energy Credits Public
16 Service is required to obtain in order to meet the Renewable Energy
17 Standard.

18 **Q. IS THE RETAIL ELECTRICITY SALES FORECAST CONSISTENT WITH**
19 **THE FORECASTS FILED IN THE COMPANY'S 2008 PHASE I RATE**
20 **CASE AND THE DECEMBER 1, 2008 COLORADO RESOURCE PLAN**
21 **COMPLIANCE FILING?**

22 A. Yes. The same forecast is used for this filing, the Company's 2008 Phase
23 I Rate Case filing, and the December 1, 2008 Colorado Resource Plan

1 load forecast update compliance filing ordered in Decision No. C08-0929
2 from Docket No. 07A-447E.

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

4 A. Yes, it does.

Jannell Marks
Director, Sales, Energy and Demand Forecasting
550 15th Street, Denver, Colorado 80202

February 2007 – Present

Director, Sales, Energy and Demand Forecasting, Xcel Energy

Responsible for developing 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 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, and the Minnesota Public Utilities 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.