

**PUC's:  
A Resource for  
SEO's?**

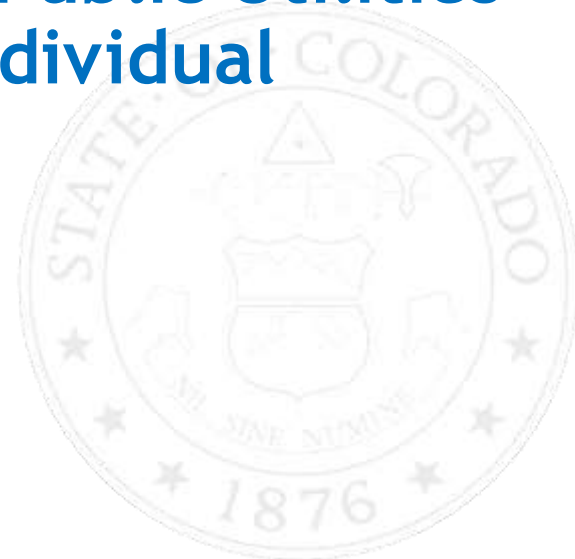
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**Jeffrey Ackermann, Chair  
Colorado Public Utilities Commission**



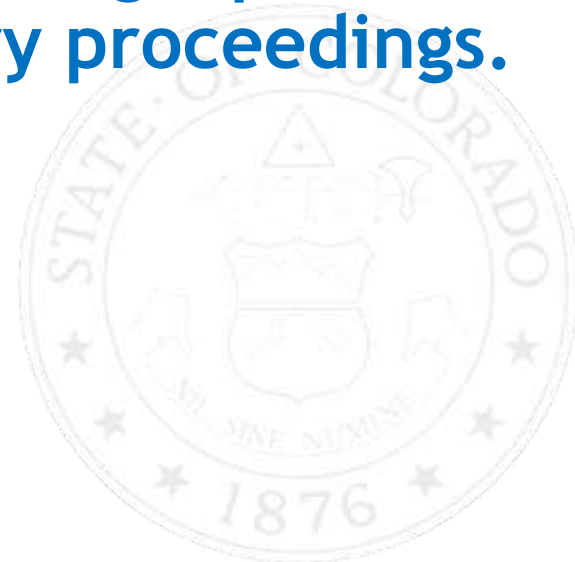
# Disclaimer

The views expressed in this presentation are those of the presenter and do not necessarily reflect the views of the Colorado Public Utilities Commission or any other individual Commissioner.



# Two Points:

1. Understand the utility regulatory process.
2. Understand where your SEO strategic plan intersects with utility regulatory proceedings.



# The Utility Regulatory Process

- **Extremely formal decision making**
  - **Gaining Access: Becoming a Party**
  - **Contributing to the Record: Testimony/Cross-exam**
  - **Knowing the Boundaries: Statutes and Rules**



# The PUC & Your Strategic Plan

SEO Strategy	PUC Proceeding(s)
<ul style="list-style-type: none"><li>• “Clean energy” market promotion</li><li>• Statewide energy resource advocacy</li></ul>	<ul style="list-style-type: none"><li>• Electric/Integrated Resource Planning</li></ul>
<ul style="list-style-type: none"><li>• Customer-sited electric generation<ul style="list-style-type: none"><li>• (PV; net metering; etc.)</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Rules promulgating/revising</li><li>• RE Plans/Compliance filings</li><li>• Rate Design</li></ul>
<ul style="list-style-type: none"><li>• Energy Efficiency advocacy/market development</li></ul>	<ul style="list-style-type: none"><li>• Demand Side Management (DSM)</li></ul>
<ul style="list-style-type: none"><li>• Low-Income Utility Consumer Advocacy</li></ul>	<ul style="list-style-type: none"><li>• DSM</li><li>• Payment Assistance/Customer Service</li></ul>