



American Public Power Association

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MEMORANDUM

TO: Officials of Public Power Systems

FROM: Scott Choate, Manager of Statistics

SUBJECT: 2002 Data on Revenue per Kilowatt-hour

As an APPA member service, enclosed is a summary of average revenue per kilowatt-hour for U.S. electric utilities for calendar year 2002. The report contains:

- 1. Definitions of new terminology used to report sales and revenues**
- 2. Summary of Full Service vs. Unbundled (retail choice) Sales**
- 3. United States averages - by type of ownership**
State averages (for your state) - by type of ownership
Individual averages for each utility in your state

Note that the report showing each utility's average revenue per kilowatt-hour for residential, commercial, and industrial consumer classes covers full service sales only, so average values for states with retail choice do not include sales to customers that purchase power from alternate energy suppliers.

Revenue per kilowatt-hour was calculated by APPA from 2002 data reported by each utility to the U.S. Department of Energy, Energy Information Administration on Form EIA-861. These calculations can help you compare your average rate level with other utilities in your state. If you would like an electronic version of the file for all states, or if you have any questions, contact me at (202) 467-2969 or schoate@appanet.org.

Enclosure

Explanation of New Terminology for Sales and Revenue Data

Changes in the electric utility industry and to the Energy Information Administration's (EIA) data collection process have resulted in some new terminology. Below is an explanation of the new terminology used by EIA for sales and revenues reported by U.S. electric utilities.

Full Service Sales – (also referred to as “bundled” sales) are sales by a utility to a customer where the utility provides both the energy and the delivery service. Note that a utility can provide energy either by generating power or by purchasing wholesale power to sell to its customers. These full service sales occur in states that have not enacted retail choice as well as in retail choice states when the customer elects to remain with the standard provider for both energy and delivery service.

Energy Only Sales – in retail choice states, this is the power supply portion of the customer's bill if the customer chooses a supplier that is **not** the standard provider for its service territory.

Delivery Only Sales – in retail choice states, this is the distribution portion of the customer's bill if the customer chooses a supplier that is **not** the standard provider for its service territory. (When a customer in a retail choice state elects to receive energy service from a provider other than the local utility, then the local utility providing the delivery service records the sale as a “delivery only” sale.)

Unbundled Sales – the sum of the delivery only sales and the energy only sales. Since the energy service suppliers are required to report their sales to customers grouped by the state where the customers reside, unbundled sales can only be summed on a state or national level.

The methodology used by the Energy Information Administration is:

$$\frac{\text{Delivery Only Revenue} + \text{Energy Only Revenue}}{\text{Energy Only Sales (Mwh)}}$$

Other notes on the data:

In theory, the “Delivery Only” MWH sales and the “Energy Only” MWH sales should be equal in every state. However, that is not true in any state for the 2002 data. In fact, many states have large differences in the Energy Only MWH sales and the Delivery Only MWH sales. The likely reason for this is reporting errors or incomplete data. Until there is consistency in the reporting of sales and revenues, analysis of the impact of retail choice is extremely difficult.

Full Service Sales vs. Unbundled (retail choice) Sales

		Residential <u>Rev/kWh</u>	Commercial <u>Rev/kWh</u>	Industrial <u>Rev/kWh</u>
All U.S. Customers				
	Full Service Sales	8.3	7.6	4.7
	Unbundled Sales	12.8	10.1	8.3
	Total: All Customers	8.5	7.9	4.9
<u>By State</u>				
California	Full Service Sales	12.6	14.1	10.1
	Unbundled Sales	13.8	11.5	13.4
Connecticut	Full Service Sales	11.0	9.3	7.7
	Unbundled Sales	10.9	n/a	7.2
Delaware	Full Service Sales	8.7	7.2	5.2
	Unbundled Sales	n/a	4.1	4.5
Illinois	Full Service Sales	8.4	7.4	4.7
	Unbundled Sales	n/a	8.0	6.1
Maine	Full Service Sales	13.0	12.6	6.7
	Unbundled Sales	11.9	10.3	14.2
Maryland	Full Service Sales	7.7	6.4	3.5
	Unbundled Sales	7.1	5.3	20.4
Massachusetts	Full Service Sales	10.9	10.2	8.6
	Unbundled Sales	24.0	9.9	9.5
Michigan	Full Service Sales	8.3	7.5	5.0
	Unbundled Sales	n/a	5.7	4.6
Montana	Full Service Sales	7.2	6.5	3.9
	Unbundled Sales	22.7	7.3	3.5
New Hampshire	Full Service Sales	11.8	10.1	8.9
	Unbundled Sales	10.2	12.6	6.4
New Jersey	Full Service Sales	10.4	8.9	7.7
	Unbundled Sales	9.6	6.7	17.1
New York	Full Service Sales	13.5	12.1	4.6
	Unbundled Sales	15.9	13.8	9.8
Ohio	Full Service Sales	8.0	7.6	4.6
	Unbundled Sales	10.9	7.9	4.9

Average Revenue per kWh, 2002

(in cents)

United States and Kansas

	<u>Residential</u> Rev/kWh	<u>Commercial</u> Rev/kWh	<u>Industrial</u> Rev/kWh
<u>U.S. Utilities</u>			
Publicly Owned	7.6	7.2	4.9
Investor-Owned	8.7	7.8	4.9
Cooperative	7.8	7.1	4.2
<u>Kansas</u>			
Publicly Owned	8.0	7.0	4.3
Investor-Owned	7.2	5.8	4.5
Cooperative	9.7	8.6	5.6
<u>Kansas</u>			
<u>Publicly Owned</u>			
Alma, City of	8.4	8.1	7.6
Altamont, City of	8.1	0.0	0.0
Anthony, City of	7.1	7.2	0.0
Arcadia, City of	8.4	3.3	0.0
Arma, City of	12.0	8.9	1.4
Ashland, City of	9.1	8.3	0.0
Attica, City of	6.7	8.0	9.7
Augusta, City of	8.0	7.1	0.0
Axtell, City of	6.6	8.4	0.0
Baldwin City, City of	11.0	9.7	0.0
Belleville, City of	12.3	9.2	0.0
Beloit, City of	6.8	7.4	4.4
Blue Mound, City of	11.3	0.0	0.0
Bronson, City of	9.7	7.6	0.0
Burlingame, City of	9.3	8.5	0.0
Burlington, City of	7.5	7.0	5.9
Cawker City, City of	7.4	12.6	0.0
Centralia, City of	9.7	8.3	0.0
Chanute, City of	8.1	7.5	3.8
Chapman, City of	8.1	8.9	0.0
Chetopa, City of	8.2	6.7	0.0
Cimarron, City of	8.1	8.1	15.1
City of Savonburg	9.9	9.2	0.0
Clay Center Public Utilities	8.2	8.8	6.6
Coffeyville, City of	7.6	7.4	3.5
Colby, City of	7.2	7.2	6.2
Dighton, City of	10.2	9.7	0.0

	Residential	Commercial	Industrial
	<u>Rev/kWh</u>	<u>Rev/kWh</u>	<u>Rev/kWh</u>
Ellinwood, City of	9.9	9.9	0.0
Elsmore, City of	9.3	11.5	0.0
Elwood, City of	9.8	8.8	5.6
Enterprise, City of	7.9	4.8	4.9
Erie Municipal Light & Power	8.7	7.8	7.1
Eudora, City of	8.5	7.7	6.1
Fredonia Municipal Power Plant	9.0	8.7	0.0
Galva, City of	8.3	8.1	0.0
Garden City, City of	9.4	7.7	6.9
Gardner, City of	8.8	7.6	6.3
Garnett, City of	9.3	9.1	8.1
Girard, City of	9.3	9.4	6.7
Glasco, City of	9.0	9.5	0.0
Glen Elder, City of	6.5	10.4	0.0
Goodland, City of	8.9	9.9	8.6
Greensburg, City of	8.5	7.7	0.0
Haven, City of	8.3	7.9	0.0
Herington, City of	9.0	9.0	0.0
Herndon, City of	9.2	9.1	0.0
Hill City, City of	9.3	8.6	0.0
Hillsboro, City of	9.3	8.9	0.0
Hoisington, City of	7.3	5.4	16.6
Holton, City of	7.5	7.2	4.5
Holyrood, City of	9.6	9.7	0.0
Horton, City of	8.9	8.9	8.9
Hugoton, City of	10.2	11.2	0.0
Iola, City of	6.4	5.6	3.7
Isabel, City of	9.7	11.5	0.0
Iuka, City of	7.8	10.3	0.0
Jetmore, City of	7.6	6.4	0.0
Johnson City, City of	9.3	9.4	7.1
Kansas City Board of Public Utilities	7.4	6.2	4.1
Kingman, City of	9.9	9.5	7.6
Kiowa, City of	7.8	8.4	8.3
La Crosse, City of	11.7	11.1	8.5
La Harpe, City of	8.5	8.8	0.0
Lakin, City of	13.6	13.8	0.0
Larned, City of	9.0	7.8	7.9
Lincoln Center, City of	7.7	8.4	7.6
Lindsborg, City of	8.1	8.1	0.0
Lucas, City of	9.1	8.1	7.9
Luray, City of	8.9	8.1	0.0
Mankato, City of	7.1	8.1	5.7
Marion, City of	11.2	7.1	9.3
McPherson Board of Public Utilities	4.3	4.5	2.9
Meade, City of	12.7	9.5	11.5
Minneapolis, City of	8.4	7.3	7.0

	Residential	Commercial	Industrial
	<u>Rev/kWh</u>	<u>Rev/kWh</u>	<u>Rev/kWh</u>
Montezuma, City of	8.7	9.5	0.0
Moran, City of	8.6	7.1	0.0
Morrill, City of	7.6	9.9	8.8
Moundridge, City of	6.9	6.3	5.3
Mount Hope, City of	9.0	7.6	0.0
Mulberry Municipal Light Plant	10.3	10.3	0.0
Mulvane, City of	7.6	7.4	0.0
Muscotah, City of	8.8	10.3	0.0
Neodesha, City of	9.5	9.0	7.7
Norton, City of	8.8	8.0	7.2
Oakley, City of	8.3	7.9	6.0
Oberlin, City of	10.0	9.3	0.0
Osage City, City of	9.6	8.4	8.0
Osawatomie, City of	9.3	8.4	9.7
Osborne, City of	7.7	9.8	7.4
Ottawa, City of	8.2	5.2	6.9
Oxford, City of	7.5	7.6	8.3
Pomona, City of	5.8	5.0	0.0
Pratt, City of	9.8	9.5	5.8
Prescott, City of	8.8	7.4	0.0
Radium, City of	6.4	0.0	0.0
Robinson, City of	7.2	7.2	0.0
Russell, City of	7.0	7.2	4.8
Sabetha Municipal Light Department	7.2	8.7	6.3
Scranton, City of	8.9	8.9	0.0
Seneca, City of	7.3	6.4	6.9
Seward, City of	7.7	16.5	0.0
Sharon Springs, City of	12.0	11.3	11.5
St. Francis, City of	11.1	11.5	0.0
St. John, City of	9.1	10.0	0.0
St. Marys, City of	7.7	8.0	0.0
Stafford, City of	8.6	8.1	0.0
Sterling, City of	9.7	8.9	0.0
Stockton, City of	10.0	9.1	8.7
Summerfield, Town of	6.9	6.9	0.0
Toronto, City of	8.1	8.3	0.0
Troy, City of	8.7	7.6	0.0
Udall, City of	8.6	10.2	0.0
Vermillion, City of	9.6	9.8	0.0
Wamego, City of	8.1	8.9	5.8
Washington Municipal Power Plant	9.7	7.8	0.0
Waterville, City of	8.9	11.1	0.0
Wathena, City of	8.8	8.3	0.0
Wellington Electric Utilities	8.3	7.8	6.6
Winfield, City of	8.5	8.1	5.1

Kansas

	Residential <u>Rev/kWh</u>	Commercial <u>Rev/kWh</u>	Industrial <u>Rev/kWh</u>
<u>Investor-Owned</u>			
Aquila Inc	8.0	7.1	4.2
Empire District Electric Co	6.6	7.1	4.8
Kansas City Power & Light Co	7.2	6.1	5.5
Kansas Gas & Electric Co	7.7	6.4	4.5
Southwestern Public Service Co	32.9	6.2	0.0
Westar Energy, Inc.	6.7	5.2	4.4
Kansas			
<u>Cooperative</u>			
Alfalfa Electric Coop, Inc	7.6	8.9	0.0
Ark Valley Elec Coop Assn, Inc	11.7	10.8	8.4
Bluestem Electric Coop, Inc	10.7	11.4	6.4
Brown-Atchison E C A Inc	10.0	9.4	0.0
Butler Rural El Coop Assn, Inc	9.9	9.1	3.9
Caney Valley El Coop Assn, Inc	12.0	11.8	11.6
CMS Electric Coop Inc	9.8	9.5	11.4
D S & O Rural E C A, Inc	9.7	8.9	6.4
Doniphan Elec Coop Assn, Inc	7.9	8.1	0.0
Flint Hills Rural E C A, Inc	10.7	9.1	0.0
Heartland Rural Elec Coop, Inc	10.6	9.1	0.0
Kaw Valley Electric Coop Inc	8.3	8.3	6.4
Lane-Scott Electric Coop, Inc	10.3	9.4	0.0
Leavenworth-Jefferson E C, Inc	10.1	7.9	0.0
Lyon-Coffey Electric Coop, Inc	10.3	10.7	8.0
Midwest Energy Inc	8.2	7.5	6.7
Nemaha-Marshall E C A, Inc	7.3	8.3	0.0
Ninnescah Rural E C A Inc	10.6	9.8	5.3
Pioneer Electric Coop, Inc	9.2	8.7	4.6
Prairie Land Electric Coop Inc	10.0	9.1	0.0
Radiant Electric Coop, Inc	10.5	9.3	0.0
Sedgwick Cnty El Coop Assn Inc	8.8	8.2	5.2
Sumner-Cowley Elec Coop, Inc	11.8	9.8	0.0
Tri-County Electric Coop, Inc	10.8	11.5	0.0
Twin Valley Electric Coop, Inc	11.1	12.4	0.0
Victory Electric Coop Assn Inc	9.4	6.2	0.0
Western Coop Electric Assn Inc	10.2	8.3	0.0
Wheatland Electric Coop, Inc	11.1	10.3	5.9

Source: U.S. Department of Energy, Energy Information Administration, Form EIA-861, 2002 data.
Prepared March 2004 by the American Public Power Association, Department of Statistical Analysis.