

LAW OFFICES
McWHIRTER, REEVES, MCGLOTHLIN, DAVIDSON, RIEF & BAKAS, P.A.

190 NORTH TAMPA STREET, SUITE 2800
TAMPA, FLORIDA 33602-5126

MAILING ADDRESS: TAMPA
P.O. BOX 3350, TAMPA, FLORIDA 33601-3350

TELEPHONE (813) 224-0866

FAX (813) 221-1854

CABLE GRANDLAW

PLEASE REPLY TO:
TALLAHASSEE

TALLAHASSEE OFFICE
117 S. GARDEN
TALLAHASSEE, FLORIDA 32301

TELEPHONE (904) 222-2525
FAX (904) 222-5606

LYNWOOD F. ARNOLD, JR.
JOHN W. BAKAS, III
HARRY LEE COE, IV
LINDA DARSEY HARTLEY
C. THOMAS DAVIDSON
STEPHEN O. DECKER
LINDA E. JORGE
VICKI GORDON KAUFMAN
JOSEPH A. MCGLOTHLIN
JOHN W. MCWHIRTER, JR.
RICHARD W. REEVES
FRANK J. RIEF, III
DAVID W. STEEN
PAUL A. STRASKE

RECEIVED

MAY - 9 1997

FPSC - Records/Reporting

May 9, 1997

HAND-DELIVERED

Blanca S. Bayo, Director
Division of Records and Reporting
Gunter Building
2540 Shumard Oak Boulevard
Tallahassee, Florida 32399-0870

Re: Docket No. 970171-EU

Dear Ms. Bayo:

Enclosed for filing and distribution are the original and fifteen copies of the testimony and exhibits of Jeffry Pollock on behalf of the Florida Industrial Power Users Group in the above docket.

Please acknowledge receipt of the above on the extra copy enclosed herein and return it to me. Thank you for your assistance.

Sincerely,

Vicki Gordon Kaufman
Vicki Gordon Kaufman

ACK _____
AFA 2
AF _____
C/ _____
C' _____
C VGK/pw
~~EAG~~ 305/d
LEG 1
LW 5/9/97
C _____
F _____
SE 1 _____
V _____
C _____

RECEIVED & FILED

FPSC-BUREAU OF RECORDS

DOCUMENT NUMBER-DATE

04706 MAY-95

FPSC-RECORDS/REPORTING

ORIGINAL
FILE COPY

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Determination of appropriate cost)
allocation and regulatory treatment of total)
revenues associated with wholesale sales)
to Florida Municipal Power Agency and City)
of Lakeland by Tampa Electric Company.)

Docket No. 970171-EU

Testimony of

Jeffry Pollock

On Behalf of

Florida Industrial Power Users Group

May 1997
Project 6744

Brubaker & Associates, Inc.
St. Louis, MO 63144-2000

DEPARTMENT NUMBER-DATE

01-706 MAY-95

FPSC-RECORDS/REPORTING

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

**In Re: Determination of appropriate cost)
allocation and regulatory treatment of total)
revenues associated with wholesale sales)
to Florida Municipal Power Agency and City)
of Lakeland by Tampa Electric Company.)**

Docket No. 970171-EU

Testimony of
Jeffry Pollock

On Behalf of
Florida Industrial Power Users Group

May 1997
Project 6744

Brubaker & Associates, Inc.
St. Louis, MO 63141-2000

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

DIRECT TESTIMONY

OF

JEFFRY POLLOCK

1 **Q PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.**

2 **A My name is Jeffry Pollock. My business address is 1215 Fern Ridge Parkway,**
3 **Suite 208; St. Louis, Missouri 63141-2000.**

4 **Q WHAT IS YOUR OCCUPATION AND BY WHOM ARE YOU EMPLOYED?**

5 **A I am an energy and regulatory consultant and a principal in the firm of Brubaker**
6 **& Associates, Inc. (BAI).**

7 **Q PLEASE STATE YOUR EDUCATIONAL BACKGROUND AND EXPERIENCE.**

8 **A I have a Bachelor of Science Degree in Electrical Engineering and a Masters in**
9 **Business Administration from Washington University. Since graduation in 1975,**
10 **I have been engaged in a variety of consulting assignments including energy and**
11 **regulatory matters in both the United States and several Canadian provinces.**
12 **More details are provided in Appendix A to this testimony.**

13 **Q ON WHOSE BEHALF ARE YOU PRESENTING TESTIMONY IN THIS**
14 **PROCEEDING?**

15 **A I am appearing on behalf of the Florida Industrial Power Users Group (FIPUG).**
16 **FIPUG members are customers of Tampa Electric Company (TECo). They**
17 **purchase substantial quantities of electric power and energy under various firm**
18 **and interruptible tariffs.**

19 **Q WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

1 A I shall assess TECo's proposed retail regulatory treatment of its new wholesale
2 sales to the Florida Municipal Power Agency (FMPA) and the City of Lakeland
3 (Lakeland). I have also conducted a limited review of TECo's cost/benefit
4 analysis, even though I firmly believe that such an analysis is irrelevant in
5 determining the appropriate regulatory treatment of the new wholesale sales.

6 Q HAVE YOU PREPARED ANY EXHIBITS IN CONNECTION WITH YOUR
7 TESTIMONY IN THIS PROCEEDING?

8 A Yes. I am sponsoring one exhibit consisting of two documents, a copy of which
9 is appended to this testimony. These exhibits were prepared either by me or
10 under my supervision and direction.

11 **Summary and Recommendations**

12 Q SHOULD TECO'S PROPOSED RETAIL REGULATORY TREATMENT OF THE
13 NEW WHOLESALE SALES BE ADOPTED?

14 A No. TECo has not provided any assurances that retail customers will realize
15 benefits that outweigh the costs associated with the new wholesale sales. Under
16 its proposed regulatory treatment, TECo would retain 73% of the net benefits,
17 while retail customers would retain only 22%. These minimal benefits could easily
18 be offset by higher fuel costs because the dedication of coal-fired capacity to the
19 wholesale market will make it unavailable to retail customers for an extended
20 period. In other words, TECo may have to rely on more expensive resources to
21 meet retail customers' needs.

22 However, even assuming that the projected benefits to retail customers
23 were to outweigh the costs, the base portions of the transactions should be

1 treated as separated sales for both the adjustment clause calculations and
2 earnings monitoring reports. As discussed in more detail later:

- 3 • Retail customers are paying 100% of the embedded costs of the
4 system resources (generation and transmission) being used to
5 support the FMPA and Lakeland sales. Fairness demands that
6 they also receive the benefits derived from the further use of these
7 resources.

- 8 • Separation will prevent cost shifting, ensure that competitive
9 wholesale sales are not being subsidized by regulated retail sales
10 and create a more level competitive playing field. A regulated
11 utility should not be permitted to gain a competitive advantage over
12 other wholesale entities which do not have the luxury of using their
13 "captive" customers to subsidize discounted wholesale rates while
14 providing adequate returns to their shareholders.

15 Finally, as the electric industry becomes increasingly more competitive
16 (both at the wholesale and at the retail level), this Commission should prevent
17 attempts by regulated electric utilities to use their market power to thwart
18 competition. This can be achieved only by requiring utility investors to bear the
19 revenue shortfall between fully allocated embedded costs and the revenues
20 derived from competitive sales.

21 **The Nature of the New Wholesale Sales**

22 **Q IS THERE ANY DISPUTE THAT THE FMPA AND LAKELAND TRANSACTIONS**
23 **QUALIFY AS "SEPARATED SALES" AS THE TERM HAS BEEN PREVIOUSLY**
24 **DEFINED BY THIS COMMISSION?**

25 **A** No. Both of the new wholesale sales are long-term (with a duration greater than
26 one year); and according to the Interchange Contracts between TECo and FMPA
27 and TECo and Lakeland, TECo is committing system resources to support these
28 customers' base capacity and energy requirements. For example, under the
29 FMPA agreement:

1 Contracted capacity and contracted energy shall be served
2 from all or any combination of the four (4) generating units
3 that comprise the generating resources as long as sufficient
4 capacity and energy is available from those resources that
5 is not subject to existing prior commitments of Big Bend
6 Station and Francis J. Gannon Station coal-fired resources
7 that include the generating resource(s). [TECo Exhibit No.
8 _____ (KAB-1), Document No. 2, Page 5]

9 Exhibit A of the FMPA agreement identifies the four generating units as including
10 Big Bend Unit Nos. 2 and 3 and Gannon Units 5 and 6.

11 Supplemental capacity and associated energy will be provided to FMPA
12 and Lakeland on an as-available basis. This portion of the new wholesale sales
13 can be categorized as non-separated sales.

14 TECo is using its transmission system to deliver the contracted power and
15 energy requirements under both the FMPA and Lakeland agreements. TECo is
16 charging FMPA and Lakeland for the transmission and ancillary services but not
17 sharing the revenue with retail ratepayers.

18 **Q WHAT IS THE COMMISSION'S POLICY REGARDING SEPARATED**
19 **WHOLESALE SALES?**

20 **A** The Commission's policy was articulated in Docket No. 970001-EI, Order No.
21 PSC-97-0262-FOF-EI, issued on March 11, 1997. The Commission found that:

22 . . . as a generic policy, there shall be uniform cost
23 allocation between the wholesale and retail markets for all
24 prospective separable sales. Thus, we shall impute
25 revenues in the fuel adjustment clause in the event the
26 actual fuel revenues a utility receives from a separable sale
27 are less than average system fuel costs. A utility's
28 shareholders will, in effect, be required to pay for any
29 shortfall associated with fuel revenues if the actual fuel
30 revenues the utility collects are less than the average
31 system fuel costs we impute. Imputation of fuel revenues
32 will protect the retail ratepayer from automatic increases in
33 fuel cost responsibility.

This process protects the retail market from subsidizing the competitive wholesale market.

Id. at 3.

Q WILL THE COMMISSION ALSO CONSIDER ALTERNATIVE REGULATORY TREATMENTS OF NEW WHOLESALE SALES ON A CASE-BY-CASE BASIS?

A Yes. In the aforementioned order, the Commission indicated that, as an exception to the general rule, it would allow a utility to demonstrate "... on a case-by-case basis, that each new sale does, in fact, provide overall benefits to the retail ratepayers. (Id. at 4, emphasis supplied). However, it is clear that the utility has the burden to prove that the actual benefits of new wholesale sales would clearly outweigh the costs from the retail customers' perspective.

Cost/Benefit Analysis

Q HAS TECO SUBMITTED A COST/BENEFIT ANALYSIS IN THIS PROCEEDING?

A Yes. This analysis purportedly shows that retail customers would benefit from the new wholesale sales. Therefore, TECo is requesting a variance from this Commission's general practice of treating new long-term firm wholesale sales as separated for adjustment clause and regulatory monitoring purposes.

Q HAS TECO CONCLUSIVELY DEMONSTRATED THAT THE BENEFITS TO ITS RETAIL CUSTOMERS FROM THESE NEW WHOLESALE SALES WILL MORE THAN OUTWEIGH THE ASSOCIATED COSTS?

A No. First, based on TECo's own projections, retail customers would receive only 22% of the net benefits derived from the new wholesale sales or about \$2.2 million net present value (NPV) over the duration of the agreements. This would translate into a benefit of only \$0.00014 per kWh sold to retail customers. The

1 customers' share of the projected benefits is small compared to the 73% that
2 TECo's shareholders would retain. This sharing mechanism is virtually the
3 opposite of the Commission's longstanding 20/80 sharing of margins from broker
4 sales between the utility and its retail customers, respectively.

5 Second, and perhaps more importantly, whether any benefits will
6 materialize at all will depend critically on the level of incremental fuel cost
7 associated with the new wholesale sales. As the Commission is well aware, any
8 forecast that depends on projections of fuel costs is speculative at best. It would
9 not be good public policy to approve a proposed retail regulatory treatment for
10 wholesale sales that relies so heavily on projected fuel costs that are subject to
11 extreme fluctuation.

12 **Q HOW DID YOU DETERMINE THAT RETAIL CUSTOMERS WOULD RECEIVE**
13 **ONLY 22% OF THE NET BENEFITS FROM THE NEW WHOLESALE SALES?**

14 **A** The analysis is provided in Exhibit ____ (JP-1), Document No. 1. All of the
15 information presented in this exhibit was derived from TECo Exhibit ____ (KAB-1),
16 Document Nos. 4, 5, 6 and 7. The amounts shown in Document No. 1 are stated
17 on a net present value (NPV) basis.

18 The starting point for TECo's cost/benefit analysis is the assumption that
19 the new wholesale sales will generate \$81.4 million (NPV) of incremental
20 revenues. TECo then proposes to determine the incremental cost of fuel, the cost
21 of additional SO₂ allowances consumed, and the variable O&M expense
22 associated with these sales. These incremental costs total about \$70.5 million
23 (NPV). Fuel would comprise \$65.9 million (NPV), or 93%, of the incremental
24 costs of the new wholesale sales. In addition, because TECo is projecting to add

1 peaking capacity during the duration of the Lakeland agreement, TECo has
2 estimated the incremental cost of these capacity additions to be \$0.8 million
3 (NPV).

4 The total incremental cost of the new wholesale sales is projected by
5 TECo to be \$71.3 million (NPV). Thus, TECo would derive \$10.1 million (NPV)
6 of net benefits. Stated differently, the new wholesale sales would provide a
7 contribution to fixed costs of \$10.1 million (NPV), according to TECo's projections

8 **Q WHAT PORTION OF THE \$10.1 MILLION OF NET BENEFITS IS TECO**
9 **PROPOSING TO RETAIN FOR ITS SHAREHOLDERS?**

10 **A** TECo is proposing to retain 100% of the transmission revenue (\$5.7 million NPV)
11 and 50% of the net non-fuel revenue (\$2.2 million NPV). Thus, TECo would
12 retain \$7.9 million, or 78% of the \$10.1 million of net benefits derived from the
13 new wholesale sales. This inequity is exacerbated by the fact that prior to the
14 wholesale transaction, TECo's holding company, TECo Energy, will derive a profit
15 from the transaction from its coal company, its coal transportation company and
16 its non-regulated generating company. None of these profits will be shared with
17 retail customers.

18 **Q HOW WOULD RETAIL CUSTOMERS BE AFFECTED IF TECO'S PROJECTIONS**
19 **OF INCREMENTAL REVENUES AND ASSOCIATED INCREMENTAL FUEL**
20 **COSTS WERE TOO OPTIMISTIC?**

21 **A** The benefits to retail customers could very well disappear if TECo's 10-year
22 forecast projection of profitability either overstates the incremental revenues or
23 understates the corresponding incremental fuel costs associated with the new
24 wholesale sales. As can be seen in Document No. 1, retail customers would

1 receive \$2.2 million (NPV) in net benefits based on TECo's projections. These
2 benefits are only 2.7% of the projected incremental revenues and only 3.3% of the
3 projected incremental fuel costs. In other words, if either the projected
4 incremental revenues are overstated by 2.7% and/or the incremental fuel costs
5 are understated by 3.3%, the net benefits to retail customers would disappear.

6 **Q HAVE YOU HAD AN OPPORTUNITY TO EXAMINE EITHER THE**
7 **REASONABLENESS OR THE SENSITIVITY OF TECO'S PROJECTIONS OF**
8 **INCREMENTAL REVENUES AND FUEL COSTS ASSOCIATED WITH THE NEW**
9 **WHOLESALE SALES?**

10 **A** No. I am awaiting receipt of discovery responses to determine the
11 reasonableness and sensitivity of the projected annual costs and benefits, how
12 these sales are being modeled and which resources would operate on the margin.

13 **Q WOULD A MORE IN-DEPTH ANALYSIS CHANGE YOUR**
14 **RECOMMENDATIONS IN THIS PROCEEDING?**

15 **A** No. First, TECo has the burden of proof to demonstrate that retail customers will
16 gain a real benefit from the new wholesale sales. It has failed to do so. TECo
17 should have provided the Commission with a sensitivity analysis to determine the
18 likelihood that benefits will materialize in each year that the new wholesale
19 agreements are in effect.

20 Second, even if the sensitivity studies were to demonstrate that retail
21 customers are likely to benefit, TECo has not provided any guarantee that retail
22 customers will save money. Given the speculative nature of any long-term
23 forecast, the Commission should not assume, absent a guarantee from the utility,

1 that retail customers will ever see lower rates during the duration of the new
2 wholesale agreements.

3 In summary, the Commission's policy on the regulatory treatment of
4 separated wholesale sales should not be abandoned based on the results of a
5 highly speculative cost-benefit analysis like the one submitted by TECo in this
6 proceeding.

7 **Regulatory Treatment**

8 **Q TECO HAS CHARACTERIZED ITS PROPOSED REGULATORY TREATMENT**
9 **AS A 50/50 SHARING OF THE REMAINING SALES PROCEEDS BETWEEN**
10 **TECO AND RETAIL CUSTOMERS, YET YOU HAVE CHARACTERIZED TECO'S**
11 **PROPOSAL AS A 78/22 SHARING. HOW DO YOU RECONCILE THE TWO**
12 **POSITIONS?**

13 **A** TECo is assuming that it is entitled to retain all of the revenues associated with
14 the cost of providing transmission and ancillary services to FMPA and Lakeland.
15 In other words, TECo has characterized these transmission revenues as a cost
16 which it is proposing to charge itself in accordance with its FERC Open Access
17 Tariff.

18 **Q IS IT APPROPRIATE TO CHARACTERIZE THE TRANSMISSION PORTION OF**
19 **THE REVENUES DERIVED UNDER THE NEW WHOLESALE AGREEMENTS AS**
20 **A COST INCURRED BY TECO?**

21 **A** No. To my knowledge, TECo is not incurring any additional generation or
22 transmission investment to provide service to FMPA and Lakeland. In other
23 words, the new wholesale sales represent an incremental use of TECo's
24 transmission system (and generation resources in the case of ancillary services).

1 The revenues derived from this incremental use of the transmission system, thus,
2 can be used to defray fixed costs. Finally, because the FMPA and Lakeland
3 agreements were consummated subsequent to TECo's last base rate case, none
4 of the transmission-related and ancillary costs now being caused by these
5 customers have been allocated either directly to these customers or to TECo.

6 For all of the above reasons, it would not be appropriate to characterize
7 the transmission charges as additional costs incurred by TECo when these
8 incremental revenues are clearly available to defray TECo's existing transmission
9 and ancillary service costs. Consequently, the transmission revenues should be
10 treated as net benefits derived from the new wholesale sales.

11 **Q WAS THE ENVIRONMENT IN WHICH TECO NEGOTIATED THE NEW**
12 **WHOLESALE SALES DIFFERENT FROM ITS NEGOTIATIONS WITH OTHER**
13 **WHOLESALE CUSTOMERS?**

14 **A** No. The wholesale market has been competitive for some time now. A good
15 example of the competition TECo has faced occurred in 1991, when TECo
16 participated in a competitive solicitation process for the opportunity to serve the
17 cities of Fort Meade and Wauchula. TECo was ultimately successful in capturing
18 these sales from Florida Power Corporation, and it has been increasing its market
19 share ever since.

20 **Q IS TECO'S PROPOSAL TO SHARE THE BENEFITS DERIVED FROM THE NEW**
21 **WHOLESALE SALES APPROPRIATE?**

22 **A** No. The sharing of the benefits associated with long-term firm (i.e., separated)
23 wholesale sales is inappropriate because retail customers are supporting 100%
24 of the cost of system capacity resources (both generation and transmission) in

1 their base rates and through the various adjustment clauses. The capacity costs
2 associated with TECo's purchases from the Hardee Power Partners, which is
3 owned by a TECo affiliate, TECo Power Services (TPS), are being fully recovered
4 from retail customers in the Capacity Cost Recovery Factor.

5 Thus, retail customers are entitled to receive all of the benefits associated
6 with the long-term use of the facilities for which they, and they alone, are paying.
7 This means that any benefits derived from these sales should be used to reduce
8 retail rates. To do otherwise would be tantamount to forcing retail customers to
9 subsidize TECo's ventures in the more competitive wholesale market.

10 **Q IS THERE ANY ISSUE THAT THE NEW WHOLESALE SALES ARE BEING**
11 **PRICED BELOW TECO'S AVERAGE EMBEDDED COST?**

12 **A** No. According to TECo's witness, Mr. John B. Ramil, the fully allocated
13 embedded cost to serve the new wholesale sales will exceed the incremental non-
14 fuel revenues derived from these sales (Testimony at page 11, beginning at Line
15 21). Thus, the wholesale sales are being priced below TECo's embedded cost.

16 **Q WHAT ARE THE IMPLICATIONS OF ALLOWING A REGULATED**
17 **ELECTRIC UTILITY TO SELECTIVELY OFFER BELOW-COST DISCOUNTED**
18 **RATES TO SOME CUSTOMERS WITHOUT PROVIDING ASSURANCES THAT**
19 **ITS CAPTIVE CUSTOMERS WILL DERIVE BENEFITS?**

20 **A** TECo's proposed regulatory treatment would shift cost responsibility from
21 competitive to regulated operations. That is, retail customers may experience
22 adverse rate impacts as a result of the new wholesale sales. Such cost shifting
23 will stifle competition because the utility, by virtue of forcing captive customers to
24 underwrite its ventures in competitive wholesale markets, will gain an unwarranted

1 competitive advantage over other market participants who do not have the luxury
2 of using their captive customers to offer subsidized rates. Such an outcome, in
3 my opinion, would be contrary to good public policy and to the goal of increasing
4 competition in the electric utility industry.

5 Until retail customers can choose their generation supplier, regulation must
6 remain a surrogate for competition. Thus, retail customers should pay only their
7 fully allocated embedded cost of service and no more.

8 **Q WOULD TREATING THE NEW WHOLESALE SALES AS SEPARATED SALES**
9 **MINIMIZE SUCH COST SHIFTING BETWEEN COMPETITIVE AND REGULATED**
10 **OPERATIONS?**

11 **A** Yes, it would. However, in TECo's case, it would not completely solve the
12 problem. This is illustrated in Document No. 2, which is a comparison between
13 the retail fuel and purchased power costs, the cost of purchased power from the
14 Hardee Power Partners and the fuel cost associated with Schedule D wholesale
15 sales.

16 As can be seen, the retail fuel adjustment charges (Column 1) are
17 consistently higher than the fuel costs derived from Schedule D sales (Column 3).
18 This result may be primarily attributed to the fact that TECo is dedicating above-
19 contract and spot market coal purchases primarily to its wholesale operations. It
20 is also attributable, in part, to the fact that TECo is purchasing expensive
21 electricity from its affiliate, TPS, and charging the full cost of these purchases to
22 its captive retail customers. The energy portion of these purchases is shown in
23 Column 2 of Document No. 2.

1 In other words, TECo is purchasing capacity and energy from its affiliate
2 while, at the same time, it is selling system capacity and lower cost energy
3 resources to its affiliate and to other wholesale market participants. This practice
4 might be characterized as a further attempt to shift costs between competitive and
5 regulated operations.

6 **Q IN A COMPETITIVE MARKET, COULD A SUPPLIER CHARGE DIFFERENT**
7 **PRICES FOR THE SAME COMMODITY?**

8 **A No.** According to the testimony of TECo witness, Dr. Douglas R. Bohi, in a
9 competitive market, ". . . it is not possible to charge different prices for the same
10 commodity because of arbitrage." (Testimony at Page 11, Lines 12-14) On this
11 point, I agree with Dr. Bohi.

12 **Q ARE YOU CONTESTING THE PRUDENCE OF TECO'S PURCHASED POWER**
13 **AND SALES AGREEMENTS?**

14 **A No.** I am not suggesting that there is any impropriety in either TECo's purchased
15 power or wholesale service agreements per se. What I am suggesting is that the
16 Commission has an important role to play, as a surrogate for competition, to
17 ensure that the dramatically different prices TECo is charging for retail and
18 wholesale generation services is in the best interest of retail customers.

19 **Q DR. BOHI ASSERTS THAT IF THE INCREMENTAL COST OF WHOLESALE**
20 **SALES ARE COVERED BY INCREMENTAL REVENUES, RETAIL CUSTOMERS**
21 **WILL NOT BE SUBSIDIZING WHOLESALE SALES. HOW DO YOU RESPOND**
22 **TO HIS ASSERTION?**

23 **A Dr. Bohi's assertion is based on an erroneous assumption that a utility having low**
24 **incremental operating costs is more efficient than a competing supplier that may**

1 have higher operating costs but lower total costs. This is reminiscent of the
2 doctor who tells a patient that "you are in great shape for the shape you are in"
3 when in fact the patient may be terminally ill.

4 Q IS IT APPROPRIATE TO MEASURE EFFICIENCY SOLELY BASED ON
5 INCREMENTAL COST?

6 A No. A firm may have low incremental costs simply because it has invested capital
7 to offset variable production costs in anticipation of operating at a sufficiently high
8 load factor to earn an adequate return. This is not a measure of efficiency. It is
9 the result of a strategic decision to employ operating leverage.

10 Electric utilities have chosen to invest (or over-invest as some analysts
11 now contend) in capital because, in a regulated environment, all additions to rate
12 base would produce a higher return for the utility's stockholders. Traditional cost
13 of service regulation rewarded investment because revenue requirements are the
14 sum of return on investment (i.e., profits) and operating expenses (i.e., revenues
15 = profits + expenses). It is wrong to characterize a firm that was incentivized to
16 invest as necessarily being more efficient than another firm that chose instead to
17 minimize overall costs.

18 The regulatory equation is in stark contrast to conditions in a competitive
19 market where profits equal revenues minus expenses. Because price is market
20 determined, the most efficient supplier will have a strong incentive to minimize the
21 overall cost of goods sold to maximize the opportunity for profit. No distinction
22 will be made between fixed and variable costs, or between average and
23 incremental costs, as suggested by Dr. Bohi, in determining efficiency.

1 Q HOW SHOULD THE COMMISSION PROTECT TECO'S RETAIL CUSTOMERS
2 FROM UNWARRANTED COST SHIFTING?

3 A Any revenue shortfall between the embedded costs associated with the new
4 wholesale sales and the revenues derived from these sales should be borne by
5 TECo at least until such time as TECo is able to demonstrate that, based on
6 actual data, retail customers will be "held harmless."

7 Therefore, I recommend that there be no sharing of margins from new
8 separated wholesale sales, and that 100% of the non-fuel revenues should be
9 returned to retail customers, including all transmission and ancillary service
10 charges. Further, TECo should be ordered to perform a jurisdictional separation
11 study in which embedded costs are appropriately allocated to all long-term
12 separated wholesale sales. This jurisdictional separation study should be the
13 basis for measuring the earnings derived from TECo's retail operations. To do
14 otherwise would artificially depress earnings from retail operations and reduce the
15 potential for future refunds under the earnings cap approved in Docket No.
16 960409-EI.

17 Q WOULD SUCH A POLICY DISCOURAGE UTILITIES FROM PARTICIPATING IN
18 COMPETITIVE MARKETS?

19 A No. A prudently managed utility will use its best efforts to market surplus capacity
20 and energy irrespective of whether it receives a specific monetary incentive for
21 doing so. This is because maximizing off-system sales should enable a utility to
22 minimize retail rates and, therefore, protect what many utilities are now realizing
23 is their most valuable asset—their retail customers. Thus, a rate minimization

1 **strategy will be critical to the future success of incumbent electric utilities in a fully**
2 **competitive retail customer choice environment.**

3 **Q DOES THIS CONCLUDE YOUR DIRECT TESTIMONY?**

4 **A Yes, it does.**

1

Qualifications of Jeffrey Pollock

2 Q PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.

3 A Jeffrey Pollock. My business mailing address is P. O. Box 412000, St. Louis, Missouri
4 63141-2000.

5 Q WHAT IS YOUR OCCUPATION AND BY WHOM ARE YOU EMPLOYED?

6 A I am a consultant in the field of public utility regulation and a principal in the firm of
7 Brubaker & Associates, Inc., energy and regulatory consultants.

8 Q PLEASE STATE YOUR EDUCATIONAL BACKGROUND AND EXPERIENCE.

9 A I am a graduate of Washington University. I hold the degrees of Bachelor of Science in
10 Electrical Engineering and Master of Business Administration. At various times prior to
11 graduation, I worked for the McDonnell Douglas Corporation in the Corporate Planning
12 Department; Sachs Electric Company; and L. K. Comstock & Company. While at
13 McDonnell Douglas, I analyzed the direct operating cost of commercial aircraft.

14 Upon graduation, in June, 1975, I joined the firm of Drazen-Brubaker &
15 Associates, Inc. Drazen Brubaker & Associates, Inc. (DBA) was incorporated in 1972
16 assuming the utility rate and economic consulting activities of Drazen Associates, Inc.,
17 active since 1937. Brubaker & Associates, Inc. (BAI) was formed in April, 1995. In the
18 last five years, BAI and its predecessor firm has participated in more than 700 regulatory
19 proceeding in forty states and Canada.

20 During my tenure at both DBA and BAI, I have prepared numerous financial and
21 economic studies of investor-owned, cooperative and municipal utilities, including revenue
22 requirements, cost of service studies, rate design, site evaluations and service contracts.
23 Recent engagements have included advising clients on electric restructuring issues.

1 developing responses to utility requests for proposals (RFPs), and managing RFPs for
2 clients. I am also responsible for developing and presenting seminars on electricity
3 issues.

4 I have worked on various projects in over twenty states and in two Canadian
5 provinces, and have testified before the regulatory commissions of Alabama, Arizona,
6 Colorado, Delaware, Florida, Georgia, Illinois, Iowa, Louisiana, Minnesota, Mississippi,
7 Missouri, Montana, New Jersey, New Mexico, Ohio, Pennsylvania, Texas, Virginia and
8 Washington. I have also appeared before the City of Austin Electric Utility Commission,
9 the Board of Public Utilities of Kansas City, Kansas, the Bonneville Power Administration,
10 Travis County (Texas) District Court, and the U.S. Federal District Court.

11 BAI provides consulting services in the economic, technical, accounting, and
12 financial aspects of public utility rates and in the acquisition of utility and energy services
13 through RFPs and negotiations, in both regulated and unregulated markets. Our clients
14 include large industrial and institutional customers, some utilities and, on occasion, state
15 regulatory agencies. We also prepare special studies and reports, forecasts, surveys and
16 siting studies, and present seminars on utility-related issues.

17 In general, we are engaged in energy and regulatory consulting, economic
18 analysis and contract negotiation.

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Determination of appropriate cost)
allocation and regulatory treatment of total)
revenues associated with wholesale sales)
to Florida Municipal Power Agency and City)
of Lakeland by Tampa Electric Company.)

Docket No. 970171-EU

Exhibit of

Jeffry Pollock

On Behalf of

Florida Industrial Power Users Group

May 1997
Project 6744

Brubaker & Associates, Inc.
St. Louis, MO 63141-2000

DOCUMENT NUMBER-DATE

06706 MAY-95

FPSC-RECORDS/REPORTING

TAMPA ELECTRIC COMPANY

Analysis of TECO's Proposed Regulatory Treatment of the FMPA and Lakeland Sales (NPV \$Millions)

Line	Description	Amount
1	Incremental revenues	\$81.4
	Incremental costs:	
2	Fuel	\$65.9
3	SO2 Allowances	\$0.6
4	Variable O&M	\$3.9
5	Capacity	\$0.8
6	Subtotal	\$71.3
7	Net Benefits	\$10.1
	Benefits retained by TECo	
8	Transmission revenues	\$5.7
9	50% of net non-fuel revenues	\$2.2
10	Subtotal	\$7.9
11	Percent of Benefits retained by TECo	78%
12	Benefits retained by retail customers	\$2.2
13	Percent of Benefits retained by retail customers	22%

TAMPA ELECTRIC COMPANY

**Comparison of Retail Fuel and Purchased Power Costs,
Firm Purchased Power Energy Costs and Firm Sales for Resale**

Reporting Month	Retail Fuel/ Purchased Power Cost (Cents/kWh) (1)	Hardee Power Partners Native Purchases (Cents/kWh) (2)	Schedule D Firm Sales For Resale (Cents/kWh) (3)
Oct 95	2.24	10.00	1.57
Nov	2.11	83.37	1.49
Dec	2.40	6.20	1.49
Jan 96	2.10	6.41	1.64
Feb	2.23	2.80	1.59
Mar	2.54	5.99	1.67
Oct 95 - Mar 96	2.26	6.97	1.59
Apr 96	2.13	-11.55	1.69
May	2.51	3.38	1.91
Jun	2.29	3.50	1.92
Jul	2.61	3.78	2.05
Aug	2.41	3.64	1.79
Sep	2.25	3.15	1.79
Apr-Sep 96	2.37	3.50	1.87
Oct	2.23	5.66	1.72
Nov	2.08	29.44	1.70
Dec	2.24	6.63	1.84
Jan 97	2.12	6.08	1.77
Feb	2.04	4.99	1.63
Mar	2.41	3.56	1.67
Oct 96 - Mar 97	2.19	4.84	1.73

Source: **TECo Fuel Cost Recovery and Capacity Cost Recovery**
Filings: Schedule A1, L34 Schedule A7 Schedule A6

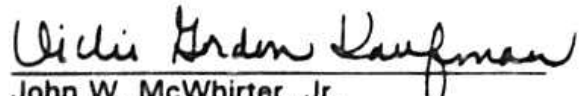
CERTIFICATE OF SERVICE

I HEREBY CERTIFY that a true and correct copy of the foregoing Testimony and Exhibits of Jeffry Pollock on behalf of the Florida Industrial Power Users Group has been furnished by *hand delivery or U.S. Mail to the following this 9th day of May, 1997:

*Leslie Paugh
Division of Legal Services
Florida Public Service Commission
2540 Shumard Oak Boulevard
Gunter Building, Room 370
Tallahassee, Florida 32399-0850

Lee L. Willis
James D. Beasley
Ausley & McMullen
227 South Calhoun Street
Tallahassee, Florida 32301

John Roger Howe
Office of Public Counsel
111 West Madison Street
Suite 801
Tallahassee, FL 32399-1400


John W. McWhirter, Jr.
McWhirter, Reeves, McGlothlin,
Davidson, Rief & Bakas, P.A.
Post Office Box 3350
Tampa, Florida 33601-3350
Telephone: (813) 224-0866

Joseph A. McGlothlin
Vicki Gordon Kaufman
McWhirter, Reeves, McGlothlin,
Davidson, Rief & Bakas, P.A.
117 South Gadsden Street
Tallahassee, Florida 32301
Telephone: (904) 222-2525

Attorneys for Florida Industrial
Power Users Group