

JEA demand forecasting: follow-up discussion

DISCUSSION DOCUMENT

December 19 2018



Building Community

PowerIQ-generated view predicts 15% higher sales by 2030 than JEA base case given lower DG losses

Demand forecast, millions of MWh

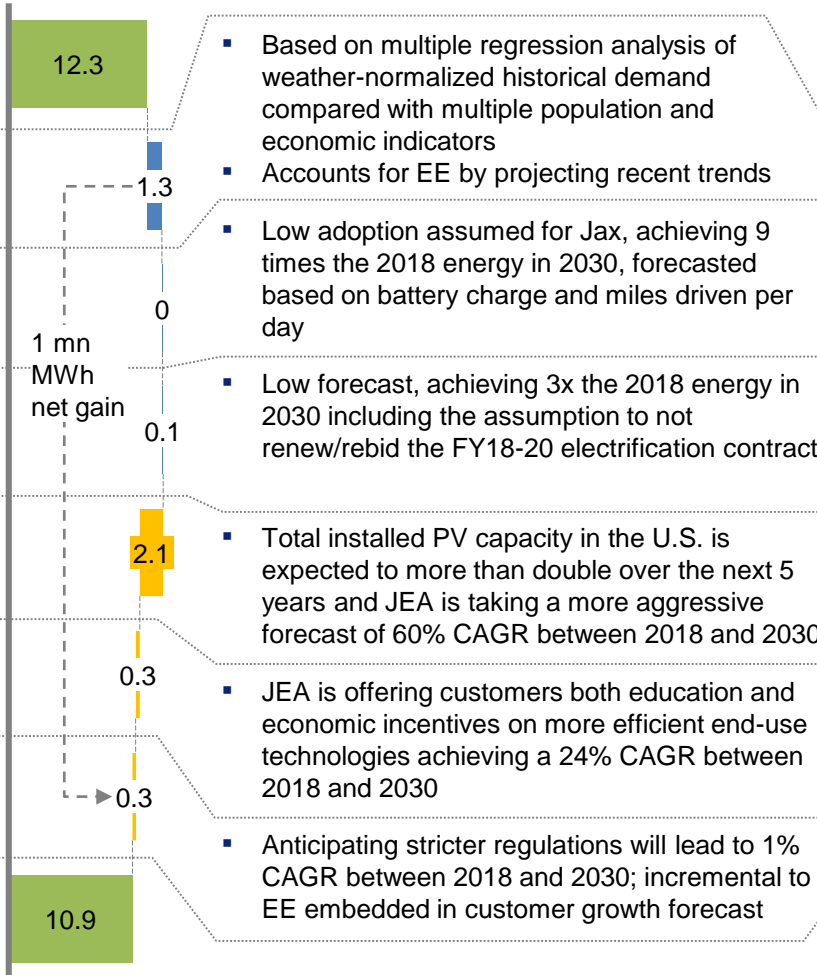
PRELIMINARY WORKING DRAFT

Details to follow

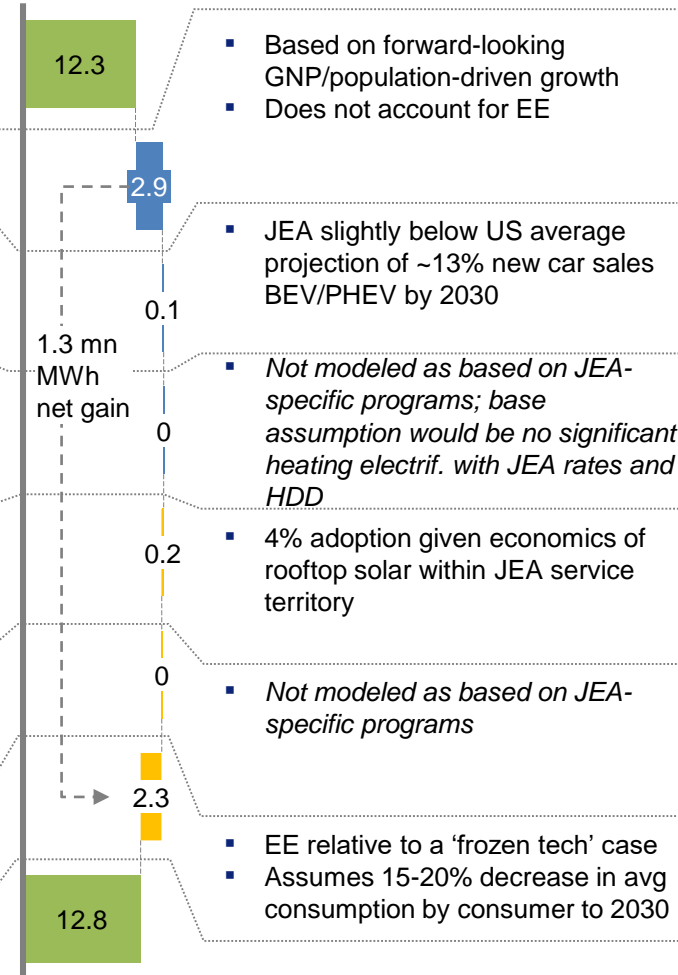
JEA

PowerIQ

2018 sales



- Based on multiple regression analysis of weather-normalized historical demand compared with multiple population and economic indicators
- Accounts for EE by projecting recent trends
- Low adoption assumed for Jax, achieving 9 times the 2018 energy in 2030, forecasted based on battery charge and miles driven per day
- Low forecast, achieving 3x the 2018 energy in 2030 including the assumption to not renew/rebid the FY18-20 electrification contract
- Total installed PV capacity in the U.S. is expected to more than double over the next 5 years and JEA is taking a more aggressive forecast of 60% CAGR between 2018 and 2030
- JEA is offering customers both education and economic incentives on more efficient end-use technologies achieving a 24% CAGR between 2018 and 2030
- Anticipating stricter regulations will lead to 1% CAGR between 2018 and 2030; incremental to EE embedded in customer growth forecast



- Based on forward-looking GNP/population-driven growth
- Does not account for EE
- JEA slightly below US average projection of ~13% new car sales BEV/PHEV by 2030
- Not modeled as based on JEA-specific programs; base assumption would be no significant heating electrif. with JEA rates and HDD
- 4% adoption given economics of rooftop solar within JEA service territory
- Not modeled as based on JEA-specific programs
- EE relative to a 'frozen tech' case
- Assumes 15-20% decrease in avg consumption by consumer to 2030