

BEFORE THE NEW MEXICO PUBLIC REGULATION COMMISSION

**IN THE MATTER OF THE APPLICATION)
TO TERMINATE PUBLIC SERVICE)
COMPANY OF NEW MEXICO'S SKY BLUE)
VOLUNTARY RENEWABLE ENERGY)
PROGRAM)**

Case No. 25-00XXX-UT

**PUBLIC SERVICE COMPANY OF NEW)
MEXICO,)**

Applicant)

_____)

DIRECT TESTIMONY

OF

DRU E. JONES

October 31, 2025

NMPRC CASE NO. 25-00__-UT
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DRU E. JONES

WITNESS FOR
PUBLIC SERVICE COMPANY OF NEW MEXICO

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AFFIDAVIT

**DIRECT TESTIMONY
DRU E. JONES
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I. INTRODUCTION AND PURPOSE

Q. Please state your name, position, and business address.

A. My name is Dru E. Jones. I am the Product Development Project Manager at Public Service Company of New Mexico, (“PNM” or “Company”). My business address is 414 Silver Ave. SE, Albuquerque, NM 87102.

Q. Please summarize your educational background and professional qualifications.

A. My educational background and work experience are described in PNM Exhibit DEJ-1 attached hereto.

Q. Have you previously testified before the New Mexico Public Regulation Commission (“Commission” or “NMPRC”)?

A. Yes, I have. The cases I’ve previously testified before the Commission are listed on PNM Exhibit DEJ-1.

Q. Please describe your responsibilities as a product development project manager.

A. Since rejoining PNM in August 2022, my responsibilities include program design and evaluation focused on electrification and voluntary renewable energy programs. In this role, I have managed the Sky Blue program and have collaborated

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1 with various internal teams to ensure compliance with the requirements established
2 in the Sky Blue evaluation, NMPRC Case No. 21-00158-UT.

3
4 **Q. What is the purpose of your direct testimony in this case?**

5 **A.** The purpose of my testimony is to provide support for the termination of PNM Sky
6 Blue, a voluntary renewable energy program.¹ I will first provide background and
7 historical information about the Sky Blue program including information on the
8 evaluation of the program, then present the market research findings that support
9 this recommendation. I will discuss the possible transition of Sky Blue subscribers
10 to the New Mexico Community Solar program. Additionally, I will outline the
11 proposed communications budget for the termination process and detail the
12 marketing and customer notification strategies associated with ending the Sky Blue
13 program.

14
15 **II. SKY BLUE BACKGROUND INFORMATION**

16 **Q. Please summarize the history of the PNM Sky Blue program.**

17 **A.** PNM Sky Blue is a voluntary renewable energy program for residential and
18 business retail customers. Initially launched as a wind-only program in 2003, a
19 regulatory change with an effective date of May 1, 2013, means it now includes a
20 mix of wind and solar energy. The premium rate for participating in PNM Sky Blue
21 is \$0.017 per kWh above PNM's standard rates. Customers can purchase either 100

¹ See NMSA 1978, § 62-16-7 (2019), which generally describes voluntary renewable energy programs.

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1 kWh blocks of energy or a percentage of their electric consumption, up to a
2 “Maximum Stated Percentage” of 80% starting in 2020.

3 The solar energy for the program comes from a 1.5 MW allocation at PNM’s
4 Manzano Solar Energy Center in Valencia County, New Mexico (“Manzano”). The
5 wind energy is sourced from the New Mexico Wind Energy Center (“NMWEC”)
6 in Quay and De Baca Counties, New Mexico. The blend of solar and wind
7 generation is adjusted monthly based on sales and the relative costs of these
8 resources, maintaining a premium price of \$0.017 per kWh. Customers who
9 subscribe to the Sky Blue program also receive approximately a \$0.007 per kWh
10 Renewable Energy Rider credit for each kWh subscribed for a net price of
11 approximately \$0.01 per kWh.

12
13 **Q. What is the status of PNM’s Sky Blue program?**

14 **A.** PNM Sky Blue currently has approximately 2,850 subscribers. In 2024, a total of
15 16.9 GWh were subscribed through the program for an average of 1.4 GWh per
16 month that year. For the 2024 generation period, subscription to the program was
17 sufficient to permit the retirement of 13,497 wind renewable energy certificates
18 (RECs) (measured in MWh) and 3,429 solar RECs. For 2025 (Jan- Sept) 13.7 GWh
19 were subscribed through the program for an average of 1.5 GWh per month for
20 2025 thus far, sufficient to permit the retirement of 11,060 wind RECs (measured
21 in MWh) and 2,665 solar RECs. See PNM Exhibit DEJ-2.

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1 **Q. How do customers sign up for the Sky Blue program?**

2 **A.**Customers can sign up for the Sky Blue program through the “My Account”
3 function of PNM’s online billing system. Customers can also call PNM’s call center
4 (1-888-342-5766) and work with a Customer Experience Advisor to get signed up
5 for the Sky Blue program.

6

7 **Q. What motivated customers to participate in the Sky Blue program, and how**
8 **has that changed over time?**

9 **A.**Sky Blue, launched in 2003, was PNM's first and at that time only voluntary
10 renewable energy program. As New Mexico's pioneering voluntary program, it
11 offered early adopters a choice to source more renewable energy and pledge their
12 support for sustainability. Since then, the state has experienced a surge in rooftop
13 solar installations, driven by state and federal tax credits and favorable net energy
14 metering policies. The rise of electrified transportation has also transformed the
15 landscape, providing customers with more options to support sustainability.
16 However, over time, interest in the Sky Blue program has waned, with customer
17 participation declining approximately 16 customers each month. For residential
18 customers, other sustainability options like rooftop solar, electric vehicles, and
19 Community Solar make paying a premium for a voluntary renewable energy
20 program less appealing. For commercial customers, Sky Blue once signaled a
21 commitment to clean renewable energy, serving as a differentiator and
22 environmental stewardship. Today, as the grid is rapidly undergoing the energy

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1 transition, customers have more ways to be environmentally conscious other than
2 a premium green tariff program.

3

4 **Q. How many subscribers does the Sky Blue program have today in comparison**
5 **to May of 2022, when the Sky Blue evaluation began?**

6 **A.** In May 2022, the Sky Blue program had approximately 3,500 subscribers, while in
7 September 2025, the program had approximately 2,850 subscribers. The program
8 therefore has lost approximately 650 subscribers in that timeframe, or on average
9 the program lost 16 subscribers per month over this time period. Please see the
10 graph contained in PNM Exhibit DEJ-3, attached hereto.

11

12 **Q. Is Sky Blue PNM's only voluntary renewable energy program?**

13 **A.** No, PNM also offers the PNM Solar Direct program as a voluntary renewable
14 energy initiative. The Solar Direct program consists of a 50 MW solar facility
15 located in Rio Arriba County, New Mexico, situated on more than 400 acres of land
16 on the Jicarilla Apache Nation. Developed in Case No. 16-00158-UT and approved
17 by the Commission in March 2020.

18

19 **Q. Can large customers that subscribed to Sky Blue now subscribe to Solar**
20 **Direct?**

21 **A.** No, the PNM Solar Direct program is not available for new enrollment at this time.
22 The program reached full subscription shortly after its launch in the spring of 2022,

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1 with all capacity allocated to large commercial and governmental customers who
2 enrolled during the initial offering period.

3
4 **Q. How does the Sky Blue program compare with PNM's Solar Direct program?**

5 **A.** The programs differ in how they are applied to customer bills, the scale of
6 renewable resources allocated to each, and the subscription fees and credits applied.
7 Solar Direct is limited to either governmental or large load (minimum 2.5 MW
8 aggregate load) customers and is applied on a separate aggregate bill. Regarding
9 the generation resources, Sky Blue is supported by a 1.5 MW allocation from the
10 Manzano solar facility as well as the required generation to match subscriptions
11 from NMWEC, whereas Solar Direct utilizes a 50 MW solar facility located on the
12 Jicarilla Apache Nation.

13 Fundamentally, Sky Blue is structured as a premium or green pricing program,
14 enabling eligible customers to purchase renewable energy at a rate above standard
15 electricity charges and allow them to come and go at any time. In contrast, Solar
16 Direct operates as a long-term contractual subscriber-based green tariff program,
17 designed to meet the preferences of governmental, large commercial, and
18 manufacturing customers and use previous affordable pricing and economies of
19 scale to apply credits and fees across multiple accounts.

20 Participation requirements differ significantly between the two programs. Solar
21 Direct participants are required to make long-term contractual commitments and
22 are obligated to pay the full cost of the resources dedicated to the program.

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1 Conversely, Sky Blue participants retain the flexibility to enroll or withdraw from
2 the program at their discretion and are only responsible for program costs during
3 the months in which they participate.

4

5 **Q. Has PNM met the requirements set forth under the Sky Blue investigation,**
6 **Docket No. 21-00158-UT?**

7 **A.** Yes. PNM has complied with the requirements set out in the Sky Blue investigation,
8 Case No. 21-00158-UT. PNM has filed quarterly reports tracking the regulatory
9 asset balance which serves as the funding mechanism for the renewable energy
10 generation resources for the Sky Blue program, namely 1.5 MW of solar energy
11 from Manzano and the rest of the renewable energy generation comes from the
12 NMWEC. PNM has also completed a Sky Blue satisfaction survey to measure
13 subscribers' satisfaction with the program, which is described in greater detail under
14 the "Market Research" section of my testimony.

15

16 **Q. What were the possible outcomes of the Sky Blue evaluation?**

17 **A.** The Sky Blue evaluation identified three potential courses of action regarding the
18 future of the program:

19 1. Maintain the program in its current form, indicating that the existing structure
20 of the program is satisfactory to customers, and the program's financials
21 indicate the program is or will be self-sustaining.

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1 2. Modify or amend the program, suggesting that either customer satisfaction or
2 program financials are in good standing, but modifications are necessary to
3 improve program effectiveness or better meet customer needs.

4 3. Discontinue the program entirely, reflecting a determination that the program
5 is no longer viable or fails to deliver sufficient benefit to justify its continuation.

6

7 **Q. What metrics were required and evaluated to determine if the program should**
8 **be continued, modified, or terminated?**

9 **A. The metrics that PNM used to determine the future of the Sky Blue program were:**

- 10 • Customer Satisfaction
- 11 • Annual Energy Sales
- 12 • Accrual of the monetary balance of the regulatory asset

13 The first metric focused on customer experience and was valuable in understanding
14 customer's attitudes towards the Sky Blue program and voluntary renewable
15 programs in general. The second and third metrics are related and provide insight
16 into whether the program is or could be sustainable on program participation alone.

17

18 **Q. What is the outcome of the Customer Satisfaction Survey for the existing Sky**
19 **Blue subscribers?**

20 **A. The Market Research section of my testimony details the findings of the Customer**
21 **Satisfaction Survey.**

22

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1 **Q. What is the current state of the Sky Blue regulatory account balance?**

2 **A.** PNM has managed to significantly decrease the negative regulatory account
3 balance over the evaluation period in Case No. 21-00158-UT. By recruiting a large
4 commercial customer, the program has been able to reduce the regulatory account
5 balance from approximately -\$1.6 M in April of 2022, to approximately -\$230,000
6 in September of 2025, and PNM forecasts that based on the current trend, the
7 regulatory account balance may be close to or reach \$0 by July of 2026. Please note
8 that the regulatory account balance does not mean the overall revenue requirement
9 for the facilities, rather it represents the past under collection of the program.

10

11 **Q. What have total energy sales been for the Sky Blue program during the**
12 **evaluation period?**

13 **A.** 2022- 15,960 MWh

14 2023- 14,293 MWh

15 2024- 16,926 MWh

16 2025- 13,725 MWh

17 The 2025 energy sales include Sky Blue subscriptions through the month of
18 September.

19

20 **Q. Why does PNM recommend terminating the Sky Blue program rather than**
21 **continuing or modifying the program?**

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1 **A.** After carefully tracking the agreed-upon metrics used to evaluate the future of the
2 Sky Blue program, PNM is proposing to terminate the Sky Blue program. Although
3 the financials are trending in the right direction and projected to be out of the red
4 approximately July of 2026, PNM was unable to recruit and secure enough new
5 large customers willing to long term commitments to feel confident the program
6 would be able to sustain itself through the end of the depreciable life of the 1.5 MW
7 solar allocation from the Manzano Solar Facility which fully depreciates October
8 of 2043. When considering a modification, the current structure of the Sky Blue
9 program which has no commitments and allows customers to subscribe to as little
10 as a 100 kWh block creates challenges from a program design perspective regarding
11 financial sustainability and avoiding the need for non-participant subsidization.

12
13 **Q.** **What does PNM propose to do with the generation resources that currently**
14 **provide the renewable energy that serves the Sky Blue program?**

15 **A.** PNM proposes that, after the termination of Sky Blue, the 1.5 MW solar allocation
16 from Manzano and the renewable energy dedicated to the Sky Blue program from
17 the NMWEC be reallocated and used towards PNM's Renewable Portfolio
18 Standard (RPS) requirements given that they will no longer be associated with a
19 voluntary program.²

20
21 **Q.** **When does PNM propose to discontinue the Sky Blue program?**

² See NMSA 1978, § 62-16-4 (2019).

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1 **A.** PNM proposes to continue the program through July of 2026, which with the timing
2 of when the Sky Blue regulatory account balance will be at or as close as possible
3 to \$0. This timing will allow sufficient time to notify subscribers of the
4 discontinuance of the program and consider other options such as Community Solar
5 or behind-the-meter interconnection should they so choose.

6

7 **Q.** **What does PNM propose to do with the regulatory asset balance if it does not**
8 **reach \$0 by July 2026?**

9 **A.** PNM proposes to recover the minimal balance remaining in the regulatory asset
10 through the RPS. As mentioned previously, PNM has managed to recruit a large
11 commercial customer to the program that has significantly contributed to the
12 increase in monthly program revenues. This same customer has plans to soon
13 complete their own behind-the-meter renewable energy project which will reduce
14 their net consumption and thereby subscription to the program. The projection of
15 the program being in a net neutral financial position in July of 2026 is under the
16 assumption this large commercial customer continues its participation at the current
17 subscription level. In the event the customer's energy project comes online sooner,
18 the program will likely not achieve the net neutral financial position as projected
19 July of 2026. See PNM Exhibit DEJ-6.

20 PNM will continue to manage the program through the operational wind down
21 process and propose to reallocate the program generation resources and associated
22 regulatory asset balance as of July 1, 2026, into the PNM RPS.

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III. MARKET RESEARCH

Q. Please describe PNM's market research initiatives driving the decision to terminate the Sky Blue program.

A. PNM conducted several market research initiatives during the evaluation of the Sky Blue program to better understand customers' attitudes towards the program and voluntary renewable programs in general. As the first initiative to gather intelligence as part of the Sky Blue evaluation in Case No. 21-00158-UT, PNM conducted a survey to gauge the satisfaction of active Sky Blue participants. The second marketing initiative, PNM deployed a survey targeted at large commercial and industrial customers who had previously indicated interest in a new voluntary renewable energy program, or those identified by PNM's Account Management team as potential participants. PNM also engaged in numerous conversations with customers about opportunities to participate in a voluntary renewable energy program. And finally, PNM hosted a customer focus group on September 3, 2025, where interested customers were invited to attend an informative meeting to discuss the current state and future of PNM's voluntary renewable energy programs. I will elaborate on each of the efforts in greater detail in the next series of questions.

Q. What were the findings of the survey implemented to gauge the satisfaction of active Sky Blue participants?

A. When asked about their satisfaction with the Sky Blue program, the most common response was a 10 (on a scale of 1 – 10), with 32.27% of participants indicating the

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1 highest level of satisfaction. However, 21.51% of respondents were unsure or
2 unaware that they subscribed to the Sky Blue program. Customers are generally
3 satisfied with their participation in the Sky Blue program, with 58.15% of
4 respondents rating their satisfaction at an 8 or higher.

5

6 **Q. Did the Sky Blue satisfaction survey ask participants if they intended to**
7 **subscribe to the community solar program once it became available?**

8 **A.** Yes. The second question of the Sky Blue satisfaction survey aimed to understand
9 participants' interest and plans to subscribe to the Community Solar program. The
10 results showed that 49.12% of respondents indicated they plan to subscribe to
11 Community Solar, 4.09% said they do not plan to subscribe, and 46.78% were
12 unsure about their plans regarding Community Solar.

13

14 **Q. What other information was gathered as part of the Sky Blue satisfaction**
15 **survey?**

16 **A.** The third question of the Sky Blue satisfaction survey aimed to understand which
17 attributes of a future voluntary renewable energy program were most important to
18 participants. The respondents indicated that a future program should include a mix
19 of solar and wind energy (64.85%), help build new renewable energy facilities
20 (61.82%), and fund environmental projects such as reforestation or habitat
21 restoration (51.52%).

22

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1 **Q.** **What was the general assessment that came from the Sky Blue satisfaction**
2 **survey?**

3 **A.** Sky Blue participants are happy with the program. However, the second highest
4 rated response being “Unsure/I didn’t know I was subscribed” is concerning. Upon
5 further investigation and reviewing many of the freeform answers from question
6 number 4, it appears that many active Sky Blue participants are also PNM rooftop
7 solar customers participating in PNM’s net energy metering program. It is
8 suspected that these PNM rooftop solar customers, who also participate in the Sky
9 Blue program, do not see the Sky Blue charges or credits due to the fact that many
10 PNM rooftop solar customers do not receive a typical bill from PNM because of
11 the net metering billing and credits generated from the export of overproduction
12 from their rooftop solar system.

13 The responses to the second question regarding customers' interest and plans to
14 subscribe to Community Solar were also clear. While the Sky Blue program has
15 been popular, it is a premium-priced program, meaning customers pay more to
16 participate and claim their subscription to Sky Blue as clean renewable energy. In
17 contrast, the Community Solar program offers customers bill credits to offset their
18 energy costs, which may result in net savings for the portion of energy customers
19 to which subscribe.

20 The third question aimed to better understand which attributes of a future voluntary
21 renewable energy program were important to participants in the event PNM opted

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1 to design a new voluntary renewable energy program to replace the Sky Blue
2 program.

3
4 **Q. What are other details of the Sky Blue satisfaction survey?**

5 **A.** The Sky Blue satisfaction survey was deployed to 3,034 customers, with 344
6 providing responses. The survey was in the market from February 17, 2025, through
7 February 28, 2025. The survey was deployed via SurveyMonkey³ and consisted of
8 four questions: three multiple choice questions and one open ended free form
9 answer. A copy of the Sky Blue satisfaction survey is attached as PNM Exhibit
10 DEJ-4.

11

12 **Q. What was the objective of surveying commercial and industrial customers that**
13 **had previously shown interest in a new voluntary renewable energy program?**

14 **A.** The objective of surveying commercial and industrial customers who had
15 previously shown interest was to formally identify those who were genuinely
16 interested and serious about participating in a voluntary renewable energy program,
17 and hopefully willing to commit to a long-term engagement.

18

19 **Q. What were the results from the survey deployed to commercial and industrial**
20 **customers that had previously shown interested in a voluntary renewable**
21 **energy program?**

³ See <https://www.surveymonkey.com/>.

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1 **A.** The survey results were as follows: A total of 20 customers were surveyed. Of
2 those, six customers indicated they were “Very Interested,” ten customers indicated
3 they were “Somewhat Interested,” and four indicated they were “Not Interested.”
4 Among the 16 customers who expressed either “Very Interested” or “Somewhat
5 Interested,” only eight, or half of those customers, were willing to pay a premium
6 for a new voluntary renewable energy program, with varying levels of willingness
7 to commit to a long-term contract with most reporting willing to commit to less
8 than 5 years.

9

10 **Q.** **What are other details of the survey deployed to commercial and industrial**
11 **customers?**

12 **A.** The survey was deployed to 20 customers identified as being a commercial or
13 industrial customer that has expressed interest in PNM voluntary renewable energy
14 programs in the past. The survey was designed on the Qualtrics Survey System and
15 sent electronically to contacts at each of the 20 companies by their respective
16 Account Manager on April 8, 2025, and closed on April 18, 2025.

17

18 **Q.** **Please describe the customer focus group meeting PNM hosted for customers**
19 **regarding the Sky Blue program.**

20 **A.** In collaboration with the Account Management Department, which manages
21 relationships with PNM’s largest customers, invitations were sent to those who had
22 expressed interest in a new voluntary renewable energy program. This interest was

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1 indicated either through the formal survey deployed in March 2025 or through
2 general conversations with their Account Managers. Despite sending dozens of
3 email invitations, only three customers attended the customer focus group meeting
4 on September 3, 2025. Of those three, only one customer showed slight interest in
5 a new voluntary renewable energy program, while the others were not interested.
6

7 **Q. Why are those customers that have shown an interest in voluntary renewable**
8 **energy programs no longer interested?**

9 **A.** Generally, customers were concerned about the premium price and cited an
10 unwillingness to commit to a long-term renewable energy contract. Additionally,
11 some customers mentioned having less aggressive greenhouse gas (GHG)
12 emissions reduction goals and expressed concerns about the potential volatility of
13 renewable energy pricing in the future.
14

15 **IV. TRANSITIONING TO COMMUNITY SOLAR**

16 **Q. Does PNM have an idea how many existing Sky Blue customers plan to**
17 **subscribe to the Community Solar program?**

18 **A.** From the Sky Blue Satisfaction Survey deployed in February of 2025, 49.12% of
19 respondents indicated they plan to subscribe to the Community Solar program. This
20 represents 27% of kWh subscriptions to Sky Blue.
21

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1 **Q. Can all customers who subscribe to Sky Blue participate in the Community**
2 **Solar program?**

3 **A.** No. Community Solar is available for residential customers, nonprofits, Native
4 American communities, small businesses, religious organizations, municipalities,
5 counties, and public or charter schools. While this list covers many customer
6 segments, some large commercial and industrial customers are not eligible.

7
8 **Q. Does PNM have any other voluntary renewable energy programs large**
9 **commercial and industrial customers could participate in?**

10 **A.** Unfortunately, PNM does not currently have any voluntary renewable energy
11 programs available for new enrollment by commercial and industrial customers.
12 While PNM offers Solar Direct as a voluntary renewable energy program that may
13 serve this segment, it is fully subscribed and not open to new subscribers at this
14 time.

15
16 **Q. Did PNM consider modifying the existing Sky Blue program as one of the**
17 **options from the Sky Blue evaluation, Docket No. 21-00158-UT?**

18 **A.** Over the past 18 months, PNM has explored ways to modify or amend the current
19 Sky Blue program to make it more successful. Unfortunately, the current premium
20 price point of \$0.017 exceeds what most commercial and industrial customers are
21 willing to pay to participate in a voluntary renewable energy program. Additionally,
22 pricing for new renewable resources is uncertain and current forecasts predict more

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1 expensive procurements; market conditions will need to change significantly to
2 reach a lower and more attractive price point for customers to participate.

3

4 **Q. Does PNM have plans to develop a new voluntary renewable energy program**
5 **in the future that would meet the needs of large commercial and industrial**
6 **customers?**

7 **A.** As stated by PNM witness Babej, PNM remains committed to exploring new and
8 innovative programs that bring value to customers. This commitment includes the
9 development of future voluntary renewable energy programs that meet the needs of
10 large commercial and industrial customers. PNM is continuously evaluating market
11 conditions and exploring opportunities to create programs that offer competitive
12 pricing and align with the evolving needs of its customers.

13

14 **V. COMMUNICATION BUDGET AND MARKETING PLANS FOR THE**
15 **TERMINATION OF THE SKY BLUE PROGRAM**

16 **Q. What is the timing of the marketing and customer notification plan associated**
17 **with terminating the Sky Blue program?**

18 **A.** Upon approval, the customer notification plan will be delegated to the PNM
19 Corporate Communications team for execution. The plan will encompass the
20 distribution of email notifications to all active subscribers with valid email
21 addresses on record. Distinct written communications will be prepared and
22 dispatched separately to residential and commercial customers, ensuring that each

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1 segment receives information tailored to its specific needs and circumstances. PNM
2 Account Managers will engage in individualized consultations with our largest
3 customers to discuss the future of the program. These conversations will address
4 the potential impacts of the Sky Blue program's termination on customer billing,
5 as well as explore alternative opportunities for participation in other PNM customer
6 programs. In addition to the emails, webpage notices, and conversations with large
7 customers via Account Managers, all Sky Blue subscribers will also receive
8 notification of the pending program termination on their monthly PNM bills in
9 months of April, May, and June. Communications will commence in the month of
10 March with notification of the operational wind down set for July 2026. In order to
11 effectuate a smooth transition PNM would like to be able to inform impacted
12 customers early March 2026.

13
14 **Q. Please outline the proposed communications budget for the termination of the**
15 **Sky Blue program.**

16 **A.** PNM will not require additional budget for communications to existing Sky Blue
17 subscribers. PNM will utilize existing communication channels, assets and internal
18 administration to execute the termination notification plan and will absorb the costs
19 associated with notifying Sky Blue subscribers of the programs pending
20 termination two to three months prior to the program's official termination. This
21 strategy will ensure that Sky Blue program funds are maximized toward REC

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1 retirement and ongoing management to reduce the regulatory asset balance rather
2 than incurring costs for program termination activities.

3

4 **Q. Please describe the marketing and customer notification plan associated with**
5 **terminating the Sky Blue program.**

6 **A.** The marketing and customer notification plan associated with the Sky Blue
7 program will utilize the marketing channels PNM operates for other daily
8 communication purposes. PNM will launch a comprehensive informational
9 campaign using email, webpage banners, and on-bill messages. These
10 communications will explain the termination of the program and highlight other
11 opportunities for customers to participate in programs. Subsequently, PNM will
12 update the Sky Blue webpage⁴ to reflect the operational wind-down and termination
13 of the program, including FAQs and customer support contact.

14

15 **Q. Please summarize your testimony.**

16 **A.** My testimony supports the termination of PNM's Sky Blue program, a voluntary
17 renewable energy program. The testimony provides background and historical
18 information about the program, presents market research findings, discusses the
19 potential for current subscribers to transition to the Community Solar program, and
20 outlines the proposed communications budget and marketing strategies for the
21 termination process. My testimony also highlights the challenges faced in

⁴ <https://www.pnm.com/pnmskyblue>.

1 developing new voluntary renewable energy programs for large commercial and
2 industrial customers. Based on the supporting information provided in my
3 testimony, it is at this time that PNM seeks to terminate the Sky Blue program by
4 the end of July 2026.

8 **A.** Yes.

22

PNM Exhibit DEJ – 1

Resume of Dru E. Jones

Is contained in the following page

EDUCATIONAL BACKGROUND, WORK EXPERIENCE OF DRU E. JONES

NAME: Dru E. Jones

ADDRESS: Public Service Company of New Mexico (PNM)
MS0605
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POSITION: Product Development Project Manager

EDUCATION:

Master of Business Administration – Energy Management – University of
Phoenix – 2011

Bachelor of Science in Business Management – University of Phoenix – 2003

WORK EXPERIENCE:

PNM – 8/2022 Product Development, Project Manger

New Mexico Gas Company (NMGC) – 1/2009 Sr. Program Developer, Energy Efficiency
Programs

PNM – 5/2005 Credit and Collections, Supervisor

PNM -12/2000 Remittance Processing (CX Revenue Support)

TESTIMONY BEFORE THE NMPRC:

Case No. 12-00339-UT – 2013-2014 NMGC EE Program Application

Case No. 14-00273-UT – 2015 NMGC EE Program Application

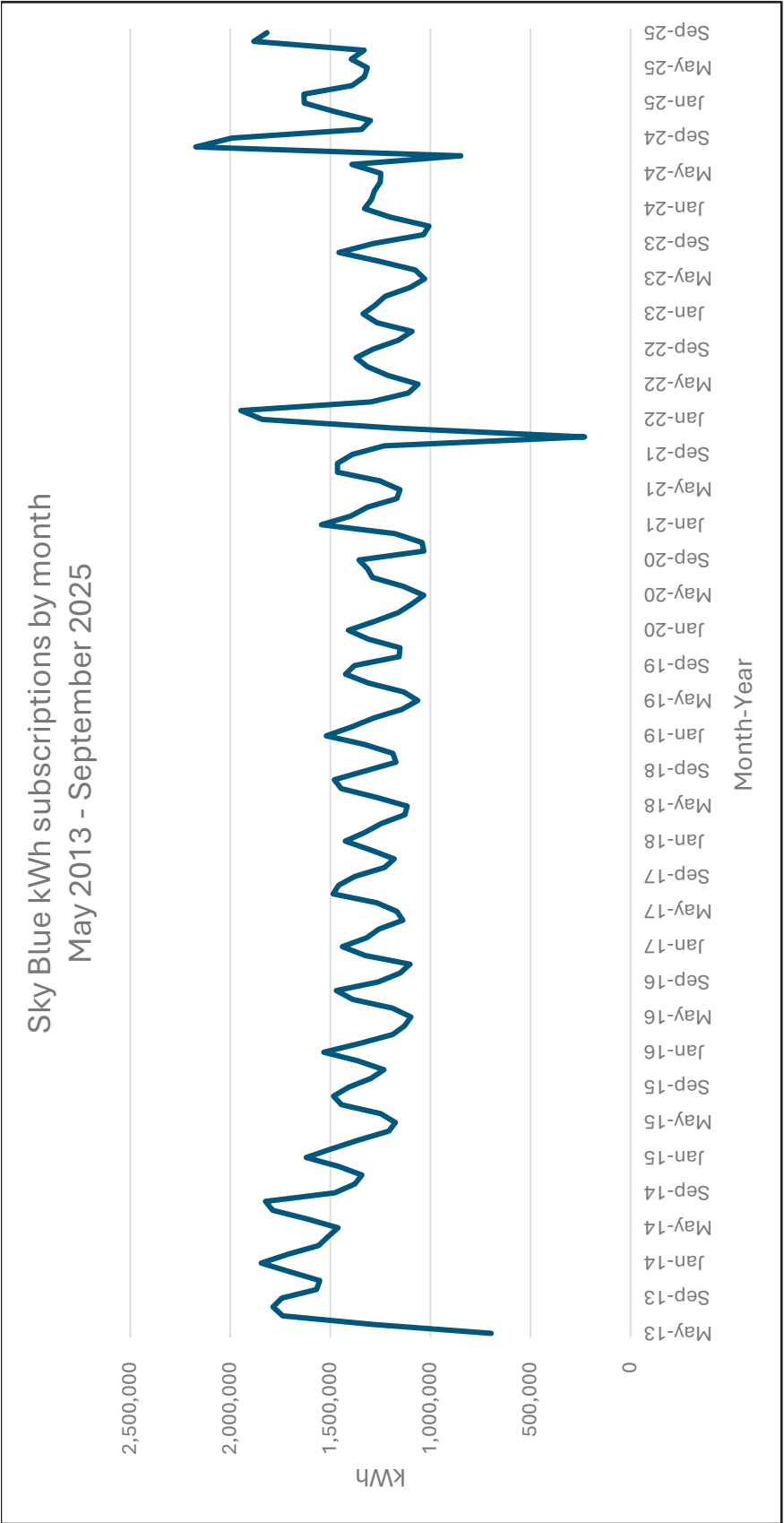
Case No. 16-00100-UT – 2017-2019 NMGC EE Program Application

Case No. 19-00248-UT – 2020-2022 NMGC EE Program Application

PNM Exhibit DEJ – 2

Sky Blue kWh Subscriptions

Is contained in the following page

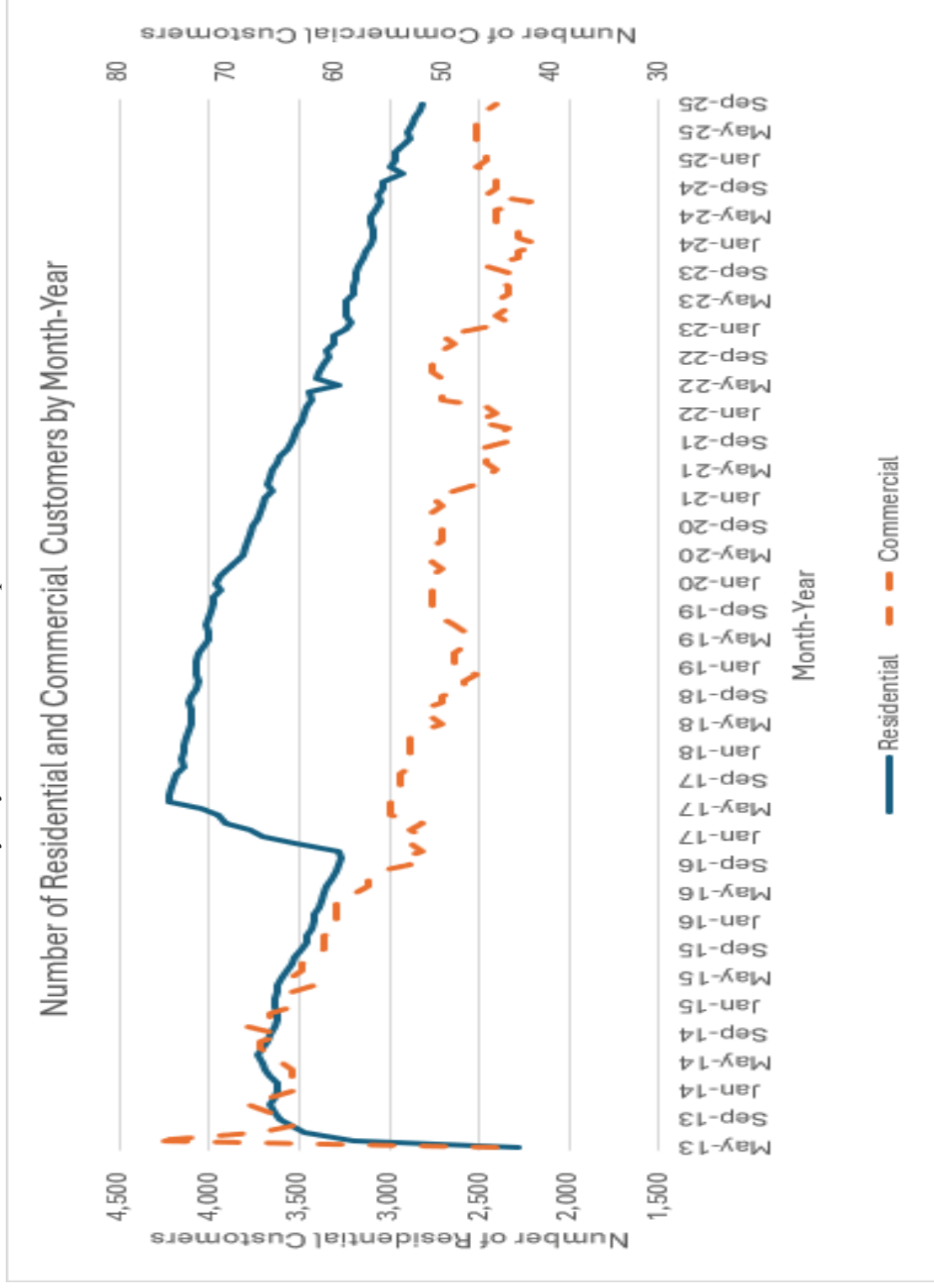


PNM Exhibit DEJ – 3

Sky Blue Subscriptions

Is contained in the following 2 pages

Monthly Sky Blue kWh Subscriptions 5/2013 – 5/2025



Year-end number of Sky Blue Customers					
Month-Year	Residential	Commercial	Industrial	Total	% Total Change, Previous Year
Dec-13	3,636	66	2	3,704	
Dec-14	3,628	66	1	3,695	-0.2%
Dec-15	3,432	60	1	3,493	-5.5%
Dec-16	3,524	53	1	3,578	2.4%
Dec-17	4,154	53	1	4,208	17.6%
Dec-18	4,071	47	1	4,119	-2.1%
Dec-19	3,933	51	1	3,985	-3.3%
Dec-20	3,698	50	1	3,749	-5.9%
Dec-21	3,480	47	1	3,528	-5.9%
Dec-22	3,303	50	1	3,354	-4.9%
Dec-23	3,135	43	1	3,179	-5.2%
Dec-24	2,987	47	1	3,035	-4.5%
Sep-25	2,821	45	1	2,867	-5.5%

PNM Exhibit DEJ – 4

Sky Blue Existing Customer Survey 2025

Is contained in the following 14 pages

Sky Blue Existing Customer Survey 2025

Introduction: Welcome to the PNM Sky Blue Customer Survey. This survey aims to assess your current satisfaction with your PNM Sky Blue subscription, as well as any input you may have to if the program should be modified in the future.

Q1 Thank you for being a current subscriber to PNM Sky Blue. Your subscription is an added charge on your bill to match your current energy consumption with clean power projects in New Mexico. Please see www.pnm.com/pnmskyblue for more information. On a scale of 1 – 10, how satisfied are you with your Sky Blue Program Subscription?

Q2 The New Mexico Community Solar program is scheduled to begin later this year, and you may have the opportunity to subscribe. Knowing this, do you plan to continue your Sky Blue subscription?

Information About Community Solar:

Community solar projects are large solar installations that share the cost saving benefits of solar among multiple customers. Community solar customers, also called subscribers, will receive credits on their electric bill that reduce what they owe to their electric utility. Those customers will also pay a separate bill to their community solar provider.

Q3 What is important to you in a new or modified Volunteer Renewable Energy Program?
(Select all that apply)

The use of ONLY solar energy

The use of ONLY wind energy

A MIX of solar and wind energy

The use of the CHEAPEST renewable energy available

I can claim the use of 100% renewable energy at my property

The purchase of carbon credits to offset my carbon footprint

The funding of environmental projects such as reforestation or habitat restoration

The program will help build new renewable energy facilities

Other (specify) _____

Q4 Is there anything else you would like to share with PNM about your experience or ideas about Sky Blue Program?

March 5, 2025 12:29 PM MST RESULTS

Q1 - Thank you for being a current subscriber to PNM SkyBlue. Your subscription is an added charge on your bill to match your current energy consumption with clean power projects in New Mexico. Please see www.pnm.com/pnmskyblue for more information. On a scale of 1 – 10, how satisfied are you with your Sky Blue Program Subscription?

10 9 8 7 6 5 4 3 2 1 Unsure/ I didn't know I was enrolled

1 - 0.00%

2 - 0.87% 3

3 - .87% 3

4 - 1.74% 6

5 - 8.14% 28

6 - 2.03% 7

7 - 6.69% 23

8 - 14.83% 51

9 - 11.05% 38

10 - 32.27% 111

Unsure/ I didn't know I was subscribed 21.51% 74

Q2 - The New Mexico Community Solar program is scheduled to begin later this year, and you may have the opportunity to subscribe. Knowing this, do you plan to continue your Sky Blue subscription?

Yes - 49.12% 168

No - 4.09% 14

Not sure - 46.78% 160

Q3 - What is important to you in a new or modified Volunteer Renewable Energy Program? (Select all that apply)

A MIX of solar and wind energy - 64.85% 214

The program will help build new renewable energy facilities - 61.82% 204

The funding of environmental projects such as reforestation or habitat restoration - 51.52%

I can claim the use of 100% renewable energy at my property - 32.12% 106

The use of the CHEAPEST renewable energy available - 30.30% 100

The purchase of carbon credits to offset my carbon footprint - 11.21% 37

Other (specify) - 3.94% 13

The use of ONLY solar energy - 3.64% 12

The use of ONLY wind energy - 1.82% 6

Q4 - Is there anything else you would like to share with PNM about your experience or ideas about Sky Blue Program?

-I would like to see PNM participate in a Lights Out for bird migration program. This would promote energy conservation and help birds.

-I'm not caught up on what this is. I think we are signed up for the Sky Blue Program, at least a percentage of it. I would far rather be using renewable energy sources. I know there are plans to build a solar farm near where we live, off of HWY 14, north of the Turquoise Elementary school. It looks like a logical place to put it; in fact, I'd rather see it there than yet another housing development. Our aquifer is getting overused, and more people in our neighborhood are having to haul water to their homes.

-Not really sure what's going on with it

-Because I switched to solar in 2017, for the last eight years I've been a net producer of energy nearly every month. For whatever reason, I don't appear to be getting a rebate for excess energy anymore. I don't see any extra charges for Sky Blue on my

PNM bill. There are plenty of charges for the use of the grid, which I kind of understand, although they appear to be going up and up in exchange for the same service, which is becoming less reliable. Although I have home solar, I'm still tied to the grid and PNM's outages do affect me just like anyone else. Is there any way to make the grid a bit more reliable? Since I live only a couple hundred yards from a station the number of blackouts and brownouts I experience is kind of third-world. I'm not impressed. How can we bring PNM's grid up to modern standards for a developed nation?

-I honestly have no idea what you are talking about.

-I never understood why electric consumers should pay EXTRA so that PNM could invest in solar and wind facilities. It should have been the right thing to do as a for profit corporation, not something passed onto its customers.

-It should be automatic to all customers and not an opt-in.

-Not really, but I will read any new info about it that comes my way.

-Glad this is offered. To me the purpose of the program is voluntarily pay a bit more in order to accelerate a shift to a more sustainable energy system.

-No

-I thought I was donating or supporting blue sky but I see no mention on my bill. I have a solar panel system for quite a few years now. If we are doing another support for blue sky, I'm all in!

-Very impressed with this sky blue program!

-Don't know what the Blue Sky Program is.

-Not at this time.

-I am concerned about the reliability of the power grid and how the Sky Blue Program is addressing this issue. In addition to the stresses of climate change, there is the threat of domestic terrorists and possible Chinese efforts to compromise the grid. Also, I am concerned about the routing of power lines and how they might interfere with wilderness areas, eg, the Caja del Rio area near Las Alamos.

-It would be nice to opt into the program at a level >85pct. In addition to blue sky, it would be good to have off peak, green rates while still under a renewable energy contract with home solar.

-No

-My only concern is to be ENVIRONMENTALLY sound and do what is right for the planet. As for me, I am really not concerned with the cost...it is more important to me to do the right thing, but making my footprint on this planet as small as possible while still providing the electricity I need to run my home.

-No; great program. I wish more people participated. More so now that we have a federal government hostile to clean energy sources.

-I live in a mobile home park so am not sure this is for me.

-Sorry but I don't know what this is??

-We currently have a solar electricity system on our roof and a large electricity credit, so we do not purchase power and do not benefit from the Sky Blue Program. It would be nice to get a Renewable Energy Credit payment. Also, if we get a battery system we would be willing to supply power to the grid due high use periods for fair compensation.

-I applaud PNM's efforts in renewable energy, even if legislation was behind the initial push. It has been seamless for the consumer -- we have no idea how or where our energy is generated. We need energy that is reliable and get help people who otherwise are having trouble paying their bills, but fossil fuels are not the way to accomplish that. Going backwards helps no one. What is the new solar initiative and how will it affect Blue Skies? I

had to choose "not sure" on continuing Blue Skies because I don't have the answers I need to make an informed decision.

-I know I signed up for a small percentage quite a number of years ago but haven't really paid attention to how it (may have) helped me.

-We shouldn't have to pay extra for renewable energy.

-Help enable electric vehicles.

-I have solar panels installed on my home, but don't have battery backup, so my non locally produced power comes from PNM. I would like to guarantee that that power is at least seemingly created via PNM's renewable energy projects.

-Advertise/incentivize it more. I have tried to promote it, but SO many people are unable to see how it works in greening up the entire grid. It seems most people are

solely focused on only themselves and their own cash bottom line, and not helping the entire population and or planet environmentally.

-No opinion

-I am not sure I see the benefit.

-No not at this time

-With new projects and in general, always prioritize habitat connectivity and animal rights

-No input.

-When building more infrastructure take in account the habitat disruption or potential for fire breaks. We should look at the big box buildings for solar panels before cutting down trees or shading out grasslands.

-I have solar panels, and strongly support everything that reduces burning anything for power, causing more CO2.

-We cut back to a lower % on Sky Blue several years ago due to higher cost. Affordability is a factor.

-no

-Totally satisfied. Appreciative of this proactive spirit of PNM. Thank you.

-How the program can be used as an alternative to residential roof top solar systems to reduce carbon foot prints.

-It's never been particularly clear what the sky blue program supports over the base rate. I know it goes to fund a certain wind project but seems like it would've been built without the program. Community solar has a more direct connection to new renewable development.

-I want to be able to purchase 100% renewable energy not 80%. I wrote to public utility commissioners about this, but got no reply.

-I was disappointed when the percentage of renewable energy in the program was lowered a few years ago.

-Please preserve the environment!!!

-No

-I generally support programs that reduce carbon footprint and minimize climate change, but PNM has done a very poor job of informing me what it is actually doing and if those measures are effective. I used to get updates and we even did a trip to wind site. I have no clue what's going on now. I do not get any updates at all. I had no clue it was even still going! Please give us occasional updates—either by email or mail! Something!

-A very inexpensive way to receive renewable energy.

-PNM has taken way too long to create a program like this. We needed badly in New Mexico. We need it badly now that we have climate deniers in the White House.

-I like participating in the Sky Blue Program because it is affordable, and I'm relying on PNM to do good things with the money in the communities it serves. I hope these funds do not go into anyone's private pocket.

-I really don't know anything about the program.

-We have rooftop solar. I signed up for Sky Blue to supplement our power generation. As it's turned out, we generate more than we use, so I always have renewable energy credit to draw on and never actually purchase power through Sky Blue. However I am aware that we draw power during periods of the night and sometimes during the day. I am willing to pay extra to ensure that power is renewable. That's not what Sky Blue is about, but there must be others in our situation.

-I have very little information about the program so there is nothing for me to comment on

-I am satisfied with Sky Blue Program. I hope PNM continues to use renewable energy options. I wish the Gas Company had some renewable energy options for cost savings.

-I was in Sky Blue, but thought that when I got Solar Panels I was removed.

-For the other on the previous page, I would include energy storage facilities, though maybe that gets rolled into renewable energy facilities.

-Not at this time

-No

-I have been happy to have participated for the years it has been offered.

-How does my household benefit from the Sky Blue Program ?

-I was disappointed when the percent solar I was allowed to buy went down. When that happened I bought my own solar and no longer use enough energy to pay more than the connection fee. I would have stayed in the program and not bought solar if this hadn't happened.

-I am always looking for ways to be more energy efficient and lower my bill.

-I have not really heard anything about this since signing up for it. It would have been better if you would at least send your customers an annual reminder about it and it's purposes and benefits. You might get better participation and reputation.

-Perhaps I have not been proactive enough, but I have never been clear on what my subscription to Sky Blue is doing. I assume it is offsetting the cost of deploying renewables to augment the power delivered by the grid. I hope that an extension of this program will result in greater communication with or involvement with the rate payers. If participation is voluntary, perhaps more communication would encourage more households to participate.

-I don't really know what it funds? Solar panel farms? Wind turbines??? More information about that would be very helpful. (Just email info, no need to kill trees to snail mail anything.)

-I thought this program was discontinued some years ago. And I've heard nothing about it for years, either. Am I still paying a fee each month to fund it? What has the program accomplished over the years?

-No.

-Nope

-The Blue Sky program cost more per kWh hour when it was instituted. I will always remember the attempt by PNM to add a fuel surcharge (fossil fuels) where it did not apply!

-I am not sure how much I am paying per month for this program

-I don't know what this system is all about, I've never heard of it before.

-The program has been transparent to me. I fully support renewable energy and want to do all I can to enable PNM to supply renewable energy to all.

-I am very happy to be a subscriber to the Sky Blue Program. The only improvement I can imagine is more communication about how our extra payment is supporting renewable energy - I don't know what projects are being used, constructed or planned and would like to.

-I don't know much about it and have only been a PNM customer a few months.

-no

-I am not in the Sky Blue program and don't know why I got this survey.

-Lack of highlighting progress and impact will limit more interest and subscriptions.

-Keep it up, get us to 100% clean energy if you can, I will keep paying more for this

-I am not sure I understand why there is a premium cost for subscribing to sky blue or any available community based solar/wind energy sources. Isn't it cheaper for PNM to purchase than gas, coal or nuclear?

-I think all PNM customers should pay to invest in all types of renewable energy sources. Coal and natural gas sources should be phased out.

-no

-We just want to encourage PNM to push to 100% renewable energy as soon as possible with reasonable costs.

-You could tell me more about blue sky, I have had it for so long it's faded away and just part of my bill

-I am glad to see that community solar is coming on line. There are a lot of New Mexicans with moderate to low incomes and renewables are currently the cheapest way to expand our grid. Not only does the race to 100% renewable for NM help New Mexicans, it puts pressure on other states to do the same so we can all move forward with safer, cleaner energy.

-We should be moving to 100% renewables and saving money doing it.

-Several things. First, your survey here didn't describe the scale of 0-10, although I assume that 10 would have been completely satisfied others may not. Second, it's been a longstanding item of frustration that even though I participate in Sky Blue to effectively have 100% renewable energy, I am still charged a "Fuel Cost Adjustment". I've inquired with PNM previously about this, but never gotten any response. Finally, I understand that this is a larger issue than what PNM can control, but there aren't

productive public education about the complexity of the power grid and how all projects like rooftop solar, community solar and Sky Blue all rely on the non-renewable energy for continuous 24/7 power. The fact that rooftop and community solar projects effectively allow people to opt out of paying for the larger grid and renewable energy development isn't productive for large scale change.

-We have put in solar panels to cover our home usage, so I had forgotten we were enrolled in Blue Sky. I totally support the movement towards solar and wind energy, but because we had not been actually contributing to Blue Sky in the last 2 years (since we got solar), I just discontinued it. Before we had solar, we felt it was an important program for us to support our community and values, to support renewable energy.

-Only until recently did I realize that my contribution was not giving me energy powered from the Sun, but only contributing to PNM's effort to get off of dirty fuel. I sure hope you're using our contributions to do exactly that !

-I believe that utility owned and distributed solar energy is required to insure my safety and reliability.

-It's been a great way to help foster renewable energy acceptance in New Mexico. It's super simple! It doesn't involve any complicated processes or investments by the consumer. It has an appealing name that's easy to remember, too. Totally worth the small additional cost.

-There were some technical glitches with getting it to work, and for a few months it didn't show up on my bill, even though I was subscribed. I would honestly love to pay more towards this program! I'm at 60% renewable addition with sky blue, but only paying total like a couple \$ more per bill. It doesn't seem like enough... I think the program could be more transparent about what exactly the funds go towards as well. Finally, some of the extra charges towards dirty energy sources on the bill seem like they should get adjusted for being in sky blue.

-You offered this program many years back & then stopped it, it was too efficient & there was no money to be made. There was more money to be made with solar energy. I was upset about that & happy when the Sky Blue program was started up again.

-It would be nice to receive updates about the program.

-More frequent communication regarding the progress and contributions of the Blue Sky Program in replacing fossil fuel energy with renewable energy throughout PNM's service area.

-no

-I don't know if the energy I'm using is renewable. I hope it is. Also I think carbon credits are not a legitimate solution. We have to stop using fossil fuels. Please.

-I signed up for this program years ago - I think from the beginning? but I never get feedback from PNM about it, except for the occasional thank you for having signed up... Shouldn't there be more input to the customers? I'd like to do everything I can to further "green" energy sources, but I hope going forward there will be more information sent out to us patrons. Also, the very first question was on a scale of 1 to 10, but it was set up as if it was on a scale of 10 to 1, and frankly, I found that very confusing.

-Keep growing and investing in renewable energy in NM

-Please continue to build on this program

-This program is very important and with me, builds a lot of loyalty and enthusiasm for the PNM brand. I often tout the program's success and promote the program to friends who want to do more for the environment.

-Having signed up years ago, and now getting electronic bills, I was not even sure if I was still a subscriber, how much more I pay, or even if it was still running!!! You need some sort of annual report for subscribers!!!!

-Always keep wind and solar as options. Do not clear a path for wind and solar to ever completely replace current energy. Never put all your eggs in one basket . Use energy options to compliment as well as back up each option.

-Now actually I thought this program went away. I will have to look at my bill again and see what it's actually costing me. I think renewable energy is very, very important

-I currently have solar installed at my property and generate far more electricity than I use with my excess being pushed back on the grid to help decrease carbon based electricity. I have been doing this since 2007. I am still a subscriber to Blue Sky and always will be even though I barely or never use it.

-No. Keep up the good work

-It's cheaper than buying solar

-Reinvestment into the community, nature, and our future is critical. Thank you for any and all efforts that can be made.

-no, thanks

-Given startup costs, it made sense that Blue Sky power cost more. Given the much lower cost of solar power today, Blue Sky power should not continue to cost more.

-Happy so far.

-Keep it (or a similar option) going, please! We don't use enough to offset the cost of purchasing rooftop panels so this is perfect for us. Thanks!

-I had lost track that I was in it and what it was costing and how it was impacting anything.

-na

-No

-I've been disappointed at how high my bill is. Please explain

-I strongly feel that PNM educate apartment dwellers of the opportunity to pitch in a few buck more in order to support the growth and protection of Gaia by reducing our carbon footprint! PNM should do info commercials to encourage our clean energy availability. Thank you

-Pretty much unaware of it, over the years I've been on. Just trusted that the program was working and that I was contributing to a better environment by being a member.

-Not at this time.

-Everything is going well. I'm glad to participate.

-I didn't know I was still subscribed. I have solar panels, so I don't think it's relevant.

-I wish that I could choose to have 100% come from solar (or other renewable sources). Why is the maximum 85%?

-I want PNM to compensate me fairly for all the power I basically donate to the greedy shareholders. NOT a fan. I want to be reasonably compensated for my rooftop solar energy

-Nope

- It would be nice to hear more about what Sky Blue is actually doing.
- With the federal government descending into lunacy, I'm glad that something is still being done at the state level. Thank you.
- I would prefer to pay a higher percentage of my PNM bill toward Sky Blue renewable energy.
- You could mention more about it in your communications and on our bills.
- I would like to see the program be a more explicit purchase of low carbon energy. I think it was previously like that but now seems to just represent vague support for clean energy. I don't actually know if or how the extra funds result in cleaner energy.
- It's past time to generate more clean energy. The health of our children & grandchildren depends on it. I hope PNM will find a way to incentivize people to add solar to their homes or, if that's not possible, to get involved with community solar. I do not consider lithium battery storage facilities a good alternative to traditional wind and solar. This technology needs to be vetted for better safety. I reference the recent fire in CA.
- I have been a Blue Sky member for years, and I continue because I think it has a real environmental impact. I am unsure, however, if my energy costs are lower, the same or higher than traditional programs.
- Thanks
- I didn't remember that I'd subscribed to anything. I'm in favor of anything to increase use of renewable energy, and I don't need any incentives.
- I have been proud to participate in Sky Blue to show my support for all renewables mixed with fossil fuels
- Budget billing and Sky Blue do not play well together. I would like to have a constant bill each month.
- Make it more known to PNM customers, most do not know it exists
- no
- Please consider more outreach that shows effects of Sky Blue (projects that were funded by it, old dirty plants that were closed, etc.) to get more people to sign up. I don't think enough people know about the program, nor understand how it works
- No idea

-I like reasonable exploration and use of alternative energies

-Just please continue !!

-I'd like it to be available for 100% of my energy needs, not capped at 80%. There should be more awareness messaging about the program and how it works so that more people can participate.

-We have home solar and do not use PNM electricity more than the \$8/month connect charge. I believe PNM should charge more for the hookup fee to more accurately reflect your infrastructure costs.

-Not at this time

-Just want it to be available to condominium owners

GCG#534286

PNM Exhibit DEJ – 5

Sky Blue Business Customer Survey 2025

Is contained in the following 4 pages

Sky Blue Business Customer Survey 2025

Introduction: Thank you for participating in this survey about the PNM Voluntary Renewable Program. This survey will explore your interest in potential programs and gather your input on how we can better serve your energy needs.

Q1 Please start by providing your contact information:

First and Last Name _____

Business Name _____

Position Title _____

Preferred Email Address _____

Preferred Phone Number _____

Q2 Voluntary renewable energy programs are available to PNM customers who wish to purchase additional renewable energy, typically for an added cost. How interested are you in a Voluntary Renewable Program?

Very interested

Somewhat interested

Not interested

Q3 New Mexico's Community Solar Program will soon begin. Do you plan to subscribe to a Community Solar Facility?

Information About Community Solar:

Community solar projects are large solar installations that share the cost saving benefits of solar among multiple customers. Community solar customers, also called subscribers, will receive credits on their electric bill that reduce what they owe to their electric utility. Those customers will also pay a separate bill to their community solar provider.

Yes

No

Not sure

IF “Not interested” is selected in Q2, skip Q4 – Q8

Q4 What is important to you in a new or modified Volunteer Renewable Energy Program? (Select all that apply)

The use of ONLY solar energy

The use of ONLY wind energy

A MIX of solar and wind energy

Energy generated in New Mexico

Energy comes from a facility < 5yrs old (Additionality)

Allow customer to purchase carbon credits to offset customer’s impact

Fund environmental projects i.e. reforestation projects, wetlands projects

Allow customer to claim Renewable Energy Credits (RECs) from subscription

Accelerate the overall amount of Renewable Energy on the Grid

Other (specify) _____

Q5 How much of a premium would you be willing to pay for additional renewable energy on your bill?

I am unwilling to pay any additional cost for this program

I would be willing to pay up to 5% more than I pay today

I would be willing to pay up to 10% more than I pay today

I would be willing to pay over 10% more than I pay to today

Q6 Which of the following commitment lengths would you be most interested in?

Month-to-Month

1 - 2 years

3 - 5 years

6 - 10 years

Over 10 years

Q7 In 2025, PNM is delivering 40% renewable energy to all customers. What level of renewable energy are you interested in achieving?

40% is enough for me today

I need at least half (50%) of all my energy usage to be renewable energy

I need at least 75% of all my energy usage to be renewable energy

I am all in, I'd like 100% of my energy usage to be from renewable energy

Q8 To help design a possible new voluntary renewable energy program, we need to understand your electricity use each year. Please select which best describes you:

Small business customer (less than 10,000 kWh per year)

Small business customer (10,000 – 50,000 kWh per year)

Medium sized business customer (up to 100,000 kWh per year)

Large business or multiple businesses to enroll (up to 500,000 kWh per year)

Large business or multiple businesses to enroll (up to 1 MWh per year)

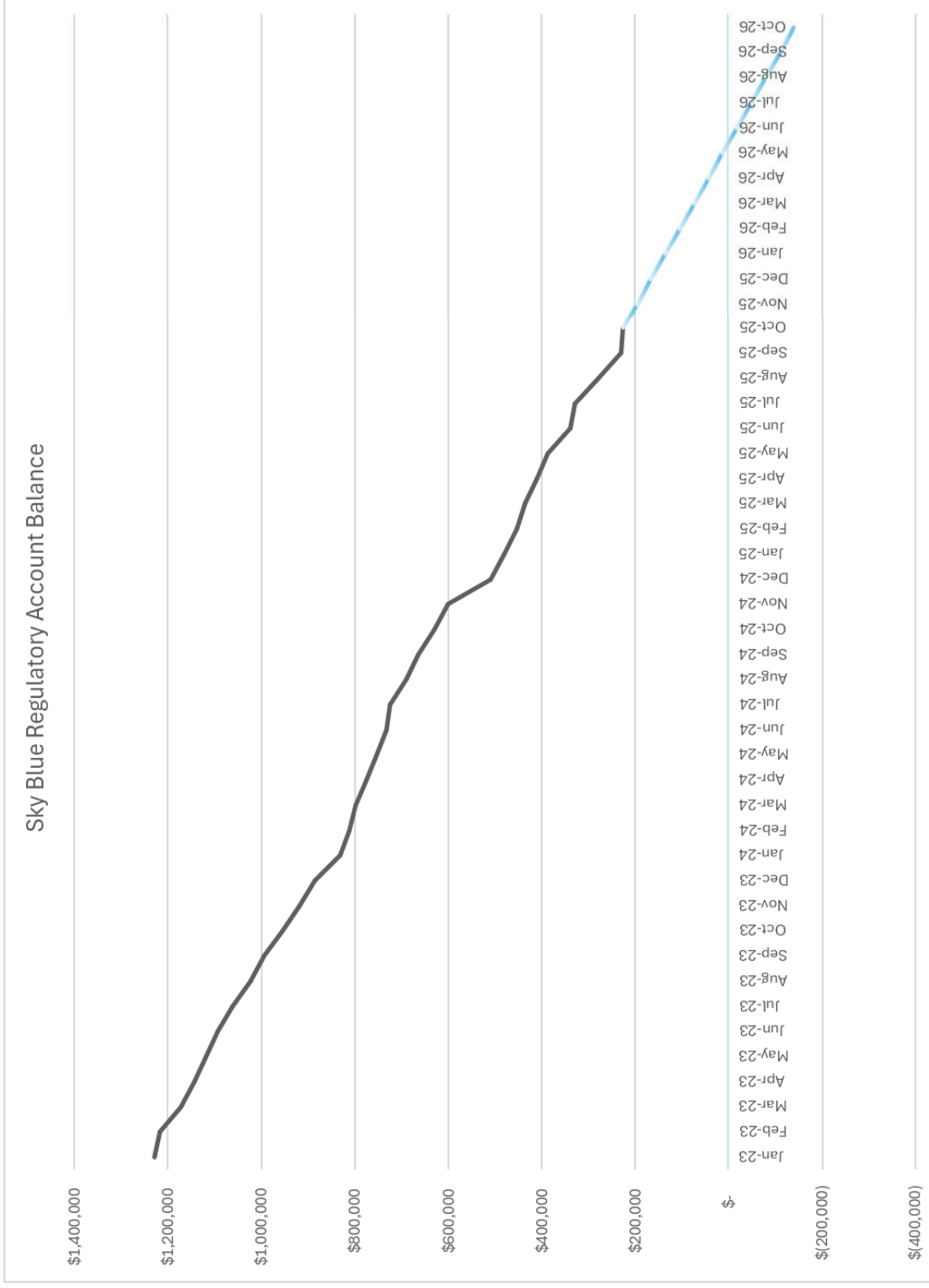
Industrial customer, or multiple businesses to enroll (over 1 MWh per year)

**Q9 We've reached the end of the survey. Is there anything else you'd like to tell us?
Please feel free to add any questions, comments, or further feedback.**

PNM Exhibit DEJ – 6

Regulatory Asset Balance Projection

Is contained in the following 1 page



GCG#534294

BEFORE THE NEW MEXICO PUBLIC REGULATION COMMISSION

IN THE MATTER OF THE APPLICATION)
TO TERMINATE PUBLIC SERVICE)
COMPANY OF NEW MEXICO'S SKY BLUE)
VOLUNTARY RENEWABLE ENERGY)
PROGRAM)
)
PUBLIC SERVICE COMPANY OF NEW)
MEXICO,)
)
Applicant)
_____)

Case No. 25-00XXX-UT

AFFIDAVIT

STATE OF NEW MEXICO)
) ss
COUNTY OF BERNALILLO)

Dru E. Jones, Project Manager, Project Development, Public Service Company of New Mexico, upon being duly sworn according to law, under oath, deposes and states: I have read the foregoing **Direct Testimony of Dru E. Jones**. and it is true and accurate based on my own personal knowledge and belief.

Dated the 31st day of October 2025.

/s/ Dru E. Jones
Dru E. Jones
Project Manager, Project
Development
Public Service Company of New
Mexico

GCG#534289