Exhibit No:		
Issue:	Revenue Requirement, Rate Design	
Witnes	ss: Robert C. Schoonmaker	

Type of Exhibit: Rebuttal Testimony Sponsoring Party: BPS Telephone Company

Case No.: TC-2002-1076 Date: January 12, 2005

Before the Public Service Commission of the State of Missouri

BPS Telephone Company Case No. TC-2002-1076

Rebuttal Testimony

of

Robert C. Schoonmaker

January 12, 2005

Exhibit No..: Issue: Revenue Requirement, Rate Design Witness: Robert C. Schoonmaker Type of Exhibit: Rebuttal Testimony Sponsoring Party: BPS Telephone Company Case No.: TC-2002-1076 Date: January 12, 2005 BEFORE THE PUBLIC SERVICE COMMISSION OF THE STATE OF MISSOURI Complainant, Case No. TC-2002-1076 Respondent. AFFIDAVIT OF ROBERT C. SCHOONMAKER Robert C. Schoonmaker, of lawful age, being duly sworn, deposes and states as follows: 1. My name is Robert C. Schoonmaker. I am employed by GVNW Consulting, Inc. as President and Chief Executive Officer. 2. Attached hereto and made a part hereof for all purposes is my rebuttal testimony with 3. I hereby affirm that my answers contained in the attached testimony to the questions therein propounded are true and correct to the best of my knowledge and belief and that the information contained in the attached schedules is also true and correct to the best of Subscribed and sworn to before me this 12th day of January, 2005. My Commission expires: 8 - 28 - 2006

Staff of the Missouri Public Service Commission,

BPS Telephone Company,

accompanying schedules.

my knowledge and belief.

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1 2		REBUTTAL TESTIMONY OF ROBERT C. SCHOONMAKER
3	Q.	Would you please state your name and address.
4	A.	My name is Robert C. Schoonmaker. My business address is 2270 La Montana
5		Way, Colorado Springs, Colorado 80918.
6		
7	Q.	By whom are you employed and in what capacity?
8	A.	I am President and CEO of GVNW Consulting, Inc., a consulting firm
9		specializing in working with small telephone companies.
10		
l 1	BACE	KGROUND AND EXPERIENCE
12		
13	Q.	Would you please outline your educational background and business experience?
14	A.	I obtained my Masters of Accountancy degree from Brigham Young University in
15		1973 and joined GTE Corporation in June of that year. After serving in several
16		positions in the revenue and accounting areas of GTE Service Corporation and
17		General Telephone Company of Illinois, I was appointed Director of Revenue and
18		Earnings of General Telephone Company of Illinois in May, 1977 and continued
19		in that position until March, 1981. In September, 1980, I also assumed the same
20		responsibilities for General Telephone Company of Wisconsin. In March, 1981, I
21		was appointed Director of General Telephone Company of Michigan and in
22		August, 1981 was elected Controller of that company and General Telephone
23		Company of Indiana, Inc. In May, 1982, I was elected Vice President-Revenue

Requirements of General Telephone Company of the Midwest. In July, 1984, I

assumed the position of Regional Manager of GVNW Inc./Management (the predecessor company to GVNW Consulting, Inc.) and was later promoted to the position of Vice President. I served in that position until October 1, 2003 except for the period between December 1988 and November, 1989 when I left GVNW to serve as Vice President-Finance of Fidelity and Bourbeuse Telephone Companies. I was elected to the position of President and Chief Executive Officer effective October 1, 2003. In summary, I have had over 30 years of experience in the telecommunications industry working with incumbent local exchange carrier companies.

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- 11 Q. What are your responsibilities in your present position?
- 12 A. In my current position I have overall responsibility for the management and 13 direction of GVNW Consulting, Inc. In addition, I consult with independent 14 telephone companies and provide financial analysis and management advice in 15 areas of concern to these companies. Specific activities which I perform for client 16 companies include regulatory analysis, consultation on regulatory policy, 17 financial analysis, business planning, rate design and tariff matters, 18 interconnection agreement analysis, and general management consulting.

- 20 Q. Have you previously testified in regulatory proceedings?
- 21 A. Yes, I have submitted testimony and/or testified on regulatory policy, local 22 competition, rate design, accounting, compensation, tariff, rate of return, 23 interconnection agreements, and separations related issues before the Illinois

1 Commerce Commission, the Public Service Commission of Wisconsin, the 2 Michigan Public Service Commission, the Iowa Utilities Board, the Tennessee 3 Public Service Commission, the New Mexico Public Regulation Commission, the 4 Public Utilities Commission of the state of South Dakota and the Missouri Public 5 Service Commission. In addition, I have filed written comments on behalf of our 6 firm on a number of issues with the Federal Communications Commission and 7 have testified before the Federal-State Joint Board in CC Docket #96-45 on 8 Universal Service issues.

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- 10 Q. Who are you representing in this proceeding?
- 11 A. I am testifying on behalf of BPS Telephone Company ("BPS" or "the Company").

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PURPOSE OF THE TESTIMONY

- 14 Q. What is the purpose of your testimony?
- 15 A. The purpose of my testimony is to provide BPS' proposed revenue requirement
 16 calculations and to respond to the Staff's testimony and revenue requirement
 17 calculations. In particular, there are calculations and adjustments made by Staff
 18 with which BPS disagrees. There are also known and measurable changes in
 19 operating costs in 2005 that, I believe, necessitate making adjustments to the test
 20 year calculations. I will also offer testimony on the rate design changes that BPS
 21 would propose in this proceeding.

22

23 Q. How is your testimony organized?

A. First, I respond to Staff on a limited number of items and explain why I disagree with some of their proposals. Then I describe my proposed calculations of revenue requirement and explain the adjustments I made to expenses, revenues, and rate base. Lastly, I describe BPS' proposed expanded local calling area that I propose be used to address any overearnings that would still result should the Commission accept my proposed revenue requirement calculations along with other rate design proposals.

8

- 9 Q. Are you in agreement with Staff and the Commission that BPS is not a price cap
 10 company?
- 11 A. No. BPS has made the requisite filings under the statute to elect to be regulated 12 under the provisions of the price cap statue. Therefore, a review of its earnings 13 under a rate base/rate of return analysis is neither relevant nor appropriate. While 14 the Commission has issued orders indicating their belief that BPS doesn't meet 15 the statutory requirements, those orders are on appeal in Missouri state courts. 16 The Company believes that ultimately it has met the requirements of the statute 17 and that ultimately it will be found to be a price cap company and this case will 18 essentially be moot.

19

Q. Will the Company respond to the testimony of Mr. Voight filed in this case on August 5, 2002, regarding the price cap issue?

1 A. No. The Company believes that this issue has been addressed in other cases
2 before the Commission, and is now before the courts, and does not need to be
3 addressed further in this case.

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5 GENERAL RESPONSE TO STAFF TESTIMONY

- Q. Staff has made many calculations and a number of adjustments to arrive at a proposed gross revenue requirement for BPS. What is your general response to Staff's approach?
- I am in agreement with the general approach used by the Staff in making its calculations and do not challenge many of the adjustments made by Staff for a rate base/rate of return regulated telecommunications company. To the extent that I do not challenge Staff's calculations and adjustments in development of my proposed revenue requirements, I have not addressed those items in my testimony. I will specifically address those items with which I disagree with Staff and will propose additional adjustments which Staff has not addressed.

16

17 REVENUE REQUIREMENT - OVERVIEW

- 18 Q. What test period are you proposing be used in this proceeding?
- I am proposing that a test period reflecting income for the 12 month period ending

 June 30, 2004 be used as the basis for the revenue requirement analysis.

 However, I am also proposing a number of adjustments that are known and
 measurable and that have occurred outside the test period, so that the test period

1		will reflect a going-forward level of revenues and expenses that the Company will
2		experience at the conclusion of this proceeding.
3		
4	Q.	Have you prepared a summary of the adjustments that you propose to the BPS'
5		test year accounts that are different from the Staff's proposed adjustments?
6	A.	Yes. Schedule RCS-1 is a schedule identifying the Company's proposed
7		adjustments from those proposed by the Staff.
8		
9	Q.	Based on the adjustments you have proposed, have you calculated a revised
10		revenue requirement for BPS?
11	A.	Yes, I have. Schedule RCS-2 contains the summary calculations that result in
12		BPS' proposed revenue reduction of \$376,204 which is \$476,214 less than Staff's
13		proposed revenue reduction. The following Schedules show the detailed
14		calculations that support this summary schedule:
15		Schedule RCS-3 – Rate Base
16		Schedule RCS-4 – Income Statement
17		Schedule RCS-5 – Income Taxes
18		Schedule RCS-6 – Telephone Plant in Service
19		Schedule RCS-7 – Depreciation Expense
20		Schedule RCS-8 – Depreciation Reserve
21		
22		BPS' revenue requirement calculation is the result of proposed adjustments to
23		expenses, revenues, rate base, and cost of capital as discussed further below.

REVENUE REQUIREMENT - EXPENSE ADJUSTMENTS

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- Q. Please describe the expense adjustment to account for increased employee annual
 one-time pay (BPS Adj. #1).
- 6 A. I have increased the expenses in Account 6710 by \$37,768 to account for the 7 difference in annual one-time pay levels assumed by Staff and those actually paid by BPS. Specifically, Staff assumed as part of its calculation of Staff Adjustment 8 9 S-22.4 that there was an annual one-time pay of \$216.57 for 15 employees. That 10 is the amount that BPS paid to its employees in 2001. However, BPS has been 11 paying a one-time payment of \$3,000 for each of the 15 employees on an annual 12 basis since that time. The total difference between Staff's assumption and what 13 BPS actually pays each year, as adjusted to account for capitalization of payroll 14 expenses, is \$37,768. This amount is addressed separately in the revenue 15 requirement calculation since it is an addition to the Staff Adjustment S-22.4.

- 17 Q. Please describe the expense adjustments to account for increased medical and dental premiums (BPS Adj. #2).
- 19 A. BPS knows that in 2005 medical premiums have increased by 14.43%, dental 20 premiums have increased by 9.2%, and short term disability premiums have 21 increased by 7.62%. The total amount of the increased medical, dental, and short 22 term disability premiums, as adjusted to account for capitalization of payroll 23 expenses, will be \$26,681 in 2005. This amount was split between plant specific,

plant non-specific, customer operations and corporate categories in the same proportion that Staff used to assign payroll costs to these expense categories. This represents an additional adjustment that was not considered in the Staff filing.

4

- Q. Please explain the expense adjustments to account for increased non-medical
 insurance costs (BPS Adj. #3).
- A. The amount BPS pays in non-medical insurance premiums for property and liability, directors and officers, workman's compensation, umbrella, and earthquake is increasing by a total of \$4,926 in 2005. I made an adjustment to Account 6720 for that amount since it is a known and measurable change over the test period expenses. This adjustment also represents an adjustment that was not considered in the Staff filing.

- Q. Please explain the expense adjustment to account for increased wages (BPS Adj.
 #4).
- 16 BPS will be increasing employee wages by 5% in 2005. Union increases will be A. 17 effective on April 1, 2005 pursuant to union contracts. Non-union increases will 18 be effective on March 1, 2005 The full year impact of such wage increases is 19 \$31,256, as adjusted to account for capitalization of payroll expenses. 20 amount was split between plant specific, plant non-specific, customer operations 21 and corporate categories in the same proportion that Staff used to assign payroll 22 costs to these expense categories. This adjustment also is an adjustment not 23 considered in the Staff filing.

- 1
- 2 Q. Please explain the expense adjustment to account for actual joint pole use
- 3 expenses (BPS Adj. # 5).
- 4 A. For poles jointly used with AmerenUE, Pemiscot Dunklin Electric, and Ozark
- 5 Border Electric, BPS had accrued \$4,500 in Account 6410 during the test period.
- 6 However, the actual cost for that period was \$6,151. I have adjusted Account
- 7 6410 by the \$1,651 which the actual costs exceeded the accrued expenses in the
- 8 test period.
- 9
- 10 Q. Please explain your property tax adjustment (BPS Adj. #6).
- 11 A. At the time of Staff's testimony, it had to estimate the amount of property taxes
- that BPS would owe in 2004. However, it is currently known exactly how much
- BPS paid in property taxes in 2004. The actual amount paid is \$8,942 higher than
- the amount booked on June 30, 2004 and \$1,087 higher than Staff's proposed
- adjustment to the books of \$7,855 (Staff Adjustment S-25). Therefore, I
- increased Account 7240 by \$1,087.
- 17
- 18 Q. Please explain the expense adjustment to account for Nortel switch features (BPS
- 19 Adj. #7).
- A. BPS has been made aware by its switch vendor, Nortel, that as a result of a 2004
- audit of switching features used by BPS, Nortel will be charging BPS an
- additional \$7,200 to cover the increased number of switch features that BPS is
- using. I made a corresponding adjustment to Account 6210 to account for this

1 known and measurable expense increase. This adjustment is not reflected in the 2 Staff filing.

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- Q. Please explain the expense adjustment to account for Martin Group cost increases
 (BPS Adj. #8).
- A. BPS has been informed by Martin Group that the annual fees for compact disc archiving, software maintenance support, facility management program maintenance and support, and access service provider fees for time sharing on Martin's computer will be increasing by \$3,701 in 2005. I have, therefore, increased Accounts 6124 and 6627 in total by that amount.

- 12 Q. Please explain the local number portability (LNP) cost adjustment (BPS Adj. #9).
- 13 The Commission recently granted BPS a waiver from the FCC's intermodal A. 14 (wireline to wireless) LNP requirement (Case No. T0-2004-0484). Since that 15 time, BPS has been negotiating an interconnection agreement with a CLEC. As a 16 result of the desire by the CLEC to offer competitive services in BPS' exchanges, 17 BPS anticipates that it will be deploying LNP in the second quarter of 2005 The 18 total cost of LNP deployment that BPS anticipates incurring in the first year is 19 \$47,274. That total includes fees that will be paid to Nortel for switch upgrades, 20 translation services, and training. In addition, it includes fees that will be paid to 21 the LNP database administrator, NeuStar. The total also includes costs that BPS 22 would pay to a service order administer for port transactions and local service 23 request services when a competitive carrier actually requests to port a number.

Further, there are costs anticipated to query databases to ensure proper routing of calls to ported numbers. Finally, there are legal fees that are anticipated for LNP contract negotiations and to ensure that BPS fully complies with all LNP rules and regulations. I have assigned each anticipated LNP cost to one of three accounts (6530, 6210, and 6720) and increased those accounts by the LNP adjustment accordingly.

A.

- Q. Please describe the adjustment made to account for rate case expenses (BPS Adj.
 #10).
 - Staff did not make any adjustments to reflect the cost of this case in its analysis. From July, 2004 through the end of December, 2004 BPS has accumulated legal and consulting fees related to this case of \$57,866. The cost associated with the case will continue to accumulate through the writing and filing of this testimony, the prehearing conference, and through the hearing and briefing process. Based on the expenditures to date and experience in other cases, I estimate that the cost of this case will reach at least \$120,000. I am therefore proposing that an adjustment be made to the Company's Account 6720 expenses to recover one-third of that cost, or \$40,000, in the revenue requirement, thus essentially recognizing an amortization of the cost of the case over a three-year period.

Q. Staff has also excluded membership dues in various organizations including the
United States Telecommunications Association (USTA) and the National

Telephone Cooperative Association (NTCA) (Staff Adj. S-22.1) Do you agree with these disallowances?

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I do not. Membership fees in these Associations are legitimate business expenses and provide the Company with a wide variety of services at the national level that would be far more expensive for the Company to provide on its own. The services provided by those telecommunications associations are invaluable to BPS's operations. Services provided by NTCA and USTA include keeping the Company informed of both regulatory issues occurring at the federal level, particularly at the FCC, and legislative issues that may impact the Company. Both organizations provide comments on FCC proceedings that provide the Company representation on issues that are of significance to it and its revenue streams that are provided from the interstate jurisdiction. Both provide educational forums, technical bulletins, and other material so that the Company can comply with federal regulatory and reporting requirements. Both provide technical assistance with regulatory issues such as LNP and CALEA. In addition, BPS's membership in NTCA allows it to participate in the NTCA sponsored medical insurance and retirement plans providing participation in much larger groups than if BPS purchased such services as an individual company. Without the services provided by these associations, BPS would likely have difficulty keeping informed as to changing regulatory and legislative requirements, would often be underrepresented in such proceedings, or would have to individually provide or procure those services from other organizations at a much higher cost. As it is, BPS can have most of its federal regulatory and legislative services provided at the \$11,585 combined annual fees for these two Associations along with the other educational, technical, and benefits services that they provide.

Participation in these Associations is a necessary cost of doing business for BPS.

A.

- Q. Staff's adjustment for membership dues also included elimination of membership in the Lion's Club and the Bootheel Youth Museum. Please describe these organizations and the benefit derived from participating in these associations.
 - Participation in the Lion's Club not only provides the Company an opportunity to provide service to the community, but also provides an informal setting where the Company can, and does, get feedback on the services it provides in the community. The very minimal amount deducted by the Staff (less than \$70) is inappropriate. The Bootheel Youth Museum is an organization that provides an educational museum with hands-on exhibits for young people to visit to learn about science, business, etc. in a friendly environment. The Company's participation in this organization provides a service to its customers by supporting this important educational facility and by again providing an informal environment where Company employees can receive feedback from community members on the quality of service being provided. For these reasons I have reversed the downward adjustment made by Staff in Accounts 6710 for the membership dues for both the national telephone associations and these service organizations (BPS Adj. #11).

1 Q. Do you agree with Staff's adjustment (S21.1 and S22.6) to disallow all of the Company's advertising expenses?

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No. I disagree with Staff's exclusion of all the Company's advertising expenses because they are legitimate costs of doing business for a small rural telephone company, especially one in an increasingly competitive environment. advertising expense disallowed (\$9,551.99) amounts to approximately 2.5% of basic local revenues and .25% of total revenues. This is a very minimal amount of advertising needed to keep the Company and its products in front of the local communities which it serves. Staff Witness McMellen includes as Schedule 2 to her Supplemental Direct Testimony a listing of each of the advertisements that she disallows and examples of many of the ads. Most are small insertions in local programs of various types. Ms. McMellen cites the Kansas City Power and Light case as her rationale for disallowing many of these expenditures since they are "institutional" in nature. This rationale may be appropriate for a large urban based company such as Kansas City Power and Light, but is inappropriate for a small rural company such as BPS. One of BPS's primary selling points to its customers is its local affiliation and local status in the community. Company's ability to compete with larger regional and national communications firms is significantly based on that local presence. People in small communities like to do business with local companies and companies that provide support to their communities. BPS's minimal advertising is primarily focused in that direction. The cost of the ads are small, but they are constant reminders in school programs, local athletic leagues, churches, local election coverage, etc. that the

Company is a local company and supports the communities which it serves. Giveaway items such as pens, calendars, bookmarks, and letter openers also provide reminders to customers to come to the Company for their telecommunications needs. These are legitimate and appropriate expenditures to attract customers to use the Company's services. For example, Staff excluded advertising costs for ads that BPS purchased for inclusion in school yearbooks, sports programs, community events, and church pages. The customers in the communities served by BPS expect, welcome, and receive direct benefit from such advertising because it supports activities in which they and/or their children are directly involved. This type of advertising is critical to a small company such as BPS that serves a few rural communities. I believe the community would also believe it is appropriate for BPS to account for such advertising as part of its legitimate cost of doing business (BPS Adi, #12).

- Q. Do you agree with Staff's exclusion of donations from the Company's authorized expenses? (Staff Adjustment 22.2)
- 17 A. No. The Company has a responsibility to be a good corporate citizen and to
 18 provide a reasonable measure of support for charitable causes. The Company
 19 further believes that its customers expect it to support such causes. Staff's
 20 adjustment is for \$9,176.99 which represents donations and contributions that
 21 amount to 0.24% of the Company's total revenues. Schedule RCS-9 attached to
 22 my testimony details the contributions made. While some are to national
 23 organizations, most are to local organizations including youth sports leagues.

local charitable organizations, local youth service organizations, and local scholarship funds. These contributions provide direct benefit to the Company's subscribers and to its communities and should be treated as legitimate costs of providing service. Therefore, I have reversed the downward adjustments made by Staff in Account 6710 for donations (BPS Adi, #13).

A.

7 Q. Are you in agreement with how Staff proposes to handle net salvage costs?

No. Staff's approach to depreciation accrual for an account calculates a depreciation rate by dividing one by the average service life (ASL) of the plant in that account. This provides for distribution of the original plant investment, but does not take into account the estimated net salvage. This approach is not consistent with the Commission's rules. Specifically, the Commission's rules (4 CSR 240.30.040) have adopted the uniform system of accounts and rules of the FCC (contained in Part 32 of the FCC's rules). The FCC's rule in regard to depreciation rates in Section 32.200(g)(2)(ii) states:

Companies, upon receiving prior approval from this Commission, or upon prescription by this Commission, shall apply such depreciation rate, except where provisions of paragraph (g)(2)(iv) of this section apply, as will ratably distribute on a straight line basis the difference between the net book cost of a class or subclass of plant **and its estimated net salvage** during the known or estimated remaining service life of the plant. [emphasis added]

In addition, Staff is treating the net salvage as an annual expense, which is also inconsistent with the Commission's accounting rules. The FCC rule in regard to depreciation accounts, as adopted by this Commission, in Section 32.3100(c) (regarding Account 32.3100-Accumulated Depreciation) states:

1 (c) At the time of retirement of depreciable operating telecommunications 2 plant, this account shall be charged with the original cost of the property 3 retired plus the cost of removal and credited with the salvage value and 4 any insurance proceeds recovered. [emphasis added] 5 6 Staff's proposal to charge cost of removal and salvage to expense directly violates 7 the Commission's own accounting rules regarding such transactions. 8 9 Q. Can you briefly describe why the Commission's accounting rules include cost of 10 removal and net salvage in the determination of depreciation rates and accounting 11 for these costs, as incurred, in the depreciation reserve account? 12 A. Yes. In simple terms this is done to recognize and recover the net cost of the 13 plant over the life of the asset rather than in a single accounting period. This 14 provides that the customers who benefit from the use of the plant bear the cost of 15 the plant including its cost of removal, net of salvage, rather than charging it to 16 customers who are being served when the plant is taken out of service. 17 18 Can you give some examples from typical telephone assets of the impacts of this Q. 19 accounting treatment? 20 A. Yes. An example where the cost of removal is a significant cost in relationship to 21 the cost of the asset is investment in pole lines and aerial cable. When this plant 22 is retired and removed from service, the telephone company is responsible for 23 physically dismantling and removing the plant so that it is not a safety hazard and 24 visually unattractive. There is considerable expense associated with taking down 25 the aerial plant and dismantling the pole lines. The FCC, for example, in its

approved depreciation rates, estimates the cost of removal for pole lines to be

between 50% and 75% of the original cost of the plant. For aerial fiber cable the cost of removal is estimated at 10% to 25% of the original cost of the plant. The customers who benefit from the use of this plant are the customers who receive service provided by that plant over the time the plant is in service. It is therefore appropriate that they bear the cost of such plant, including net salvage (or cost of removal less salvage), through charges to depreciation expense over the life of the plant.

Q. Can you provide another example?

A. A second example may be appropriate as well to address situations where the salvage value from disposal of an asset is positive. Investments in vehicles are an excellent example of this type of asset. When vehicles are retired from service, they typically have a substantial salvage value. This value should also be spread over the life of the plant to reduce the cost to customers for the use of the asset during the time it is in use.

17 Q. How have you proposed the salvage costs be handled in the revenue requirement calculation?

19 A. I have proposed that net salvage costs be included in the development of
20 depreciation rates, as described further below. In doing so, I specifically oppose
21 the adoption of Staff Adjustment S-24 proposed by Staff witness Amanda
22 McMellen. (BPS Adj. #14)