

# Status Quo Baseline - SLT assumptions final discussion

# DRAFT



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# Energy Sales

Updated since previous SLT  
(previous version)

Key metric	2019	2025	2030	Source / rationale
<b>1 Customer growth</b>				
Population (thousands)	969	1,050	1,115	Moody's Duval county forecast
GDP (Duval, Total, (Mil. Ch. 2009 USD))	55,930	70,030	80,635	Moody's Duval county forecast
Median household income	57,204	76,609	93,258	Moody's Duval county forecast
<b>2 Energy efficiency</b>				
Residential efficiency (kWh/customer)	12.5	11.5	11.3	Appliance-level adoption assumptions
Commercial efficiency (kWh/customer)	77.5	69.6	68.8	Appliance-level adoption assumptions
Industrial per-capita consumption (kWh/customer)		Constant		JEA customer forecast
<b>Cost</b>				
Residential solar cost (\$/W)	\$2.65	\$1.41	\$1.17	2018 solar cost forecast model
Residential storage cost (\$/W/system)	\$0.42	\$0.23	\$0.19	2018 storage cost forecast model
C&I solar cost (\$/W)	\$1.58	\$1.12	\$0.91	GTM solar cost projection
Retail electricity price (R) (\$/kWh)	0.103	<b>0.110 (new)</b>	<b>0.126 (-.118)</b>	Baseline (current projection) assumptions
<b>3 Distributed generation (DG) (solar)</b>				
Incentives in place	ITC through 2022, battery rebate through 2030			Current regulation
Residential storage backup value (\$/year)	\$200	\$200	\$200	Internal estimate based on sales trends
Self-consumption (w/o battery) <sup>1</sup>	65%	65%	65%	Solar output and household consumption curves
Retail electricity price (C&I) - weighted solar (\$/kWh)	<b>\$0.07 (new)</b>	<b>\$0.08 (new)</b>	<b>\$0.09 (new)</b>	Baseline (current projection) assumptions
Developer hurdle (% IRR)	9%	9%	9%	Appetite for commercial offtaker risk & new market
Pre-parity adoption (residential, C&I)	0.10%	0.10%	0.10%	In line with historic pre-parity adoption trends
Post-parity adoption (C&I developer economics)	<b>1.25% (new)</b>	<b>1.25% (new)</b>	<b>1.25% (new)</b>	High end of historic post-parity adoption trends
Post-parity adoption (Resi customer economics)	1.00%	1.00%	1.00%	High end of historic post-parity adoption trends
Post-parity adoption (Resi developer economics)	<b>1.50% (new)</b>	<b>1.50% (new)</b>	<b>1.50% (new)</b>	High end of historic post-parity adoption trends
Annual adoption (kW)	475	475	475	Consistent with national trends over past decade
Economically viable for broad customer base	No			Consistent with national trends
<b>4 DG (non-solar)</b>				
Consumption per BEV (weighted, MWh)	3,850	3,208	2,750	Current efficiencies and estimate of improvements
<b>5 Electric vehicles (EV)</b>				
EVs in fleet (#)	1,968	12,635	30,751	2018 EV growth forecast model
EV penetration (%)	0.30%	1.60%	3.60%	2018 EV growth forecast model, current JEA fleet

<sup>1</sup> Assumes battery part of most installations by mid-2020s