

ON BEHALF OF BELL SOUTH TELECOMMUNICATIONS, INC.

DIRECT TESTIMONY OF WILLIAM E. TAYLOR, Ph.D.

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

AUGUST 27, 2003

1 **I. INTRODUCTION AND SUMMARY**

2 **Q. PLEASE STATE YOUR NAME, BUSINESS ADDRESS, AND CURRENT**
3 **POSITION.**

4 A. My name is William E. Taylor. I am Senior Vice President of NERA Economic
5 Consulting, ("NERA"), head of its Communications Practice, and head of its
6 Cambridge office located at One Main Street, Cambridge, Massachusetts 02142.

7 **Q. PLEASE DESCRIBE YOUR EDUCATIONAL, PROFESSIONAL, AND**
8 **BUSINESS EXPERIENCE.**

9 A. I have been an economist for over thirty years. I earned a Bachelor of Arts degree
10 from Harvard College in 1968, a Master of Arts degree in Statistics from the
11 University of California at Berkeley in 1970, and a Ph.D. from Berkeley in 1974,
12 specializing in Industrial Organization and Econometrics. For the past twenty-five
13 years, I have taught and published research in the areas of microeconomics,
14 theoretical and applied econometrics, and telecommunications policy at academic
15 and research institutions. Specifically, I have taught at the Economics Departments
16 of Cornell University, the Catholic University of Louvain in Belgium, and the
17 Massachusetts Institute of Technology. I have also conducted research at Bell
18 Laboratories and Bell Communications Research, Inc.

19 I have participated in telecommunications regulatory proceedings before
20 many state public service commissions, including the Florida Public Service
21 Commission ("Commission"). Before the Commission, I have testified in Docket
22 Nos. 900633-TL, 920260-TL, 920385-TL, 960786-TP, 980000-SP, 980696-TP,
23 990750-TP, 000075-TP, 000121-TP, 020119-TP, 020578-TP, and 020507-TP.

1 In addition, I have filed affidavits before the Federal Communications
2 Commission (“FCC”) and the Canadian Radio-television Telecommunications
3 Commission on matters concerning incentive regulation, price cap regulation,
4 productivity, access charges, local competition, interLATA competition,
5 interconnection and pricing for economic efficiency. Recently, I was chosen by the
6 Mexican Federal Telecommunications Commission and Telefonos de Mexico
7 (“Telmex”) to arbitrate the renewal of the Telmex price cap plan in Mexico.

8 I have also testified on market power and antitrust issues in federal court. In
9 recent years, I have studied—and testified on—the competitive effects of mergers
10 among major telecommunications firms and of vertical integration and
11 interconnection of telecommunications networks.

12 My curriculum vita is attached as Exhibit WET-1.

13 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

14 A. I have been asked by BellSouth Telecommunications, Inc. (“BellSouth”)—an
15 incumbent local exchange carrier (“ILEC”)—to comment on economic issues
16 arising from the recent legislative amendments to Chapter 364 (pertaining to
17 telecommunications regulation) of the Florida Statutes. Specifically, I comment on
18 the provisions of the newly created Section 364.164 on “Competitive Market
19 Enhancement,” and reduction of intrastate switched access rates to parity with
20 interstate switched access rates (Section 364.163, as amended).

21 **Q. PLEASE SUMMARIZE YOUR TESTIMONY.**

22 A. The newly created Section 364.164 aims to encourage greater competitive entry
23 into Florida’s local exchange markets by simultaneously removing the current
24 support for residential basic local telecommunications service (“RBLTS”) and
25 reducing intrastate switched access rates to parity with interstate switched access
26 rates within 2-4 years.

27 There is no doubt that competitive local exchange carriers (“CLECs”) have
28 made considerable strides in Florida in the past few years. The problem lies,

1 however, with the persistent *unevenness* of CLEC entry in Florida. As of
2 December 2002, 83 percent of ILEC-served access lines went to residential and
3 single-line business customers, while only 48 percent of CLEC-served access lines
4 did. Given the specific market and regulatory circumstances of Florida, this
5 unevenness of competitive entry in the state is attributable in large part to the
6 relationship between end-user rates for basic local telephone service (in particular,
7 for RBLTS) and unbundled network element/unbundled network element-platform
8 ("UNE/UNE-P") rates. Generally, the margins available between the two rates are
9 far more substantial for *business* basic local telephone service than for RBLTS.
10 Unconstrained by public policy or regulation regarding which customers they may
11 or may not serve, CLECs have gravitated naturally toward higher-margin medium
12 and large businesses or customers using four or more lines. It is this unevenness in
13 competitive entry incentives that Section 364.164 is designed to correct.

14 Finally, Section 364.164 seeks to make the withdrawal of support for
15 RBLTS revenue-neutral from the perspective for the ILEC. For this purpose,
16 Section 364.163 (as amended) requires the ILEC's current intrastate switched
17 access rates in Florida to be dropped to parity with current interstate switched
18 access rates. Historically, intrastate switched access rates have been a source of
19 support for RBLTS. This reduction of intrastate switched access rates will remove
20 an equivalent amount (in dollar terms) of support for RBLTS end-user rates, but
21 whether that would suffice to remove *all* of the support currently available is hard
22 to ascertain. However, any rate rebalancing of the form envisioned by Sections
23 364.164 and 364.163 (as amended) would improve incentives for competitive entry
24 into Florida's local exchange markets and lead to more efficient prices for RBLTS
25 and switched access services. This would greatly benefit consumers and local
26 exchange competition alike.

27 **II. COMPETITIVE MARKET ENHANCEMENT: SECTION 364.164**

28 **Q. WHAT PROVISIONS OF SECTION 364.164 DOES YOUR TESTIMONY**

1 **ADDRESS?**

2 A. Section 364.164(1) states as follows:

3 (1) Each local exchange telecommunications company may, after July 1,
4 2003, petition the commission to reduce its intrastate switched
5 network access rate in a revenue-neutral manner. The commission
6 shall issue its final order granting or denying any petition filed
7 pursuant to this section within 90 days. In reaching its decision, the
8 commission shall consider whether granting the petition will:

9 (a) Remove current support for basic local telecommunications
10 services that prevents the creation of a more attractive
11 competitive local exchange market for the benefit of
12 residential consumers.

13 (b) Induce enhanced market entry.

14 (c) Require intrastate switched network access rate reductions to
15 parity over a period of not less than 2 years or more than 4
16 years.

17 (d) Be revenue neutral as defined in subsection (7) within the
18 revenue category defined in subsection (2).

19 **Q. IN ECONOMIC TERMS, HOW DO THESE PROVISIONS AMOUNT TO**
20 **AN ATTEMPT TO “INDUCE ENHANCED MARKET ENTRY”?**

21 A. This section recognizes a fundamental precept of market competition, namely, that
22 competitive market entry by new service providers depends on, among other things,
23 the rates that incumbent service providers can (or are required to) charge for the
24 service or services for which competition is supposed to occur. Given this
25 recognition, this section seeks to promote a form of rate rebalancing which would
26 likely provide the correct price signals to potential competitive entrants. The rate
27 rebalancing consists of, on the one hand, moving ILEC rates for RBLTS up to
28 levels that reflect true ILEC costs by removing currently available subsidy support

1 and, on the other hand, reducing ILEC rates for intrastate switched access.¹

2 Because this rate rebalancing is required to be revenue-neutral, the amount of
3 support removed from RBLTS rates would be the contribution to that subsidy
4 provided historically by intrastate switched access rates to RBLTS rates.²

5 A rate rebalancing of this form could prove salutary in two respects. First,
6 by lowering *intrastate* switched access rates to parity with *interstate* switched
7 access rates, this section would eliminate an artificial discrepancy in rates between
8 two nearly identical services. Lower intrastate switched access rates—which are
9 required by Section 364.163(2) to be flowed through in their entirety into intrastate
10 long distance rates—would make intrastate long distance calling more attractive for
11 both residential and business customers, and for competitive entrants who wish to
12 offer long distance service alongside basic local services.

13 More importantly, the removal of subsidy support for RBLTS service
14 offered by ILECs would likely move RBLTS rates up to levels that more closely
15 reflect the ILECs' cost to offer RBLTS. Potential competitive entrants base their
16 entry decision on whether or not they can at least match the rates being charged by
17 incumbents. In theory, competitive entrants that are at least equally efficient (i.e.,
18 able to offer a competing service at comparable incremental cost) are best
19 positioned to match incumbents' rates. If, however, incumbents' rates are lowered
20 artificially with the help of subsidy support, but their incremental costs do not
21 change, potential competitive entrants that are not entitled to comparable subsidy
22 support are likely to be deterred from entering the market. This, in turn, is likely to
23 limit the amount of competition that develops in the market over time. The

¹ At least, this is what is expected to happen in theory. Whether, in fact, the rate rebalancing envisioned here would make end-user rates for RBLTS truly and completely subsidy-free is another matter entirely and hard to predict *a priori*. I return to this issue later in the testimony.

² Again, it is difficult to say whether the amount of subsidy contribution from intrastate switched access rates removed in this manner would constitute *all* of the subsidy contribution that those rates have made historically. That is because intrastate switched access rates are only being required to be reduced to parity with interstate switched access rates. If there is some remaining subsidy contribution built into current interstate rates, then so would some remain in the intrastate rates even after the reduction.

1 amendments to Chapter 364, and section 364.164 in particular, reflect a recognition
2 of this limitation and provide specific steps for boosting competitive entry.

3 **Q. ISN'T THERE EVIDENCE ALREADY OF SIGNIFICANT COMPETITIVE**
4 **ENTRY IN LOCAL EXCHANGE MARKETS? IF THERE IS SUCH**
5 **EVIDENCE, WHY ARE THE PROVISIONS OF SECTION 364.164**
6 **NECESSARY?**

7 A. There is no doubt that CLECs have made considerable strides in the past few years,
8 both in Florida and elsewhere in the country. For instance, data recently published
9 by the FCC show that, as of the end of 2002, CLECs served about 13 percent of
10 end-user switched access lines in Florida, which was just about the national average
11 market share of CLECs as well.³ Based on the FCC data, only 15 states are ahead
12 of Florida in terms of access line market shares achieved by CLECs. It is
13 significant that CLEC market share in Florida was only 6 percent—less than half of
14 that presently—in 1999, just three years ago.⁴

15 The problem lies, however, with the persistent *unevenness* of CLEC entry in
16 Florida and elsewhere. For instance, according to the FCC, while nearly four out of
17 every five end-user switched access lines served by ILECs nationwide go to
18 residential and small business customers, the share of CLEC-served access lines
19 going to such customers has only recently crossed the 50 percent mark.⁵ In Florida,
20 the discrepancy is even more acute. As of December 2002, 83 percent of ILEC-
21 served access lines went to residential and small business customers, while only 48

³ FCC, *Local Telephone Competition: Status as of December 31, 2002* ("FCC Local Competition Report"), Industry Analysis and Technology Division, Wireline Competition Bureau, June 2003, especially Table 6.

⁴ *Id.*, Table 7.

⁵ *Id.*, Table 2. The share of ILEC-served access lines accounted for by residential and small business customers has remained stable over the past three years, at 77.1 percent in December 1999 and 78.0 percent in December 2002. In contrast, the share of CLEC-served access lines accounted for by residential and small business customers was as low as 39.6 percent in June 2000 before rising to 58.0 percent in December 2002.

1 percent of CLEC-served access lines did.⁶ This is the case despite the fact that, as
2 of the same date, 8 ILECs and 24 CLECs were operating in Florida.⁷ Only Texas
3 (at 29) had more operational CLECs than Florida, and only Minnesota (at 34) and
4 Texas (at 43) had more operational ILECs and CLECs combined than Florida (at
5 32).

6 Slightly older data reported by this Commission corroborate the FCC's
7 statistics on the degree to which competitive entry has occurred in all of Florida's
8 local exchanges (not merely those served by BellSouth). For instance, in mid-2002,
9 83 percent of Florida's local exchanges had three or more CLECs, while 95 percent
10 of local exchanges had at least one CLEC.⁸ At the same time, there is clear
11 evidence of the unevenness of competitive entry. For instance, as of June 30, 2002,
12 CLECs served only 7 percent of residential customers in Florida (up from 4 percent
13 a year earlier).⁹ In contrast, they served 26 percent of business customers in Florida
14 (up from 16 percent a year earlier).¹⁰

15 Thus, even though Florida is among the national leaders in accomplishing
16 entry *per se* by CLECs, it lags behind most states on the one statistic that the
17 framers of the Telecommunications Act of 1996 ("1996 Act") must have most
18 desired: the availability of basic service choice and variety to *residential*
19 customers.

20 **Q. TO WHAT DO YOU ATTRIBUTE THIS UNEVENNESS IN CLEC ENTRY?**

⁶ *Id.*, Table 11. The FCC shows only nine states with a lower percentage for CLEC-served access lines.

⁷ *Id.*, Table 12. Note that the CLEC count only includes those serving 10,000 access lines or more. Therefore, the actual count of CLECs in any state may actually be higher, perhaps considerably so.

⁸ Florida Public Service Commission, *Telecommunications Markets in Florida: Annual Report on Competition as of June 30, 2002* ("*Florida Competition Report*"), December 2002, Table 4.

⁹ *Florida Competition Report*, at 3.

¹⁰ *Id.* The *Florida Competition Report* appears to agree with the FCC's estimate that 13 percent of access lines in Florida were served by CLECs in 2002. However, note that the FCC's estimate of this share *as of June 2002* (i.e., the date to which the *Florida Competition Report* pertains) was only 9 percent. See *FCC Local Competition Report*, Table 7.

1 A. In theory, equally-efficient CLECs would expect to be able to charge at least
2 matching (if not lower) rates for RBLTS than the ILEC. Stated another way, CLEC
3 entry would be predicated on CLECs being able to enjoy profit margins that are at
4 least comparable to those of the ILECs against whom they compete.

5 It is well known that of the various modes of entry available to them,
6 CLECs have resorted primarily to the use of unbundled loop-switch combinations
7 (called UNE-platforms or "UNE-P") leased from ILECs.¹¹ For instance, in Florida,
8 57 percent of CLEC-served access lines at the end of 2002 were provided through
9 UNE or UNE-P arrangements, while nationally that share was 55 percent.¹² More
10 significantly, the share of UNE and UNE-P based lines among those served by
11 CLECs rose nationally from only 24 percent in December 1999 to over 55 percent
12 three years later.¹³ Based on these data, it may be surmised that the greatest
13 competitive entry would occur wherever the margin between the entrant's revenue
14 (i.e., the revenue earned from basic local telephone service) and its cost (i.e., what it
15 pays, for example, to lease UNE or UNE-P facilities) is the greatest. This is exactly
16 the conclusion reached by this Commission as well.¹⁴

17 Given the specific market and regulatory circumstances of Florida,
18 therefore, the unevenness of competitive entry in the state must be attributed in
19 large part to the relationship between end-user rates for basic local telephone
20 service (in particular, for RBLTS) and UNE/UNE-P rates.¹⁵ It is safe to generalize
21 that the margins available between the two rates are far more substantial for
22 business basic local telephone service (nationwide generally, but in Florida as well)

¹¹ The other modes of entry include resale of ILEC's basic local telephone service and provision of such service through entirely CLEC-owned facilities.

¹² *FCC Local Competition Report*, Table 10. In the two states most widely regarded as having the greatest local exchange competition, namely, New York and Texas, that share was even higher at 67 percent for both.

¹³ *Id.*, Table 3.

¹⁴ *Florida Competition Report*, at 25-37.

¹⁵ The observed unevenness is more acute in suburban or rural areas where the margins may be even
(continued...)

1 than for RBLTS. Unconstrained by public policy or regulation regarding which
2 customers they may or may not serve, it is not hard to imagine why CLECs have
3 gravitated naturally toward medium and large businesses or customers using four or
4 more lines.

5 **Q. WHAT ACCOUNTS FOR THE COMPARATIVELY SLIM OR**
6 **UNATTRACTIVE MARGINS FOR RBLTS IN FLORIDA, AND WHAT**
7 **SHOULD BE PUBLIC POLICY'S RESPONSE TO THAT PROBLEM?**

8 A. Subsidized end-user rates are a large factor behind narrow or uneconomic margins
9 for RBLTS in Florida. Higher (cost-based) end-user rates for RBLTS or lower
10 UNE/UNE-P rates, or both, can obviously create more attractive margins for
11 potential entrants (particularly those seeking the UNE mode of entry). It is
12 important, however, not to make rate adjustments in a purely reflexive or seat-of-
13 the-pants fashion. Unwilling to tinker with end-user RBLTS rates, many regulators
14 around the country have looked to lowering UNE/UNE-P rates as a way to
15 encourage competitive entry, particularly for RBLTS.

16 Once UNE/UNE-P rates have been set properly relative to the underlying
17 cost standard (which is total element long run incremental cost or "TELRIC"), there
18 is no *automatic* economic justification for lowering those rates without any
19 definitive evidence that the level of TELRIC itself has fallen. However, given that
20 competitive entry for RBLTS has not been boosted despite setting UNE/UNE-P
21 rates at TELRIC-based levels, it is imperative that the more politically-sensitive
22 RBLTS end-user rates themselves be examined more carefully. It is no secret that,
23 by long-standing tradition, those end-user rates (in Florida and other states) have
24 received subsidy support in order to keep them lower than they would be otherwise.
25 That tradition originated from the idea that telecommunications networks generate

(...continued)

slimmer, a fact noted by the *Florida Competition Report*.

1 positive network externalities that are benefits to telephone subscribers.¹⁶ Because
2 such externalities, which are not captured through prices or other market processes
3 are considered beneficial, public policy has for a long time used subsidies to
4 RBLTS rates as a means of encouraging greater network participation by customers
5 (in particular, residential customers).

6 The traditional justification for subsidizing (or artificially lowering) RBLTS
7 end-user rates is now being subjected to considerable rethinking for two reasons.
8 First, thanks to the success of universal service policies, network subscribership by
9 residential customers is now close to the saturation point. FCC statistics show that
10 93.2 percent of Florida households (and 95.1 percent of households nationwide)
11 received basic local telephone service in July 2001, up from 85.5 percent in Florida
12 (and 91.4 percent nationwide) in November 1983.¹⁷ While this shows some gain,
13 other FCC statistics show the significant slow-down in the *rate* of gain: the percent
14 of households with basic local telephone service went from 78.3 to 90.5 in one
15 decade between 1960 and 1970, but it has grown only to 95.1 in the next 31 years.¹⁸
16 This slow-down is to be expected as the 100 percent mark is approached, but it also
17 implies that little further gain in network externalities can be expected. The
18 continuing need for subsidies at the current level is, therefore, reduced (if not
19 mitigated).

20 Second, economic efficiency considerations have risen to the fore in the
21 post-1996 Act telecommunications environment. Now that market competition (in
22 particular, entry and participation by new service providers) is relying increasingly
23 on market signals, continuing subsidies to end-user rates for RBLTS are distorting

¹⁶ The network externality arises as expansion of the network by even one additional subscriber increases the economic value of the network to all existing subscribers (because of the increased number and variety of calls that can be made).

¹⁷ FCC, *Trends in Telephone Service*, Industry Analysis and Technology Division, Wireline Competition Bureau, May 2002, Table 17.2.

¹⁸ *Id.*, Table 17.3. While there can be several reasons for this slow-down, the advent of mobile telecommunications (and, in particular, the increasing substitution of mobile for wireline telephone service) may be an important one.

1 those signals.¹⁹ It is now imperative that public policy re-examine the wisdom in
2 subsidizing RBLTS end-user rates with the decline in the importance of network
3 externalities and a rising need to ensure efficient competition. The provisions of
4 Section 364.164 take a major step in precisely this direction. Rather than look
5 reflexively to lowering UNE/UNE-P rates further, the new policy direction favors
6 encouraging greater competitive entry for RBLTS by allowing end-user rates to rise
7 to unsubsidized levels.

8 **Q. PLEASE COMMENT ON SECTION 364.164'S PROVISION FOR THE**
9 **REDUCTION OF INTRASTATE SWITCHED ACCESS RATES.**

10 A. The reduction of intrastate switched access rates charged by ILECs is the second
11 part of a coherent strategy to realign service rates to make them more cost-based
12 and, more importantly, encourage greater CLEC activity in Florida's local
13 exchanges. As referred to earlier, the complete flowthrough of the intrastate access
14 rate reductions into intrastate long distance rates (as required by Section
15 364.163(2)) is expected to stimulate intrastate long distance calling and make it
16 more attractive for CLECs to offer bundles of local and long distance services.
17 Also, the requirement of revenue-neutral rate reductions would ensure that
18 intrastate access charges are lowered by only as much as is necessary to reduce—if
19 not completely eliminate—intrastate switched access service's share of support for
20 (or "contribution" to) the subsidy presently available to RBLTS end-user rates.
21 Such revenue-neutral rate reductions would, in principle, enhance economic
22 efficiency by eliminating the distorted price signals that occur from artificially
23 maintaining rates either below cost (as for RBLTS end-user rates) or above cost (as
24 for intrastate switched access rates).

¹⁹ From an economic efficiency perspective, it would be far better to employ *targeted* subsidies (to either attract the small percent of households currently not subscribing to basic local telephone service or maintain *marginal* households as subscribers) than to continue with the long-standing system of *generalized* subsidies to RBLTS rates.

1 **Q. HOW WOULD REDUCING INTRASTATE SWITCHED ACCESS RATES**
2 **TO PARITY WITH INTERSTATE SWITCHED ACCESS RATES HELP TO**
3 **ACCOMPLISH SUBSIDY ELIMINATION AND ENHANCE ECONOMIC**
4 **EFFICIENCY?**

5 A. It is true that Section 364.164 only seeks to reduce intrastate switched access rates
6 to parity with their interstate counterparts. However, that reduction may be
7 expected legitimately to move *all* service rates closer to true underlying costs and,
8 in the process, enhance economic efficiency. Even if the gain in economic
9 efficiency were not maximized in the process, some gain would be better than no
10 gain at all.

11 First, for a number of years now, interstate switched access rates have been
12 moving toward incremental cost-based levels, i.e., freed of the sizable contribution
13 support elements that were hallmarks of those access rates in the past. Significant
14 action in this regard was initiated by the FCC and a consortium of ILECs and other
15 carriers.²⁰ Intrastate/interstate distinctions for switched access rates are based
16 primarily on jurisdictional differences; the incremental costs to provide the two
17 forms of switched access tend to be quite close. Thus, equalizing switched access
18 rates in Florida, regardless of jurisdictional distinctions, would base those rates
19 more closely on cost than ever before and, in the process improve economic
20 efficiency.

21 Second, end-user rates for RBLTS have historically received subsidy
22 support from several ILEC-supplied services, among which intrastate switched
23 access was only one. Moreover, as noted earlier, there can be no guarantee that
24 simply moving intrastate switched access rates to parity with their interstate
25 counterparts would end all subsidy support from the intrastate rates. It is, therefore,

²⁰ FCC, *In the Matter of Access Charge Reform, Price Cap Performance Review for Local Exchange Carriers, Low-Volume Long-Distance Users, and Federal-State Joint Board On Universal Service*, CC Docket Nos. 96-262, 94-1, 99-249, and 96-45, Sixth Report and Order in CC Docket Nos. 96-262 and 94-1, Report and Order in CC Docket No. 99-249, and Eleventh Report and Order in CC Docket No. 96-45 (“*CALLS Order*”), May 31, 2000.

1 debatable how completely reducing intrastate switched access rates in the manner
2 proposed by Section 364.164 would purge *all* subsidy support from end-user rates
3 for RBLTS. However, *any* move to rationalize rates in the direction provided for in
4 that section would enhance economic efficiency. More importantly, such a move
5 would provide greater incentives for equally-efficient competitors to serve
6 residential customers.

7 **Q. IS THERE ANY WAY TO ASCERTAIN WHETHER, IN FACT, THE**
8 **SUBSIDY SUPPORT HAS BEEN REMOVED FROM END-USER RATES**
9 **FOR RBLTS?**

10 A. Yes. Economic theory prescribes a price floor and a price ceiling for ensuring that
11 no service provided by a multi-service firm (such as an ILEC) either *receives* a
12 subsidy or *provides* a subsidy. The price floor in question is the total service long
13 run incremental cost (“TSLRIC”) and the price ceiling in question is the stand-
14 alone cost (“SAC”). Ensuring that each ILEC service is priced somewhere in
15 between its TSLRIC and its SAC prevents either the provision or receipt of a
16 subsidy.²¹ Accordingly, if the end-user rate for RBLTS is no lower than its TSLRIC
17 (per unit of volume), then it cannot be receiving any subsidy support.

18 **Q. IS THERE ANY OTHER ACCOMPANYING CONDITION THAT MUST**
19 **BE MET FOR SERVICE PRICES TO BE CONSIDERED SUBSIDY-FREE?**

20 A. Yes. The ILEC in question must at least “break even,” i.e., its total revenue from
21 all services must at least equal its total cost to provide those services in the long
22 run.

23 **Q. HOW RELIABLY CAN THE PRICE FLOOR AND CEILING BE**

²¹ G.R. Faulhaber, “Cross-Subsidization: Pricing in Public Enterprises,” *American Economic Review*, 65(5), 1975, at 966-977. Note that this principle defines the price of a *total service*. Individual *units* of service can be sold efficiently at a price below the TSLRIC of the service—but no lower than the long run incremental cost (“LRIC”) of those units—provided the incremental revenue from the service *as a whole* covers its incremental cost, here the TSLRIC.

1 **DETERMINED IN ORDER TO OPERATIONALIZE THE SUBSIDY-FREE**
2 **PRICING CONDITION?**

3 A. TSLRIC is simply the sum of (1) the direct incremental cost of providing the entire
4 volume of a service and (2) all fixed costs specific to that service. Other things
5 being equal, these are costs that would be avoided in their entirety if the service
6 were dropped from the ILEC's lineup of services (or, alternately, the costs that
7 would be added if the service were added to the lineup of existing services).

8 TSLRIC is now routinely estimated for various telephone services, including
9 RBLTS.

10 SAC is the cost to provide the entire volume of a new service on a stand-
11 alone basis, i.e., by use of dedicated network/production facilities and
12 independently of any of the ILEC's other services. It is the same as the TSLRIC
13 when the ILEC provides only one service. In reality, however, unless an ILEC
14 provides only RBLTS, determining its SAC can be problematic and even
15 impossible. That is because when the ILEC experiences shared (or common) costs,
16 those costs *cannot* be attributed directly to individual services (as they would be in
17 any SAC study).

18 Fortunately, this limitation of the SAC (as the price ceiling) for a multi-
19 service ILEC need not be critical for determining whether or not RBLTS rates are
20 subsidized. First, the function of the SAC is to determine whether a service is
21 *providing* a subsidy—it would do so if the revenue earned by the service exceeds
22 the SAC. If, however, it could be determined separately that none of the ILEC's
23 services is *receiving* a subsidy, then no service could be providing any. Second, if
24 for an ILEC that at least breaks even, every service price is set at or above its
25 respective TSLRIC (per unit volume), then there can be no question of subsidy
26 support to any individual service. Thus, for RBLTS, an end-user rate that is no
27 lower than TSLRIC (per unit volume) must, by definition, be free of subsidy. In a
28 revenue-neutral realignment of the RBLTS end-user rate and the intrastate switched
29 access rate, a reduction of that access rate that suffices to raise the end-user rate for
30 RBLTS to at least its TSLRIC per unit level would ensure that the subsidy support

1 has been removed properly. Whether that would happen simply by reducing
2 intrastate switched access rates to parity with interstate such rates is another matter;
3 at least, it would be a move in the right direction.

4 **Q. AT THE END OF THE TRANSITION PERIOD OF TWO TO FOUR**
5 **YEARS, SHOULD END-USER RATES FOR RBLTS AND INTRASTATE**
6 **SWITCHED ACCESS RATES BE SET *EQUAL* TO THEIR RESPECTIVE**
7 **TSLRICs?**

8 A. No, that should not be the goal of any policy that implements Section 364.164.
9 Aside from the fact that there is no explicit requirement in that section for the two
10 rates to be so set, it should also not be inferred that the purposes of Section 364 can
11 be best served (or only be served) by setting the service rates exactly at their
12 respective TSLRICs per unit.

13 **Q. PLEASE EXPLAIN WHY NOT.**

14 A. Modern multi-service ILECs (that provide RBLTS, switched access service, and
15 other services out of shared network facilities) experience economies of scale
16 and/or scope.²² Any ILEC in that position cannot recover all of its costs (i.e.,
17 inclusive of fixed and incremental costs) by pricing all of its services *exactly* at
18 their respective TSLRICs per unit. This feature of multi-service provision would
19 remain true no matter how efficiently the ILEC in question functions or how
20 intensely the ILEC and its rival CLECs compete in the market. The efficient
21 pricing principle that enables complete recovery of the multi-service ILEC's
22 legitimate total costs would then be to allow the ILEC to mark up its service prices

²² A firm with high fixed costs and relatively low variable or operational costs (such as a modern ILEC) can often benefit from both *increasing* and *diversifying* production. Provided that the relatively low variable costs do not increase steeply as the volume of service grows, the ILEC's *average* cost of service may actually decline with volume expansion. This is the effect known as *economies of scale*, i.e., the ability to provide service less expensively as service volume is expanded. Similarly, when that ILEC can use shared fixed resources (such as network facilities and various administrative functions) to generate multiple and distinct services, it can be more economical to provide those services together than to provide them on a stand-alone (or separate) basis. This is the effect known as *economies of*
(continued...)

1 above their respective TSLRICs per unit. If the markups are done right, the
2 contribution so generated from each service price would enable the ILEC to fully
3 recover its shared and common costs.

4 In economic theory, while any deviation of price from the underlying
5 incremental cost triggers a loss of *allocative* economic efficiency, it is possible to
6 set the ILEC's service prices in a manner that minimizes the cumulative loss of
7 economic efficiency. Economic theory prescribes relying on the strength of market
8 demand for each service to determine what markup its price should bear. This
9 market-determined method can be shown to be superior (in terms of economic
10 efficiency outcomes) to an arbitrary and across-the-board percent markup in service
11 prices. It is important to note, however, that whether or not end-user rates for
12 RBLTS and intrastate switched access rates contain any markup (or contribution)
13 *toward the ILEC's shared and common costs* should at least be subjected to the
14 market demand test. What is clear from Section 364.164 is that an earnest effort
15 needs to be made to minimize, if not eliminate, the contribution *toward subsidy*
16 *support* for RBLTS end-user rates.

17 **Q. DOES THIS CONCLUDE YOUR TESTIMONY?**

18 A. Yes.

(...continued)

scope.

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

EXHIBIT WET-1 OF WILLIAM E. TAYLOR, Ph.D.

DOCKET NO.

AUGUST, 2003

CURRICULUM VITAE

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Dr. Taylor received a B.A. *magna cum laude* in Economics from Harvard College, an M.A. in Statistics and a Ph.D. in Economics from the University of California at Berkeley. He has taught economics, statistics, and econometrics at Cornell and the Massachusetts Institute of Technology and was a post doctoral Research Fellow at the Center for Operations Research and Econometrics at the University of Louvain, Belgium.

At NERA, Dr. Taylor is a Senior Vice President, heads the Cambridge office and is Director of the Telecommunications Practice. He has worked primarily in the field of telecommunications economics on problems of state and federal regulatory reform, competition policy, terms and conditions for competitive parity in local competition, quantitative analysis of state and federal price cap and incentive regulation proposals, and antitrust problems in telecommunications markets. He has testified on telecommunications economics before numerous state regulatory authorities, the Federal Communications Commission, the Canadian Radio-Television and Telecommunications Commission, federal and state congressional committees and courts. Recently, he was chosen by the Mexican Federal Telecommunications Commission and Telmex to arbitrate the renewal of the Telmex price cap plan in Mexico. Other recent work includes studies of the competitive effects of major mergers among telecommunications firms and analyses of vertical integration and interconnection of telecommunications networks. He has appeared as a telecommunications commentator on PBS Radio and on The News Hour with Jim Lehrer.

He has published extensively in the areas of telecommunications policy related to access and in theoretical and applied econometrics. His articles have appeared in numerous

telecommunications industry publications as well as *Econometrica*, the *American Economic Review*, the *International Economic Review*, the *Journal of Econometrics*, *Econometric Reviews*, the *Antitrust Law Journal*, *The Review of Industrial Organization*, and *The Encyclopedia of Statistical Sciences*. He has served as a referee for these journals (and others) and the National Science Foundation and has served as an Associate Editor of the *Journal of Econometrics*.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY
Ph.D., Economics, 1974

UNIVERSITY OF CALIFORNIA, BERKELEY
M.A., Statistics, 1970

HARVARD COLLEGE
B.A., Economics, 1968
(Magna Cum Laude)

EMPLOYMENT

1988- NATIONAL ECONOMIC RESEARCH ASSOCIATES, INC. (NERA)
Senior Vice President, Office Head, Telecommunications Practice Director.

1983-1988 BELL COMMUNICATIONS RESEARCH, INC. (Bellcore)
Division Manager, Economic Analysis, formerly Central Services Organization, formerly American Telephone and Telegraph Company: theoretical and quantitative work on problems raised by the Bell System divestiture and the implementation of access charges, including design and implementation of demand response forecasting for interstate access demand, quantification of potential bypass liability, design of optimal nonlinear price schedules for access charges and theoretical and quantitative analysis of price cap regulation of access charges.

1975-1983 BELL TELEPHONE LABORATORIES
Member, Technical Staff, Economics Research Center: basic research on theoretical and applied econometrics, focusing on small sample theory, panel data and simultaneous equations systems.

Fall 1977 MASSACHUSETTS INSTITUTE OF TECHNOLOGY
Visiting Associate Professor, Department of Economics: taught graduate courses in econometrics.

CENTER FOR OPERATIONS RESEARCH AND ECONOMETRICS
Université Catholique de Louvain, Belgium.

1974-1975 Post Doctoral Research Associate: basic research on finite sample econometric theory and on cost function estimation.

CORNELL UNIVERSITY

1972-1975 Assistant Professor, Department of Economics. (On leave 1974-1975.) taught graduate and undergraduate courses on econometrics, microeconomic theory and economic principles.

MISCELLANEOUS

1985-1995 Associate Editor, *Journal of Econometrics*, North-Holland Publishing Company.
1990- Board of Directors, National Economic Research Associates, Inc.
1995- Board of Trustees, Treasurer, Episcopal Divinity School, Cambridge, Massachusetts.

PUBLICATIONS

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Payphone

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