

**PURC Advanced International Practices Program – Energy Pricing  
July 28 – August 1, 2025 - Gainesville, Florida**

**Tuesday, July 22**

*Online via Zoom* 8:30 – 10:30am

**Economics of Pricing Introduction**

**Ted Kury**

Refresh of the principles of market economics in English; non-technical explanation of economic concepts used during the program; overview of Rate of Return, Price Caps and Revenue Caps

**Monday, July 28**

**Tuesday, July 29**

**Wednesday, July 30**

**Thursday, July 31**

**Friday, August 1**

<p><i>Session 1</i> 9:00 – 10:45</p> <p><b>Introduction, Purpose and Objectives</b></p> <p><b>Ted Kury</b> Description of the cost allocation methods and pricing models to be used throughout the course</p>	<p><i>Session 5</i> 9:00 – 10:45</p> <p><b>Establishing the Revenue Requirement</b></p> <p><b>Ted Kury</b> Choosing methods of regulation; analyzing investments; asset valuation; moving from financial statements to revenue requirement</p>	<p><i>Session 9</i> 9:00 – 10:30</p> <p><b>Case Study in Adjusting Financial Statements</b></p> <p><b>Ted Kury</b> Identifying trends and inconsistencies; comparing financial results with operating facts; analyzing financial performance; cross sector lessons</p>	<p><i>Session 13</i> 9:00 – 10:30</p> <p><b>Rate Investigations and Settlements</b></p> <p><b>Walt Trierweiler</b> Considerations for a rate proceeding; the settlements process</p>	<p><i>Session 17</i> 9:00 – 10:45</p> <p><b>Electric Case Study Debriefing</b></p> <p><b>Ted Kury</b> Group discussion of electricity study results; compare and contrast different rate designs</p>
<p><i>Session 2</i> 11:00 – 12:30</p> <p><b>Considerations for Market Structure</b></p> <p><b>Ted Kury</b> What is reform and restructuring? Why do markets reform? Components of the system; structure of the industry</p>	<p><i>Session 6</i> 11:00 – 12:30</p> <p><b>Demand and Load Forecasting</b></p> <p><b>Ted Kury</b> Purpose of demand and load forecasting; identifying load drivers; forecasting techniques and applications</p>	<p><i>Session 10</i> 11:00 – 12:30</p> <p><b>Cost of Service Approaches in Energy</b></p> <p><b>Ted Kury</b> Determine customer classes; identifying costs and assignment methods; policy and social considerations; introduction of case study</p>	<p><i>Session 14</i> 10:45 – 12:15</p> <p><b>Challenges in Environmental Issues</b></p> <p><b>Cedric Wilson</b> Impacts of regulation on renewable energy use and energy efficiency; example policies for renewable energy and efficiency; policy options and impacts of climate change issues</p>	<p><i>Session 18</i> 11:00 – 12:30</p> <p><b>Operator's Perspective on Ratemaking</b></p> <p><b>Michael Dybevic</b> Operator's perspective on the critical features of financial targets, rate design and political environment</p>
<p><i>Session 3</i> 1:30 – 3:00</p> <p><b>Setting the Base for Regulating Monopoly Prices and Sector Performance: Analyzing and Using Financial Statements</b></p> <p><b>Ted Kury</b> Establishing and enforcing uniform systems of accounts; establishing accounting separations procedures; priorities in auditing and review financial statement; examples of problems</p>	<p><i>Session 7</i> 1:30 – 3:00</p> <p><b>Adjusting Financial Statements for Ratemaking</b></p> <p><b>Ted Kury</b> Standards for accepting investment, revenue and expense data for ratemaking purposes; cases and examples of regulatory decisions; setting investment benchmarks; making financial adjustments; introduction of energy case study</p>	<p><i>Session 11</i> 1:30 – 3:00</p> <p><b>Organizational Challenges and Price Reviews</b></p> <p><b>Cedric Wilson</b> Identifying challenges with price reviews; small group exchange of ideas; small group presentations</p>	<p><i>Session 15</i> 1:30 – 3:00</p> <p><b>Economics of Rate Design</b></p> <p><b>Ted Kury</b> Calculating multi-part tariffs; developing a menu of tariff options; pricing by time and/or location; distributed generation tariffs in an island system (also includes DSM deployment); accounting for incentives for efficiency and conservation; rate design considerations for renewable energy</p>	<p><i>Session 19</i> 1:30 – 2:45</p> <p><b>Action Plans</b></p> <p><b>Araceli Castaneda</b> Develop and presentation of individual action plans; think strategically about your relationships; develop a system of accountability; give and receive critical feedback</p>
<p><i>Session 4</i> 3:15 – 5:00</p> <p><b>Taking a Balcony Point of View</b></p> <p><b>Araceli Castaneda, Mark Jamison</b> Seeing beyond your vision in stakeholder perceptions; stepping back while staying in the action; mapping stakeholder interests; understanding players' pressures and responses</p>	<p><i>Session 8</i> 3:15 – 5:00</p> <p><b>Thinking Strategically About a Price Review</b></p> <p><b>Araceli Castaneda, Mark Jamison</b> Identifying relationships with stakeholders; developing and implementing stakeholder strategies; understanding the roles and perspectives of those in authority; staying independent while engaging the stakeholders</p>	<p><i>Session 12</i> 3:15 – 5:00</p> <p><b>Team Exercise in Electric Cost of Service</b></p> <p><b>Ted Kury</b> Teams work with model cost of service study; determine appropriate cost allocators; determine proper cost categories; allocate costs between customer classes</p>	<p><i>Session 16</i> 3:15 – 5:00</p> <p><b>Team Exercise in Electric Rate Design</b></p> <p><b>Ted Kury</b> Teams complete their decisions and calculations for case study and report their results; teams must consider revenue sufficiency of tariffs; teams must consider cross-subsidies and potential consequences</p>	<p><i>Session 20</i> 3:00 – 4:00</p> <p><b>Tying the Pieces Together and Key Lessons</b></p>