

**BEFORE THE
FLORIDA PUBLIC SERVICE COMMISSION
DOCKET NO. 080317-EI**

**IN RE: TAMPA ELECTRIC COMPANY'S
PETITION FOR AN INCREASE IN BASE RATES
AND MISCELLANEOUS SERVICE CHARGES**



**DIRECT TESTIMONY AND EXHIBIT
OF
LORRAINE L. CIFUENTES**

DOCUMENT NUMBER-DATE

07056 4/21/08

FPSC-COMMISSION CLERK



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1 **BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION**

2 **PREPARED DIRECT TESTIMONY**

3 **OF**

4 **LORRAINE L. CIFUENTES**

5
6 **Q.** Please state your name, business address, occupation and
7 employer.

8
9 **A.** My name is Lorraine L. Cifuentes. My business address is
10 702 North Franklin Street, Tampa, Florida 33602. I am
11 employed by Tampa Electric Company ("Tampa Electric" or
12 "company") as Manager, Load Research and Forecasting in
13 the Regulatory Affairs Department.

14
15 **Q.** Please provide a brief outline of your educational
16 background and business experience.

17
18 **A.** In 1986, I received a Bachelor of Science degree in
19 Management Information Systems from the University of
20 South Florida. In 1992, I received a Masters of Business
21 Administration degree from the University of Tampa. In
22 October 1987, I joined Tampa Electric as a Generation
23 Planning Technician and I have held various positions
24 within the areas of Generation Planning, Load Forecasting
25 and Load Research. In October 2002, I was promoted to

1 Manager, Load Research and Forecasting. My present
2 responsibilities include the management of Tampa
3 Electric's customer, peak demand and energy sales
4 forecasts as well as management of Tampa Electric's load
5 research program and other related activities.

6
7 **Q.** What is the purpose of your direct testimony?

8
9 **A.** My direct testimony describes Tampa Electric's customer,
10 demand and energy forecasting process, describes the
11 methodologies and assumptions, and presents the forecasts
12 used in Tampa Electric's budget that support its request
13 for a base rate increase. Additionally, I demonstrate
14 how these forecasts are appropriate and reasonable.

15
16 **Q.** Have you prepared an exhibit to support your direct
17 testimony?

18
19 **A.** Yes, I am sponsoring Exhibit No. ____ (LLC-1) consisting
20 of 10 documents, prepared under my direction and
21 supervision. These consist of:

22 Document No. 1 List Of Minimum Filing Requirement
23 Schedules Sponsored Or Co-Sponsored
24 By Lorraine L. Cifuentes

25 Document No. 2 Customer Forecast

1	Document No. 3	Economic Assumptions	Average Annual
2		Growth Rate	
3	Document No. 4	Real Price Of Electricity	
4	Document No. 5	Per-Customer Energy Consumption	
5	Document No. 6	Retail Energy Sales	
6	Document No. 7	Per-Customer Peak Demand	
7	Document No. 8	Peak Demand	
8	Document No. 9	Firm Peak Demand	
9	Document No. 10	Load Factor	

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Q. Are you sponsoring any sections of Tampa Electric's Minimum Filing Requirements ("MFRs")?

A. Yes. I sponsor or co-sponsor the MFRs shown in Document No. 1 of my Exhibit No. ____ (LLC-1).

Q. What is Tampa Electric's existing and forecasted customer base?

A. Tampa Electric's current customer base and forecasted growth is shown in Document No. 2 of my exhibit. In 2007, Tampa Electric's customer base was 666,354 and is projected to grow at an average annual rate of 2.1 percent over the next 10 years. The company expects to have 679,941 customers in 2009.

1 **Q.** By how much has Tampa Electric's customer base increased
2 since 1992, the year of Tampa Electric's last rate case
3 filing?
4

5 **A.** Since 1992, the number of customers Tampa Electric serves
6 has increased by almost 200,000 or 42 percent. Peak
7 energy demands have also increased significantly. Summer
8 peak demand has increased by approximately 1,350 MW or 50
9 percent, while summer firm peak demands have increased
10 even further, by 1,480 MW or 62 percent.
11

12 **Q.** How is Tampa Electric's inflation assumption, which is
13 used in its operations and maintenance ("O&M") budget,
14 developed?
15

16 **A.** Tampa Electric uses the Consumer Price Index ("CPI")
17 projections provided by Moody's Economy.com, a leading
18 provider of economic forecasting services, in developing
19 its inflation forecast for budgeting purposes. CPI is
20 the most widely utilized indicator of changes in the
21 price of goods and services. MFR Schedules C-33 and C-40
22 provide historical and projected annual percent changes
23 in CPI. The projected values were used as a guide in the
24 development of the 2009 projected test year O&M budget.
25

1 **TAMPA ELECTRIC'S FORECASTING PROCESS**

2 **Q.** Please describe Tampa Electric's load forecasting
3 process.

4
5 **A.** Tampa Electric uses econometric models and statistically
6 adjusted engineering ("SAE") models, which are integrated
7 to develop projections of customer growth, energy
8 consumption and peak demands. The econometric models
9 measure past relationships between economic variables,
10 such as population, employment and customer growth. The
11 SAE models incorporate end-use trends into an econometric
12 model and are used for projecting average per-customer
13 consumption. Tampa Electric has consistently used these
14 models for generation planning purposes and the modeling
15 results have been submitted to the Florida Public Service
16 Commission for review and approval in past regulatory
17 proceedings and in the Ten-Year Site Plan approval
18 process. The models have proven to be accurate within
19 plus or minus three percent. MFR Schedule F-5 provides a
20 more detailed description of the forecasting process.

21
22 **Q.** What assumptions were used in the base case analysis of
23 customer growth?

24
25 **A.** The primary economic drivers for the customer forecast

1 are state population estimates, service area households
2 and Hillsborough County employment. The state population
3 forecast is the starting point for developing the
4 customer and energy projections. Both the University of
5 Florida's Bureau of Economic and Business Research
6 ("BEBR") and Moody's Economy.com provide population
7 projections for Florida. The population forecast is
8 based upon the projections of BEBR in the short-term and
9 is a blend of BEBR and Economy.com for the long-term
10 forecast. Service area households and Hillsborough
11 County employment assumptions are used to estimate non-
12 residential customer growth because they are proven
13 indicators of such growth. An increase in the number of
14 households results in a need for additional services,
15 restaurants and retail establishments. Projections of
16 employment in the construction sector are a good
17 indicator of expected trends in local construction
18 activity. Similarly, commercial and industrial
19 employment growth is a good indicator of the level of
20 activity to expect in their respective sectors.
21 Economy.com provides projections of Hillsborough County
22 households and employment by major sectors. The 10-year
23 historical and forecasted average annual growth rates for
24 these economic indicators are shown in Document No. 3 of
25 my exhibit.

1 **Q.** What assumptions were used in the base case analysis of
2 energy sales growth?

3
4 **A.** Customer growth and per-customer consumption growth are
5 the primary drivers for growth in energy sales. The
6 average per-customer consumption for each revenue class
7 is based on SAE models with three components. The first
8 component includes assumptions of the long-term
9 saturation and efficiency trends in end-use equipment.
10 The second component captures changes in economic
11 conditions, such as real household income, persons per
12 household and the price of electricity, and how these
13 factors affect a residential customer's consumption
14 level. A complete list of the critical economic
15 assumptions used in developing these forecasts is shown
16 in Document No. 3 of my exhibit. The third component
17 captures the seasonality of energy consumption. Heating
18 and cooling degree-day assumptions allocate the
19 appropriate monthly weather impacts and are based on
20 weather patterns over the past 20 years. MFR Schedule F-
21 07 provides a description and the historical and
22 projected values of each assumption used in the
23 development of the 2009 test year retail energy sales.

24
25 **Q.** What assumptions were used in the base case analysis of

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peak demand growth?

A. Peak demand growth is affected by long-term appliance trends, economic conditions and weather conditions. The end-use and economic conditions are integrated into the peak demand model from the energy sales forecast. The weather variables are heating and cooling degree-days at the time of the peak and for the 24-hour period of the peak day. Weather variables provide the seasonality to the monthly peaks.

Q. Does Tampa Electric assess the reasonableness of these base assumptions?

A. Yes. The base case economic assumptions have been evaluated based on a comparison of the data series' historical average annual growth rates to the projected average annual growth rates for the forecast period. In addition, economic forecasts are compared to alternate sources and evaluated for consistent trends. Economy.com's projections for Florida employment by major sectors and Florida real household income are compared to the projections of the Office of Economic and Demographic Research of the Florida Legislature. The projected trends for Florida were consistent between the two

1 sources; therefore, it is reasonable to conclude that
2 Economy.com's Hillsborough County projections were also
3 reasonable.

4
5 **Q.** Were the forecasts for population growth also evaluated
6 for reasonableness?

7
8 **A.** Yes. Economy.com and BEBR's population forecasts were
9 compared and evaluated for consistency. A blend of the
10 two sources was used and provides a reasonable population
11 projection for the state of Florida.

12
13 **Q.** Why are population projections at the state level
14 preferred over the Hillsborough County or service area
15 level?

16
17 **A.** State level population projections are preferred over
18 county level projections for several reasons. Tampa
19 Electric's forecasting models show a very high
20 correlation between Florida population and residential
21 customer growth. In addition, Hillsborough County
22 represents approximately 85 percent of Tampa Electric's
23 service area but portions of Polk, Pasco, and Pinellas
24 counties are also served. Historical and projected
25 population growth rates are similar for Florida and

1 Hillsborough County; therefore, Florida population is a
2 reasonable explanatory variable to use in Tampa
3 Electric's customer models.
4

5 **Q.** Was the price of electricity included in your energy
6 sales models?
7

8 **A.** Yes. The price of electricity was included in each per-
9 customer consumption model. Document No. 4 of my exhibit
10 includes the real or inflation-free price of electricity
11 by class. The price variable was primarily used to
12 capture long-term impacts of the real price of
13 electricity. The recent increases in the real price of
14 electricity have resulted in reduced growth in
15 residential sales in the short-term and increased growth
16 as the price moderates. In order to eliminate recent
17 abnormal swings in prices, a smoothed trend of the real
18 price of electricity was used in the residential model.
19 Energy sales for the remaining sectors were not as
20 sensitive to the changes in the real price of
21 electricity.
22

23 **Q.** Historically, what has been the accuracy of the company's
24 retail energy sales forecasts?
25

1 **A.** Over the past 10 years, the average accuracy of the
2 retail energy sales forecasts, excluding the phosphate
3 sector, which is volatile year over year, is 1.1 percent.
4

5 **Q.** Have Tampa Electric's forecasting models and assumptions
6 used in developing the customer, demand and energy
7 forecasts been reviewed for reasonableness?
8

9 **A.** Yes. Itron Corporation is an industry leader that
10 provides utility forecasting software and methodologies
11 to more than 160 utilities and energy companies. Itron
12 has reviewed Tampa Electric's forecasting models and the
13 assumptions used to develop the customer, demand and
14 energy forecasts. Itron Corporation concluded that the
15 forecast models were theoretically sound with excellent
16 model statistics and modeling errors were reasonable and
17 consistent with other utilities.
18

19 **TAMPA ELECTRIC'S FORECASTED GROWTH**

20 **Q.** What is Tampa Electric's customer growth forecast?
21

22 **A.** Tampa Electric is projecting an annual average increase
23 of 15,730 new customers over the next 10 years (2008-
24 2017). This average annual increase of 2.1 percent is
25 slightly lower than the average annual growth rate of 2.6

1 percent during the past 10 years (1998-2007), as
2 reflected in Document No. 2 of my exhibit.

3
4 **Q.** What is Tampa Electric's energy sales forecast?

5
6 **A.** Retail energy sales are expected to increase at an
7 average annual rate of 2.0 percent. The primary driver
8 behind the increase in the energy sales forecast is the
9 average annual increase in customers of 2.1 percent. In
10 addition, per-customer consumption is expected to remain
11 relatively flat at an average annual rate of -0.1
12 percent, as shown in Document No. 5 of my exhibit.
13 Combining the growth in customers and per-customer
14 consumption results in the average annual rate of 2.0
15 percent. When energy sales to the phosphate sector are
16 excluded, retail energy sales are expected to increase at
17 an average annual rate of 2.1 percent. Historical and
18 forecasted energy sales are shown in Document No. 6 of my
19 exhibit.

20
21 **Q.** What is the primary driver behind the average annual per-
22 customer consumption growth rate of -0.1 percent?

23
24 **A.** The lower growth rate for per-customer consumption is
25 driven by updated economic and appliance efficiency trend

1 assumptions and the addition of Tampa Electric's new
2 conservation programs approved in 2007.

3
4 **Q.** Do higher energy prices have an energy conservation
5 effect?

6
7 **A.** Yes. Tampa Electric has seen a correlation between
8 recent increases in energy costs and a resulting
9 reduction in consumption levels. However, while the
10 reduced consumption results in decreased energy sales,
11 peak demand growth is still occurring due to the lower
12 price-elasticity of peak demand.

13
14 **Q.** Did you consider the housing slowdown in your growth
15 analysis?

16
17 **A.** Yes. The recent downturn in housing is reflected in the
18 population estimates used in the customer growth models.
19 The current slowdown in customer growth is stronger and
20 will last longer than previously expected. Tampa
21 Electric does not expect housing growth to revert back to
22 normal levels until 2010 and perhaps later.

23
24 **Q.** What is Tampa Electric's peak demand forecast for 2008
25 through 2017?

1 **A.** Summer and winter peak usage per-customer is projected to
2 remain relatively flat over the next 10 years, which is
3 consistent with recent historical growth rates as well as
4 per-customer energy consumption. Document No. 7 of my
5 exhibit shows historical and forecasted peak usage per-
6 customer for summer and winter peaks. The annual growth
7 in customers and in per-customer demand results in an
8 average annual growth rate of 2.0 percent for the winter
9 peak and a 2.1 percent growth rate for the summer peak.
10 As shown in Document No. 8 of my exhibit, peak demand for
11 the summer of 2008 is forecasted to be 4,144 MW,
12 increasing to 4,983 MW in 2017, an average increase of 93
13 MW per year. The forecasted 2008 winter peak is 4,275
14 MW, increasing to 5,129 MW in 2017, an average increase
15 of 95 MW per year. The summer and winter peak demands
16 projected for the 2009 test year are 4,206 MW and 4,345
17 MW, respectively. Summer and winter firm peak demands,
18 which have been reduced by curtailable load such as load
19 management and interruptible loads, are shown in Document
20 No. 9 of my exhibit.

21
22 **Q.** Are conservation and demand-side management ("DSM")
23 impacts accounted for in the energy sales and peak demand
24 forecasts?
25

1 **A.** Yes. Tampa Electric forecasts demand and energy
2 reductions for each conservation and DSM program, which
3 are aggregated to represent the total cumulative savings.
4 The total incremental savings adjust the energy sales and
5 peak demand forecasts each year.

6
7 **Q.** Are Tampa Electric's forecasts of customers, energy sales
8 and demand appropriate and reasonable?

9
10 **A.** Yes. The results have been compared to trend analyses
11 and annual multi-regression sales models. The average
12 annual growth rates for per-customer demand and energy
13 usage are compared with each other for consistency and
14 compared to historical growth rates. Summer and winter
15 load factors are reviewed to ensure proper integration of
16 the peak and energy models. The results show that the
17 load factors are reasonable compared to historical years.
18 Load factors have dropped slightly due to the loss of
19 phosphate load. The load factors are shown in Document
20 No. 10 of my exhibit. In addition, Itron Corporation has
21 reviewed the company's forecasts results and concluded
22 that they are consistent with the economic outlook and
23 with historical usage trends.

24
25 **Q.** Please summarize your direct testimony.

1 **A.** The purpose of my direct testimony is to present Tampa
2 Electric's customer, peak demand and energy sales
3 forecasts and the methodologies and assumptions used to
4 arrive at the projections for the 2009 test year. Tampa
5 Electric's 2007 customer base was 666,354 and is
6 projected to grow at an average annual rate of 2.1
7 percent over the next 10 years. Per-customer demand and
8 energy consumption is expected to remain relatively flat
9 over the next 10 years. Combining the growth in
10 customers and per-customer consumption, retail energy
11 sales are expected to increase at an average annual rate
12 of 2.0 percent over the next 10 years. These forecasts
13 are based on proven methodologies using appropriate and
14 reasonable assumptions. The forecasting models described
15 in my direct testimony have consistently been used by
16 Tampa Electric for generation planning purposes and the
17 results have been submitted to the Commission for review
18 and approval in past regulatory proceedings and in the
19 Ten-Year Site Plan approval process.

20
21 **Q.** Does this conclude your direct testimony?
22

23 **A.** Yes, it does.
24
25

EXHIBIT

OF

LORRAINE L. CIFUENTES

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LIST OF MINIMUM FILING REQUIREMENT SCHEDULES
SPONSORED OR CO-SPONSORED BY LORRAINE L. CIFUENTES

MFR Schedule	Title
C-33	Performance Indices
C-34	Statistical Information
C-35	Payroll And Fringe Benefit Increases Compared To CPI
C-36	Non-Fuel Operations And Maintenance Expense Compared To CPI
C-40	O&M Compound Multiplier Calculation
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TAMPA ELECTRIC COMPANY
DOCKET NO. 080317-EI
EXHIBIT NO. _____ (LLC-1)
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MFR Schedule	Title
F-6	Forecasting Models - Sensitivity Of Output To Changes In Input Data
F-7	Forecasting Models - Historical Data
F-8	Assumptions

Customer Forecast

Year	Customer Base
1998	530,251
1999	543,660
2000	560,100
2001	575,780
2002	590,199
2003	604,901
2004	619,535
2005	635,748
2006	653,706
2007	666,354
2008	671,707
2009	679,941
2010	692,676
2011	708,020
2012	724,250
2013	741,160
2014	758,743
2015	776,706
2016	794,739
2017	813,276

Average Annual Customer Growth Rates

1998-2007	2.6%
2008-2017	2.1%

Average Annual Absolute Customer Growth

1998-2007	15,123
2008-2017	15,730

**Economic Assumptions
Average Annual Growth Rate
(AAGR)**

	1998-2007	2008-2017
Florida Population	2.3%	2.0%
Persons Per Household	0.0%	-0.4%
Real Household Income	1.6%	1.3%
Construction Employment	4.1%	2.7%
Commercial Employment	2.4%	2.2%
Governmental Employment	0.7%	1.5%
Industrial Employment	-0.9%	-0.6%
Commercial Output	4.1%	3.9%
Governmental Output	1.0%	2.0%
Industrial Output	2.5%	2.2%
Industrial Production Index (Manuf.)	2.4%	1.0%

**Real Price of Electricity
(\$/MWH)**

	Residential	Commercial	Industrial	Governmental
1998	61.70	49.94	41.28	48.50
1999	60.54	48.78	41.57	47.57
2000	60.78	49.44	42.24	48.23
2001	62.45	51.58	44.18	50.58
2002	65.57	55.02	47.49	53.97
2003	64.12	54.18	46.82	52.91
2004	67.05	57.09	49.64	55.86
2005	64.99	54.83	47.98	53.75
2006	67.42	61.19	54.29	60.01
2007	67.43	62.00	56.46	60.72
2008	67.70	60.73	55.31	59.38
2009	67.67	60.66	55.39	59.10
2010	67.77	59.54	54.55	57.84
2011	67.89	58.16	53.30	56.43
2012	67.88	57.49	52.78	55.65
2013	67.87	57.77	53.29	55.67
2014	67.83	58.14	53.75	55.86
2015	67.78	58.56	54.26	56.11
2016	67.73	59.33	55.19	56.64
2017	67.67	60.56	56.51	57.63
	Average Annual Growth Rate			
1998-2007	1.0%	2.4%	3.5%	2.5%
2008-2017	0.0%	0.0%	0.2%	-0.3%

**Per-Customer Energy Consumption
(kWh/Customer)**

	Total Retail	Total Excluding Phosphate
1998	30,226	27,358
1999	29,071	26,865
2000	29,705	27,370
2001	29,483	27,460
2002	30,371	28,039
2003	30,166	28,058
2004	29,759	27,777
2005	29,747	27,940
2006	29,103	27,673
2007	29,313	27,739
2008	29,322	27,781
2009	29,404	27,846
2010	29,391	27,860
2011	29,318	27,821
2012	29,243	27,779
2013	29,169	27,739
2014	29,098	27,700
2015	29,035	27,672
2016	28,990	27,658
2017	28,952	27,650

Average Annual Growth Rates

1998-2007	-0.3% ⁽¹⁾	0.2%
2008-2017	-0.1%	-0.1%

Average Annual Absolute Growth

1998-2007	(101)	42
2008-2017	(41)	(15)

(1) Total Retail includes phosphate energy, which can be very volatile, thereby distorting the actual customer usage trend. Therefore, removal of phosphate energy provides the actual customer usage trend.

**Retail Energy Sales
(GWH)**

	Total Retail	Total Excluding Phosphate
1998	16,027	14,505
1999	15,805	14,604
2000	16,638	15,329
2001	16,976	15,810
2002	17,925	16,547
2003	18,247	16,971
2004	18,437	17,208
2005	18,911	17,762
2006	19,025	18,089
2007	19,533	18,483
2008	19,696	18,659
2009	19,993	18,933
2010	20,358	19,297
2011	20,758	19,697
2012	21,179	20,118
2013	21,619	20,558
2014	22,078	21,016
2015	22,552	21,492
2016	23,040	21,980
2017	23,546	22,486

Average Annual Growth Rates

1998-2007	2.2%	2.7%
2008-2017	2.0%	2.1%

Average Annual Absolute Growth

1998-2007	390	442
2008-2017	428	425

**Per-Customer Peak Demand
(kW/Customer)**

	Winter	Summer
1998	5.11	6.16
1999	6.27	6.20
2000	6.13	5.90
2001	6.60	5.99
2002	6.12	6.16
2003	6.42	5.99
2004	5.40	6.03
2005	5.80	6.24
2006	5.72	6.13
2007	5.10	6.19
2008	6.36	6.17
2009	6.39	6.19
2010	6.38	6.19
2011	6.37	6.18
2012	6.36	6.17
2013	6.34	6.16
2014	6.33	6.15
2015	6.32	6.14
2016	6.31	6.13
2017	6.31	6.13

Average Annual Growth Rates

1998-2007	0.0%	0.1%
2008-2017	-0.1%	-0.1%

Average Annual Absolute Growth

1998-2007	0.00	0.00
2008-2017	-0.01	-0.01

**Peak Demand
(MW)**

	Winter	Summer
1998	2,710	3,266
1999	3,409	3,372
2000	3,435	3,303
2001	3,801	3,448
2002	3,612	3,634
2003	3,881	3,623
2004	3,344	3,737
2005	3,686	3,968
2006	3,736	4,010
2007	3,398	4,123
2008	4,275	4,144
2009	4,345	4,206
2010	4,419	4,290
2011	4,509	4,379
2012	4,603	4,470
2013	4,701	4,567
2014	4,804	4,667
2015	4,910	4,770
2016	5,017	4,874
2017	5,129	4,983

Average Annual Growth Rates

1998-2007	2.5%	2.6%
2008-2017	2.0%	2.1%

Average Annual Absolute Growth

1998-2007	76	95
2008-2017	95	93

**Firm Peak Demand
(MW)**

	Winter	Summer
1998	2,332	2,945
1999	2,990	3,069
2000	3,009	3,067
2001	3,407	3,165
2002	3,259	3,318
2003	3,455	3,351
2004	2,936	3,445
2005	3,287	3,725
2006	3,523	3,769
2007	3,127	3,876
2008	3,955	3,889
2009	4,020	3,943
2010	4,088	4,020
2011	4,171	4,101
2012	4,257	4,183
2013	4,346	4,272
2014	4,440	4,363
2015	4,536	4,459
2016	4,638	4,558
2017	4,744	4,662
Average Annual Growth Rates		
1998-2007	3.3%	3.1%
2008-2017	2.0%	2.0%
Average Annual Absolute Growth		
1998-2007	88	103
2008-2017	88	86

**Load Factor
(%)**

	Winter	Summer
1998	67.5%	56.0%
1999	52.9%	53.5%
2000	55.3%	57.5%
2001	51.0%	56.2%
2002	56.7%	56.3%
2003	53.6%	57.4%
2004	62.9%	56.3%
2005	58.6%	54.4%
2006	58.1%	54.2%
2007	65.6%	54.1%
2008	52.6%	54.3%
2009	52.5%	54.3%
2010	52.6%	54.2%
2011	52.6%	54.1%
2012	52.5%	54.1%
2013	52.5%	54.0%
2014	52.5%	54.0%
2015	52.4%	54.0%
2016	52.4%	54.0%
2017	52.4%	53.9%
Average Annual Growth Rates		
1998-2007	-0.3%	-0.4%
2008-2017	0.0%	-0.1%