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**REBUTTAL TESTIMONY OF JAY YINGLING
BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION
ON BEHALF OF
SOUTHERN STATES UTILITIES, INC.
DOCKET NO. 950495-WS**

1 Q. WHAT IS YOUR NAME AND BUSINESS ADDRESS?

2 A. My name is Jay Yingling. My Business address is
3 2379 Broad Street, Brooksville, Florida 34609-6899.

4 Q. WHO IS YOUR CURRENT EMPLOYER AND WHAT IS YOUR
5 POSITION?

6 A. I am a Senior Economist with the Southwest Florida
7 Water Management District ("SWFWMD"). A copy of my
8 resume is provided in Exhibit _____ (JY-1).

9 Q. PLEASE DESCRIBE YOUR EDUCATIONAL BACKGROUND AND
10 EXPERIENCE?

11 A. I received a Bachelor's and Masters of Science in
12 Food and Resource Economics from the University of
13 Florida in 1982 and 1984, respectively. I have
14 spent the last nine years of my career as an
15 economist with SWFWMD where I am primarily
16 responsible for analyzing the economics of both
17 regulatory and non-regulatory matters. I was
18 responsible for administering SWFWMD's contract
19 with Brown & Caldwell to perform the Price
20 Elasticity Study. I developed the scope of work
21 for the study and worked very closely with the
22 consultant to design the customer surveys used to
23 gather data for use in the demand estimation
24 equations.

25 Q. WHAT IS THE PURPOSE OF YOUR REBUTTAL TESTIMONY?

1 A. I will respond to the testimony of Office of Public
2 Counsel Witness David Dismukes that the SWFWMD's
3 Price Elasticity Model does not apply in SSU's case
4 and I will comment on Dr. Whitcomb's rebuttal to
5 Dr. Dismukes testimony.

6 **Q. DO YOU AGREE WITH DR. DISMUKES'S TESTIMONY THAT THE**
7 **SWFWMD MODEL IS NOT APPLICABLE TO SSU IN THIS**
8 **PROCEEDING?**

9 A. No. I would have to agree with Dr. Whitcomb's
10 observations in his rebuttal testimony. Dr.
11 Dismukes mistakenly argues that SSU's rate
12 structure is different than the increasing and
13 declining rate structures mostly used in the SWFWMD
14 study. He states that SSU has a non-block
15 ("uniform per unit") quantity charge. He
16 overlooks, however, the fact that sewer price is
17 also an integral part of the total price signal
18 sent to customers. When sewer price is considered,
19 SSU has a combined water and sewer declining block
20 rate structure, as the sewer quantity charge is
21 capped at 6,000 gallons per month in most
22 communities. Dr. Dismukes assertion that SSU's
23 rate structure is not similar to the utilities in
24 the SWFWMD study is false.

25 **Q. WHAT IS YOUR OPINION OF DR. WHITCOMB'S REBUTTAL TO**

1 **DR. DISMUKES TESTIMONY REGARDING THE ELASTICITY**
2 **MODEL?**

3 A. I agree with the opinions expressed by Dr. Whitcomb
4 in response to Dr. Dismukes' criticism of the use
5 of SWFWMD's Elasticity Model.

6 **Q. DOES THIS CONCLUDE YOUR PRE-FILED TESTIMONY?**

7 A. Yes it does.

RESUME

Jay W. Yingling

1315 East Norfolk Street
Tampa, Florida 33604
904-796-7211 (work)

EDUCATION M.S. Food and Resource Economics, University of Florida (1984)

Field of Specialization: Natural Resource and Environmental Economics

Thesis: Urbanization and the Change in Central Florida Citrus Acreage

B.S. (Honors) Food and Resource Economics, University of Florida (1982)

Field of Specialization: Natural Resource and Environmental Economics

A.A. (Honors), St. Petersburg Junior College

Areas of Academic Competence

Natural Resource and Environmental Economics:

Graduate - Natural Resource Economics, Agricultural Land Decisions (special topics seminar)

Undergraduate - Land and Water Economics, Economics of Environmental Quality

General Economic Theory:

Graduate - Intermediate Agricultural Production Economics, Consumption Economics and Markets, Macroeconomics

Undergraduate - Microeconomics (2), Macroeconomics (2), Agricultural Production Economics

Quantitative:

Graduate - Econometrics, Activity Analysis for Economic Decisions (linear programs)

Undergraduate - Calculus, Statistics, Quantitative Analysis in Food and Resource Economics

Finance and Management:

Graduate - Agricultural Finance

Undergraduate - Public Finance, Farm Firm Management

Public Policy:

Graduate - Agricultural Policies and Programs

Undergraduate - Public Policy in Agriculture

EXPERIENCE**RESEARCH**

RESEARCH ASSISTANT, to Dr. J. Walter Milon, University of Florida, October 1983 to July 1986. Nature of research: Investigate the relationship between levels of exotic aquatic weeds and the economic value of recreational fishing on a freshwater lake ecosystem. Duties: Assist in design and administer survey questionnaire, conduct on-site interviews with fishermen, prepare quarterly reports, present research progress reports at state aquatic plant management meetings, supervision of occasional graduate assistant help, data management, assist in mathematical modelling of recreational activities.

THESIS RESEARCH, involved econometric modelling of urban influenced land use decisions of citrus producers using linear regression.

RESEARCH ASSISTANT, to Dr. Rodney Clouser, University of Florida, August 1982 to October 1983. Duties: Data gathering on agricultural land and community and rural development projects, manuscript preparation. Co-authored "Factors Affecting Agricultural Land Use: A Study of Citrus Acreage in Florida", presented by Dr. Clouser at the Southern Agricultural Economics Assn. (SAEA) meetings, Nashville, Tenn. Feb. 5 - 8, 1984. Co-authored and presented "Determinants of Land Prices and Acreage in Florida's Citrus Producing Region" at SAEA meetings in Biloxi, Miss. Feb. 3 - 5, 1985.

APPLIED ECONOMIC AND POLICY ANALYSIS

SENIOR ECONOMIST, Southwest Florida Water Management District, Brooksville, Florida, March 1987 to current. Duties: Preparation of Economic Impact Statements as required by law for rule promulgation, general water management policy and economic analysis, project manager for economic analysis contracts, supervised Planner-Economist.

STAFF RULES ANALYST, St. Johns River Water Management District, Palatka, Florida, July 1986 to March 1987. Duties: Preparation of Economic Impacts Statements as required by law for rule promulgation, performance of economic analysis of District projects.

ADMINISTRATIVE

INVENTORY CONTROLLER - PURCHASING AGENT, CE Morgan Building Products, Largo, Florida, July 1978 to October 1980. Duties: Design and implement inventory control system, supervise quarterly inventories, purchase window and all other millwork products, sales.

STOREKEEPER, U.S. Coast Guard, June 1971 to June 1975. Duties: Clothing Stores Manager for Seventh Coast Guard District (Florida, Georgia, South Carolina and Greater Antilles), supervised one full-time assistant and occasional reserve personnel when available; Bid processing for industrial supplies, non-industrial accounts ledger maintenance for Base Ketchikan, Radio Station Ketchikan, and Cape Decision Lighthouse, Alaska; Base Exchange Operator, Base Ketchikan, Alaska.

HONORS

ACADEMIC

"Presidential Recognition of Outstanding Student Contribution to the University of Florida" certificate, April, 1983. First Place, American Agricultural Economics Assn. (AAEA) Undergraduate Essay and Public Speaking Session, AAEA Summer Meetings, Logan, Utah 1982; Paper entitled "Beach Zone Use in Florida: Public Goods, 'Non-Market Failure', and Property Rights".

IFAS SHARE General Scholarship, 1981 - 1982.

MILITARY

Coast Guard Achievement Medal for "Outstanding Achievement and Superior Performance of Duty from 19 January 1974 to 1 June 1975."

PUBLICATIONS

ECONOMIC IMPACT STATEMENTS AUTHORED

General Permit Processing Fees, Chapter 40D-0, F.A.C., May, 1988

Permit Processing Fees, Chapter 40D-0, F.A.C., November, 1990

Procedural Rules & General Permits, Chapters 40D-1, 20 & 40, F.A.C., February, 1988

Procedural Rules, Contract Bidding - Resolution of Protests, Chapter 40D-1, F.A.C., March 1990

Revisions to Water Use Permitting Rules and Adoption of the Basis of Review for Water Use Permit Applications Within the Southwest Florida Water Management District, Chapters 40D-2 & 20, F.A.C., February 1989

Proposed Revisions to General Well Regulation Rules, Chapter 40D-3, F.A.C., and the Incorporation of Chapters 17-524, 17-531, 17-532, and 17-555, F.A.C., March 1989

Proposed Revisions to General Well Regulation Rules, Chapter 40D-3, F.A.C., March 1991

Management and Storage of Surface Water; Addition of Wekiva River Basin Criteria, Chapters 40C-4 & 41, F.A.C., October 1986 (rule withdrawn)

Management and Storage of Surface Waters; Addition of Isolated Wetlands and Wetlands Mitigation Criteria to the Applicant's Handbook, Chapter 40C-4, F.A.C., 1986

Surface Water Management; Definition of Terms, "Project Area", Chapter 40D-4, F.A.C., June 1988

Surface Water Management; Revision of Construction and Noticed General Permit Application Forms, Adoption of Conceptual Permit Application Form, Chapter 40D-4, F.A.C., May 1988

Surface Water Management; Modification of Letters of Conceptual Approval, Chapter 40D-4, F.A.C., May 1988

Surface Water Management; Incorporation of Stormwater Regulation and Adoption of the Basis of Review for Surface Water Management Permit Applications Within the Southwest Florida Water Management District, Chapters 40D-4 & 40, F.A.C., July 1987

Addition of Isolated Wetlands Criteria, Chapter 40D-4, F.A.C., October 1987 (Addendum)

Proposed Revisions to the Basis of Review Concerning Denial of Impacts to Wetlands Deemed to be Environmentally Sensitive Areas, and Minimum Mitigation Requirements, Chapters 40D-4 & 40, F.A.C., February 1991

Surface Water Management; Off-Site Storm Water Treatment Criteria, Chapter 40D-4, F.A.C., June 1988

Schedule of Levels for Lakes and Other Impoundments; Establishment of Water Levels for Lakes Alfred, Blue, Cummings, Echo, Eva, George, Griffin, Medora, Pansy, and Sanitary (Mariana), Chapter 40D-8, F.A.C., November 1990

Schedule of Levels for Lakes and Other Impoundments;
Establishment of Water Levels for Lakes Altahama, Bonnie,
Cooper (Worth), Crystal, North Lake Wales, Serena, Twin
Lakes, Wales, Warren, and Weader (Weaver) , Chapter 40D-3,
F.A.C., June 1991

Schedule of Levels for Lakes and Other Impoundments;
Establishment of Water Levels for Spring Lake, Chapter 40D-
8, F.A.C., June 1991

General Consumptive Use Permits Within the Coastal Zone,
Chapter 40D-20, F.A.C., June 1988

Year-Round Water Conservation Measures, Chapter 40D-22,
F.A.C., July 1991

Surface Water Management; Conditions for Issuance of Genera
Permits and Editorial Changes to Threshold Language, Chapte
40D-40, F.A.C., June 1988

Surface Water Management; The Proposed Deletion of the Non-
Phosphate Mining Exemption form Chapter 40D-4, F.A.C. and
The Creation of a Rule and Basis of Review for the
Permitting of the Mining of Materials Other than Phosphate,
Chapters 40D-4 & 45, F.A.C., November 1989

Surface Water Management for the Mining of Material Other
than Phosphate; Proposed Revisions to Water Quality
Monitoring, Allowable Wetland Impacts, and Wetland Impact
Compensation Provisions, Chapter 40D-45, F.A.C., August 1990

ECONOMIC IMPACT STATEMENTS SUPERVISED

Highlands Ridge Water Use Caution Area, Chapter 40D-2,
F.A.C., Prepared by CH2M Hill, May 1990

Eastern Tampa Bay Water Use Caution Area, Chapter 40D-2,
F.A.C., Prepared by CH2M Hill, August 1990

Northern Tampa Bay Water Use Caution Area, Chapter 40D-2,
F.A.C., Prepared by CH2M Hill, January 1991

Economic Impact Statement for Revisions to Chapter 40D-2,
F.A.C., Water Use Permitting, and Chapter 40D-8, F.A.C.,
Water Levels and Rates of Flow, Including Rules Specific to
the Southern Water Use Caution Area, Prepared By Hazen and
Sawyer in association with Resource Economics Consultants
and HSW Engineering, August 25, 1994

OTHER PUBLICATIONS

Milon, J. Walter, Jay Yingling and John E. Reynolds, An Economic Analysis of the Benefits of Aquatic Weed Control in North-Central Florida; With Special Reference to Orange and Lochloosa Lakes. Food and Resource Economics Department Economics Report. Gainesville: University of Florida, 1986.

Proceedings of a Workshop on Water Allocation Strategies. 1. March 1993. Ed. Richard Owen and Jay Yingling. Brooksville: Southwest Florida Water Management District, 1993

Yingling, Jay. "Economic Values." In Indian River Lagoon Joint Reconnaissance Report. Ed. Joel S. Steward and Joel A. VanArman. St. Johns River Water Management District and South Florida Water Management District, 1987

**PROFESSIONAL
AFFILIATIONS**

American Agricultural Economics Association

American Water Resources Association

International Association of Ecological Economics

PERSONAL Born October 28, 1950 in Somers Point, New Jersey