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**BEFORE THE STATE CORPORATION COMMISSION  
OF THE STATE OF KANSAS**

**DIRECT TESTIMONY OF**

**SAMUEL C. HADAWAY**

**ON BEHALF OF  
KANSAS CITY POWER & LIGHT COMPANY**

Received  
on

**APR 20 2012**

by  
State Corporation Commission  
of Kansas

**IN THE MATTER OF THE APPLICATION OF  
KANSAS CITY POWER & LIGHT COMPANY  
TO MAKE CERTAIN CHANGES IN  
ITS CHARGES FOR ELECTRIC SERVICE**

**DOCKET NO. 12-KCPE-764-RTS**

1        **I.        INTRODUCTION AND SUMMARY OF RECOMMENDATIONS**

2        **Q.        Please state your name and business address.**

3        **A.        My name is Samuel C. Hadaway and my business address is FINANCO, Inc., 3520**  
4        **Executive Center Drive, Suite 124, Austin, Texas 78731.**

5        **Q.        On whose behalf are you testifying?**

6        **A.        I am testifying on behalf of Kansas City Power & Light Company ("KCP&L" or the**  
7        **"Company").**

1 **Q. What is the purpose of your testimony?**

2 A. The purpose of my testimony is to estimate KCP&L's required rate of return on  
3 equity ("ROE") and to support the Company's requested capital structure and overall  
4 rate of return. I recommend the Commission adopt for KCP&L a return on equity of  
5 10.4 percent, a debt cost of 6.63 percent and a preferred stock cost of 4.29 percent. I  
6 also recommend the Commission adopt for KCP&L a capital structure of 47.57  
7 percent debt, 0.62 percent preferred stock and 51.81 percent common equity. My  
8 recommendation results in a total rate of return of 8.57 percent.

9 **Q. Please outline and describe the testimony you will present.**

10 A. My testimony is divided into five additional sections. Following this introduction, in  
11 Section II, I provide some background regarding my approach to my analysis. In  
12 Section III, I present and explain the Company's requested capital structure and  
13 overall cost of capital. In Section IV, I review general capital market costs and  
14 conditions, and discuss recent developments in the electric utility industry that affect  
15 the cost of capital. In Section V, I review various methods for estimating the cost of  
16 equity. In this section, I discuss the discounted cash flow ("DCF") model, as well as  
17 risk premium methods and other approaches that are often used to estimate the cost of  
18 capital. In Section VI, I discuss the details of my cost of equity studies and provide a  
19 summary table of my ROE results.

1 **Q. Before explaining your analysis, please provide for the State Corporation**  
2 **Commission of the State of Kansas ("KCC" or "Commission") a brief summary**  
3 **of your educational background and describe your professional training and**  
4 **experience.**

5 A. I have a bachelor's degree in economics from Southern Methodist University, as well  
6 as M.B.A. and Ph.D. degrees with concentrations in finance and economics from the  
7 University of Texas at Austin ("UT Austin"). I am an owner and full-time employee  
8 of FINANCO, Inc. ("FINANCO"). FINANCO provides financial research  
9 concerning the cost of capital and financial condition for regulated companies as well  
10 as financial modeling and other economic studies in litigation support. In addition to  
11 my work at FINANCO, I have served as an adjunct professor in the McCombs School  
12 of Business at UT Austin and in what is now the McCoy College of Business at  
13 Texas State University. In my prior academic work, I taught economics and finance  
14 courses and I conducted research and directed graduate students in the areas of  
15 investments and capital market research. I was previously Director of the Economic  
16 Research Division at the Public Utility Commission of Texas ("Texas Commission")  
17 where I supervised the Texas Commission's finance, economics, and accounting staff,  
18 and served as the Texas Commission's chief financial witness in electric and  
19 telephone rate cases. I have taught courses at various utility conferences on cost of  
20 capital, capital structure, utility financial condition, and cost allocation and rate  
21 design issues. I have made presentations before the New York Society of Security  
22 Analysts, the National Rate of Return Analysts Forum, and various other professional

1 and legislative groups. I have served as a vice president and on the board of directors  
2 of the Financial Management Association.

3 A list of my publications and testimony I have given before various regulatory  
4 bodies and in state and federal courts is contained in my resume, which is included as  
5 Appendix A.

6 **Q. Have you previously testified before the KCC or other utility regulatory**  
7 **agencies?**

8 A. Yes. I have testified before the KCC and numerous other regulatory commissions on  
9 cost of capital and related financial issues.

## 10 **II. BACKGROUND FOR ANALYSIS**

11 **Q. Please describe the general approach you use in your cost of equity studies.**

12 A. My recommendation is premised upon the fair rate of return principles established by  
13 the U.S. Supreme Court in *Federal Power Comm'n v. Hope Natural Gas Co.*, 320  
14 U.S. 591, 603 (1944) ("*Hope*") and *Bluefield Water Works & Improvements Co. v.*  
15 *Public Service Comm'n*, 262 U.S. 679, 693 (1923) ("*Bluefield*"). That is to say, a  
16 utility's return authorized by a regulatory body, such as the KCC, should be  
17 commensurate with returns on investments in other enterprises having corresponding  
18 risks. The return should also be sufficient to assure confidence in the financial  
19 integrity of the utility so as to maintain its credit, and to attract capital so that it is  
20 able to properly discharge its public duties. Given these legal principles, I have  
21 reviewed several methods to determine an appropriate ROE and overall rate of return  
22 for KCP&L. These methods and the underlying economic models are applied to a

1 reference company group of other investment grade electric utilities generally similar  
2 to KCP&L.

3 **Q. Please explain your analysis in arriving at a recommended ROE for KCP&L.**

4 A. My ROE estimate is based on alternative versions of the constant growth and  
5 multistage growth DCF model. I also provide a bond-yield-plus-equity risk premium  
6 analysis and I review economic conditions and interest rates that are expected to  
7 prevail during the coming year. Because KCP&L is a wholly-owned subsidiary of  
8 Great Plains Energy Incorporated ("GPE") and does not have publicly traded  
9 common stock or other independent market data, its cost of equity cannot be  
10 estimated directly. For this reason, I apply the DCF model to a large reference group  
11 of investment grade electric utilities selected from the *Value Line Investment Survey*  
12 ("*Value Line*"). *Value Line* is a widely-followed, reputable source of financial data  
13 often used by professional economists to estimate ROE. To be included in my group,  
14 the reference companies must have at least a triple-B (investment grade) bond rating;  
15 they must derive at least 70 percent of revenues from regulated utility sales; they  
16 must have consistent financial records not affected by recent mergers or restructuring;  
17 and they must have a consistent dividend record with no dividend cuts within the past  
18 two years. The fundamental characteristics of the companies in my comparable  
19 group are summarized in Schedule SCH-1, page 1. On average, the group derives  
20 88 percent of revenues from regulated activities and the average bond ratings for the  
21 group are A- to BBB+. Thus, the reference companies offer a risk profile similar to  
22 that of KCP&L, which is also a vertically-integrated, investment grade electric utility  
23 company.

1 I also conducted a risk premium analysis based on ROEs allowed by state  
2 regulators relative to Moody's average utility debt costs. In that analysis, I applied an  
3 adjusted equity risk premium to Baa bond yields projected for the coming year as  
4 well as to current, historically low Baa rates. As I will explain in more detail later in  
5 this testimony, given the Federal Government's ongoing intervention in the credit  
6 markets and the artificially low interest rates that have resulted, I discount risk  
7 premium cost of equity estimate based on current interest rates. The data sources and  
8 the details of my cost of equity studies are contained in my Schedules SCH-1 through  
9 SCH-6.

10 **Q. Please state your ROE recommendation and summarize the results of your cost**  
11 **of equity studies.**

12 A. I support an ROE of 10.4 percent. While my DCF analysis supports a range of only  
13 10.0 percent to 10.2 percent, my risk premium analysis indicates that an ROE as high  
14 as 10.42 percent is appropriate. As I will discuss later in this testimony, the  
15 government's continuing intervention in the debt markets has created artificially low  
16 long-term current interest rates and, therefore, a forward-looking risk premium  
17 estimate is more appropriate. The continuing volatility and heightened investor risk  
18 aversion in the equity markets indicates that the cost of equity has not declined as  
19 much as interest rates. Based on these factors, a requested ROE near the top of my  
20 analytical range, at 10.4 percent, is reasonable.

1 **III. KCP&L CAPITAL STRUCTURE AND OVERALL RATE OF RETURN**

2 **Q. Please summarize the Company's requested capital structure and overall rate of**  
3 **return.**

4 A. The requested capital structure components and the resulting overall rate of return are  
5 presented in Table 1 below:

6 **Table 1**  
7 **Requested Capital Structure**

8 Capital Components	Ratio	Cost	Weighted Cost
9 Debt	47.57%	6.63%	3.15%
10 Preferred stock	0.62%	4.29%	0.03%
11 Common equity	51.81%	10.40%	5.39%
12 TOTAL	100.00%		<u>8.57%</u>

13 Source: GPE Projected Capital Structure at July 2, 2012, Schedule SCH-2, page 10.

14 **Q. What is the basis for the Company's requested capital structure and overall rate**  
15 **of return?**

16 A. The requested capital structure, as well as the costs for debt and preferred stock, are  
17 consistent with GPE's projected capital structure at July 2, 2012. These data are  
18 presented in more detail in Schedule SCH-2, with the July 2, 2012 summary shown  
19 on page 10 of that schedule. Using the parent company's consolidated capital  
20 structure is consistent with KCP&L's approach in its prior rate cases.

21 **Q. What are the key differences between GPE's actual capital structure as of**  
22 **December 31, 2011 and the requested capital structure, projected as of July 2,**  
23 **2012?**

24 A. The actual GPE capital structure as of December 31, 2011, is shown on page 2 of  
25 Schedule SCH-2. The key differences between the actual capital structure and the  
26 requested capital structure, projected as of July 2, 2012, are as follows:

1 Long-Term Debt

2 Net Long-Term Debt is projected to decrease by \$226 million due to \$513 million of  
3 long-term debt maturities partially offset by \$287 million of new long-term debt from  
4 the remarketing of the debt component of the equity units as senior notes.

5 Equity

6 Equity is projected to increase by \*\*■■■■\*\* million, which is driven primarily by the  
7 \$287 million issuance of common stock from the settlement of the equity units stock  
8 purchase contract, a projected \*\*■■■■\*\* million decrease in retained earnings and a  
9 small amount of equity issued by GPE through the dividend reinvestment and direct  
10 stock purchase plan and company benefit plans.

11 Equity-linked Convertible Debt

12 The \$287 million equity-linked convertible debt component of the capital structure as  
13 of December 31, 2011 is not part of the July 2, 2012 projected capital structure. On  
14 March 19, 2012, the subordinated notes component of the Equity Units were  
15 remarketed as Senior Notes which have been included in the long-term debt  
16 component of the projected capital structure. On June 15, 2012, the purchase contract  
17 component of the Equity Units will be settled with the issuance of common stock  
18 which has been included in the equity component of the projected capital structure.

19 **IV. FUNDAMENTAL FACTORS THAT AFFECT THE COST OF EQUITY**

20 **Q. What is the purpose of this section of your testimony?**

21 **A.** In this section, I review recent capital market conditions and industry- and company-  
22 specific factors that should be reflected in a cost of capital estimate.



1 **Q. What is the current outlook for the U.S. economy?**

2 A. Growth for the U.S. economy is expected to remain slow in the near term. While  
3 most economists expect real growth to remain positive, forecasts for the remainder of  
4 2012 and for 2013 indicate continuing, but slow recovery with unemployment  
5 remaining at about 8 percent or above over the next two years. Equity markets are  
6 also a concern, remaining extremely volatile. For utilities, stock prices provided  
7 favorable performance relative to the general market through most of 2011, but that  
8 performance has flattened since the beginning of 2012. The favorable utility  
9 performance during 2011, reflected a search for yield by investors discouraged by the  
10 persistent intervention of the federal government in the fixed income market and its  
11 stated intention of maintaining low bond yields. All of these factors point to elevated  
12 risk aversion, a fundamental lack of equilibrium conditions in the financial markets,  
13 and a continuing relatively high cost of equity capital.

14 **Q. What has been the experience in the U.S. capital markets over the past several**  
15 **years?**

16 A. In Schedule SCH-3, page 1, I provide a 10-year review of annual interest rates and  
17 rates of inflation. During the time period, interest rates and inflation generally have  
18 been lower than in the previous decade. Inflation, as measured by the Consumer  
19 Price Index, has fluctuated between a low of zero percent (in 2008) and a high of  
20 4.1 percent (caused by the spike in energy costs that occurred in 2007). The decade's  
21 average annual inflation rate (2.4 percent) was approximately 100 basis points lower  
22 than the longer-term average rate of the past 60 years (see Schedule SCH-4). Interest

1 rates declined steadily over most of the period, with the 2011 average utility interest  
 2 rate at its lowest level for more than 30 years (see Schedule SCH-6, page 1).

3 **Q. What has been the more recent trend in utility borrowing costs?**

4 A. In Schedule SCH-3, page 2, I provide the month-by-month interest rate data since the  
 5 beginning of 2009. Those data are summarized below in Table 2 below.

**Table 2**  
**Long-Term Interest Rate Trends**

Month	Triple-B Utility Rate	30-Year Treasury Rate	Triple-B Utility Spread
Jan-09	7.90	3.13	4.77
Feb-09	7.74	3.59	4.15
Mar-09	8.00	3.64	4.36
Apr-09	8.03	3.76	4.27
May-09	7.76	4.23	3.53
Jun-09	7.31	4.52	2.79
Jul-09	6.87	4.41	2.46
Aug-09	6.36	4.37	1.99
Sep-09	6.12	4.19	1.93
Oct-09	6.14	4.19	1.95
Nov-09	6.18	4.31	1.87
Dec-09	6.26	4.49	1.77
Jan-10	6.16	4.60	1.56
Feb-10	6.25	4.62	1.63
Mar-10	6.22	4.64	1.58
Apr-10	6.19	4.69	1.50
May-10	5.97	4.29	1.68
Jun-10	6.18	4.13	2.05
Jul-10	5.98	3.99	1.99
Aug-10	5.55	3.80	1.75
Sep-10	5.53	3.77	1.76
Oct-10	5.62	3.87	1.75
Nov-10	5.85	4.19	1.66
Dec-10	6.04	4.42	1.62
Jan-11	6.06	4.52	1.54
Feb-11	6.10	4.65	1.45
Mar-11	5.97	4.51	1.46
Apr-11	5.98	4.50	1.48
May-11	5.74	4.29	1.45
Jun-11	5.67	4.23	1.44
Jul-11	5.70	4.27	1.43
Aug-11	5.22	3.65	1.57
Sep-11	5.11	3.18	1.93
Oct-11	5.24	3.13	2.11
Nov-11	4.93	3.02	1.91
Dec-11	5.07	2.98	2.09
Jan-12	5.06	3.03	2.03
Feb-12	5.02	3.11	1.91
3-Mo Avg	<b>5.05</b>	<b>3.04</b>	<b>2.01</b>
12-Mo Avg	<b>5.39</b>	<b>3.66</b>	<b>1.73</b>

Sources: Mergent Bond Record (Utility Rates); www.federalreserve.gov (Treasury Rates).

Three month average is for December 2011-February 2012.

Twelve month average is for March 2011-February 2012.

1 The data in Table 2 track the steady decline in corporate interest rates that has  
2 occurred since early 2009 and the market turmoil that has existed during this time  
3 period. Although rates have stabilized and risen slightly since November 2011, the  
4 Federal Reserve's continuing intervention in the financial markets and its efforts to  
5 keep short-term rates near zero and longer-term U.S. Treasury rates at historically  
6 low levels continue to hold down corporate debt costs as well. While the effects of  
7 these monetary policy efforts are not easily captured in rate of return estimation  
8 models, equity market turbulence and the resulting elevated level of risk aversion  
9 indicate that the decline in ROE has been less than the decline in corporate interest  
10 rates.

11 **Q. Do the smaller spreads between yields on triple-b utility bonds and U.S. treasury**  
12 **bonds mean that the markets have fully recovered from the economic turmoil**  
13 **that resulted from the financial crisis?**

14 A. No. While markets have stabilized considerably from the conditions that existed in  
15 2008 and early 2009, concerns remain about high unemployment, large federal  
16 deficits, turmoil in the Mideast, the sovereign debt crisis in Europe as well as other  
17 domestic economic issues. These factors combined with sluggish growth in gross  
18 domestic product ("GDP") continue to raise substantial equity market concerns and  
19 contribute to heightened investor risk aversion.

20 **Q. What do forecasts for the economy and interest rates show for the coming year?**

21 A. By late 2012, interest rates are expected to have increased from currently low levels.  
22 In Schedule SCH-3, page 3, I provide the Financial Forecast Center's month-by-  
23 month interest rate forecast for the period through 2014. Table 3 below summarizes

1 the interest rate forecasts:

2 **Table 3**  
3 **Interest Rate Forecast**

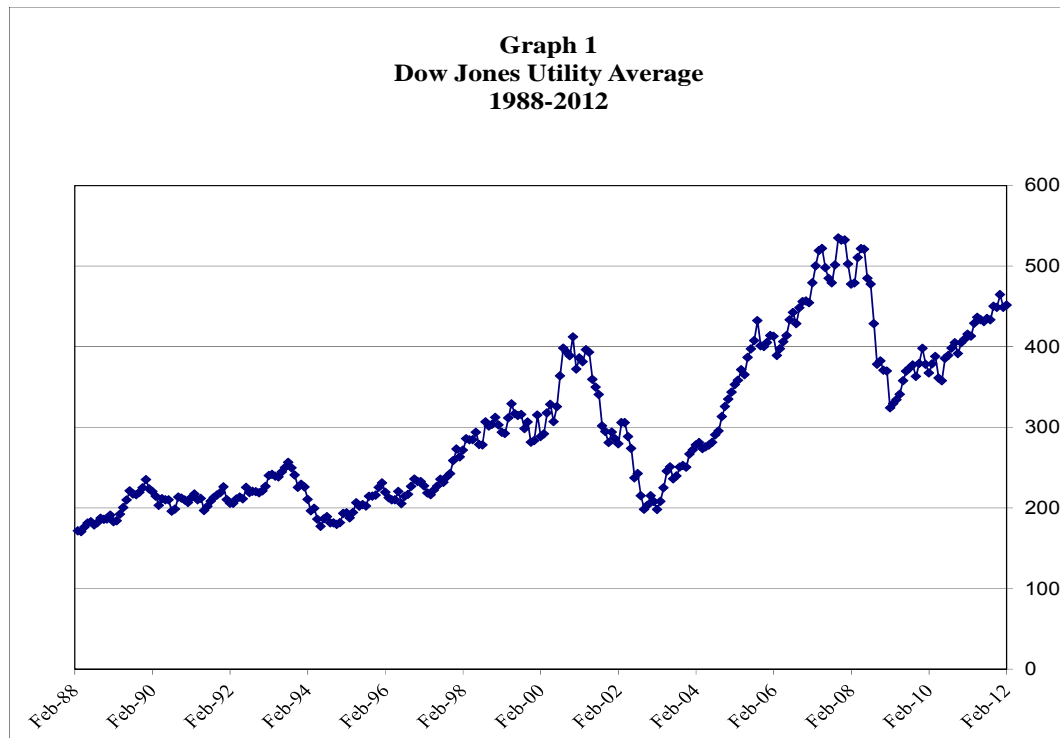
	Feb. 2012	2012E	2013E	2014E
	<u>Average</u>	<u>Average</u>	<u>Average</u>	<u>Average</u>
6 Treasury Bills	0.1%	0.1%	0.5%	1.0%
7 10-Yr. T-Bonds	2.0%	2.6%	2.9%	2.9%
8 30-Yr. T-Bonds	3.1%	3.6%	4.1%	4.1%

9 Sources: Current Rates, [www.federalreserve.gov](http://www.federalreserve.gov); and  
10 Projected Rates, Financial Forecast Center, [www.forecasts.org](http://www.forecasts.org).

11 These data show that, during 2012, long-term Treasury interest rates are expected to  
12 rise by 50 basis points relative to the low levels in February 2012, and that rates are  
13 expected to rise further in the coming years.

14 **Q. How have utility stocks performed during the past several years?**

15 A. Utility stock prices have been more volatile in recent years as compared to their  
16 traditional performance. The wider fluctuations in more recent years are vividly  
17 illustrated in the following Graph 1, which depicts Dow Jones Utility Average  
18 ("DJUA") prices over the past 25 years.



1        Until the late 1990s, utility stocks were viewed as relatively stable investments. Over  
 2        the past decade, however, utility stock prices have fluctuated much more widely. In  
 3        this environment, investors' return expectations and requirements for providing  
 4        capital to the utility industry are high relative to the longer-term, traditional view of  
 5        the industry.

6        **Q.    How have utility stocks performed since the market low point reached in March**  
 7        **2009?**

8        A.    Prior to May of 2011, utility stock prices had lagged well behind the general market  
 9        recovery. During the latter part of 2011, however, fears of potential sovereign  
 10        defaults as well as domestic financial problems caused equity market risk aversion to  
 11        increase. This situation made dividend oriented stocks, like utilities, relatively more  
 12        attractive for all income-oriented investors. Although utility stocks have not  
 13        performed as well since the beginning of 2012, for the entire May 2011-February

1 2012 time period, the DJUA rose 3.5 percent while the Standard & Poor's ("S&P")  
2 500 Index increased by only 2.0 percent. The relatively better performance for  
3 utilities has produced lower dividend yields in the DCF model; *i.e.*, the DCF model  
4 results, with respect to dividend yields, do not reflect the overall market's volatility  
5 and heightened risk aversion. This anomaly makes it more difficult to interpret  
6 current DCF cost of equity estimates for utility companies.

7 **Q. How has the "flight to quality" in the traditional fixed income (bond) markets**  
8 **affected dividend oriented stocks?**

9 A. As bond yields have fallen (as a result of the government's ongoing policies in the  
10 financial markets), investors have looked for income from dividend paying stocks.  
11 Consequently, utility stocks have experienced favorable performance as investors in  
12 search of yield have substituted utility common stocks for low-yielding bonds.

13 **Q. Does this imply that the cost of equity capital for utilities has declined as much**  
14 **as interest rates have dropped?**

15 A. No. Equity market risk aversion has increased, not decreased. The domestic  
16 economy faces severe challenges—growth in GDP remains slow and unemployment  
17 remains stubbornly high. The Federal Government is responding to this economic  
18 distress by artificially depressing interest rates through its ongoing purchases of  
19 Treasury bonds and other securities. While this government policy pumps liquidity  
20 into the financial markets, it also removes yield opportunities for traditional investors  
21 in safe, fixed income investments. Thus, investors are trying to react rationally to a  
22 market environment that has many risks but few income opportunities. Such  
23 circumstances reduce ROE estimates from traditional rate of return estimation

1 methods, but these lower estimates do not reflect ongoing market volatility and  
2 increased equity market risk aversion that continues to exist.

3 **Q. Has equity market volatility been recognized as a cause for reduced equity**  
4 **capital availability in the U.S.?**

5 A. Yes. A recent Associated Press article describes this problem in some detail. In that  
6 article the author notes that since August, market swings have been particularly  
7 troublesome:

8 In market-speak, it's called volatility: Large jumps followed by deep  
9 dives, within the course of a week or sometimes the same day. The  
10 surge in volatility since early August has been blamed for preventing  
11 companies from going public and scaring people out of stocks. Some  
12 think that even if Europe resolves its debt crisis, large price swings are  
13 here to stay.

14 The long-term trend is toward more volatility. Judging by the number  
15 of times in a year the S&P 500 swung 2 percent or more in a single  
16 day, markets are much more likely to have large leaps up or dives  
17 down, according to S&P's equity research group. Swings of 2 percent  
18 occurred an average of five times a year from 1950 to 1999. It's  
19 already happened 20 times this year, with three months left to go.  
20 (Matthew Craft, Associated Press/Yahoo Finance, Oct. 2, 2011).

21 **Q. What is the utility industry's current fundamental position?**

22 A. The industry has seen significant volatility both in terms of fundamental operating  
23 characteristics and the effects of the economy. Slow economic growth has reduced  
24 sales volumes. Moreover, there is great uncertainty regarding environmental rules  
25 proposed by the U.S. Environmental Protection Agency ("EPA"). Both of these  
26 factors have increased the difficulty of planning for future load requirements. This  
27 Commission recognized these concerns when it opened a docket on January 27, 2011  
28 entitled "In the Matter of a General Investigation Into KCP&L and Westar

1 Generation Capabilities, Including as These Capabilities May Be Affected by  
2 Environmental Requirements," Docket No. 11-GIME-492-GIE.

3 In the equity markets, ongoing turmoil has increased investors' preferences for  
4 safer, dividend paying companies. Value Line discusses this phenomenon:

5 **Value Line Investor Survey**

6 The low interest rate environment and increased volatility in the stock  
7 market added to the appeal of electric utility equities. The rates paid  
8 on cash and money market funds are negligible, so many investors  
9 find the generous dividend yields on these stocks very appealing. (The  
10 average yield for this industry is now 4.2%.) Many of them also offer  
11 decent dividend growth potential. Another attractive feature of this  
12 group is its lower risk, compared with the broader market. Most  
13 stocks in the Electric Utility Industry boast high marks for Price  
14 Stability. (*Value Line Investor Survey*, Feb. 3, 2011, p. 2236).

15 In the summary in its recent assessment of the Electric Utility Industry, S&P  
16 provides perspective for investors' concerns for 2012:

17 **Standard & Poor's**

18 Regulated U.S. electric utility companies will begin implementing  
19 Environmental Protection Agency (EPA) rules concerning carbon and  
20 other pollutants in 2012. Other challenges included the continued  
21 need for substantial capital spending, the potential for rate pressure in  
22 a slow growth period, and the changing global capital markets. ("The  
23 Top 10 Investor Questions For U.S. Regulated Electric Utilities In  
24 2012," Standard & Poor's RatingsDirect, Jan. 3, 2012, p. 2).

25 Credit market gyrations and continuing market volatility demonstrate the increased  
26 uncertainties that utility investors face. These uncertainties should be reflected in the  
27 allowed ROE.

28 **Q. Do utilities continue to face the operating and financial risks that existed prior to**  
29 **the recent financial crisis?**

30 A. Yes. Prior to the recent financial crisis, the most significant risk factor for utility  
31 investors was the industry's continuing transition to more open market conditions and



1 competition. With the passage of the Energy Policy Act ("EPACT") in 1992 and the  
2 Federal Energy Regulatory Commission's ("FERC") Order No. 888 in 1996, the stage  
3 was set for vastly increased competition in the electric utility industry. The EPACT's  
4 mandate for open access to the transmission grid and the FERC's implementation  
5 through Order No. 888 effectively opened the market for wholesale electricity to  
6 competition. Previously protected utility service territory and lack of wholesale  
7 transmission access in some parts of the country had limited the availability of  
8 competitive bulk power prices. The EPACT and Order No. 888 have essentially  
9 eliminated such constraints and allowed most utilities to seek alternative wholesale  
10 suppliers for their incremental power needs.

11 In addition to wholesale issues at the federal level, in states that have  
12 implemented retail access, even retail markets have opened to competition. Concerns  
13 about these issues and additional efforts for dealing with larger construction programs  
14 and power cost recovery mechanisms have developed as well. As expected, the  
15 opening of previously protected utility markets to competition, the uncertainty  
16 created by the removal of regulatory protection, and continuing fuel price volatility  
17 have raised the level of uncertainty about investment returns across the entire  
18 industry.

19 **Q. Is KCP&L affected by these same market uncertainties and increasing utility**  
20 **capital costs?**

21 A. Yes. To some extent all electric utilities are being affected by the industry's transition  
22 to competition. KCP&L's power costs and other operating activities have been  
23 significantly affected by transition and restructuring events around the country. In

1 fact, the uncertainty associated with the changes that are transforming the utility  
2 industry as a whole, as viewed from the perspective of the investor, remain a factor in  
3 assessing any utility's required ROE, including the ROE from KCP&L's operations in  
4 Kansas. This is true even though Kansas has not adopted retail choice or other major  
5 forms of restructuring; all utilities have been affected by the industry's transition.

6 **Q. Are there other specific risks that KCP&L must address?**

7 A. Yes. The above-mentioned climate change initiatives create fairly significant risk for  
8 the Company going forward. Approximately 80 percent of the Company's fuel mix  
9 based on actual generation is coal. The Company discussed the potential impact of  
10 climate change risk in its most recent Form 10-K:

11 The Companies are subject to extensive federal, state and local  
12 environmental laws, regulations and permit requirements relating to  
13 air and water quality, waste management and disposal, natural  
14 resources and health and safety. In addition to imposing continuing  
15 compliance obligations and remediation costs for historical and pre-  
16 existing conditions, these laws, regulations and permits authorize the  
17 imposition of substantial penalties for noncompliance, including fines,  
18 injunctive relief and other sanctions. There is also a risk that new  
19 environmental laws and regulations, new judicial interpretations of  
20 environmental laws and regulations, or the requirements in new or  
21 renewed environmental permits could adversely affect the Companies'  
22 operations. In addition, there is also a risk of lawsuits brought by third  
23 parties alleging violations of environmental commitments or  
24 requirements, creation of a public nuisance or other matters, and  
25 seeking injunctions or monetary or other damages. Certain federal  
26 courts have held that state and local governments and private parties  
27 have standing to bring climate change tort suits seeking company-  
28 specific emission reductions and damages.

29 The Environmental Protection Agency (EPA) has enacted various  
30 regulations regarding the reporting and permitting of greenhouse gases  
31 and has proposed other regulations under the existing Clean Air Act.  
32 The EPA has established thresholds for greenhouse gas emissions,  
33 defining when Clean Air Act permits under the New Source  
34 Performance Standards, New Source Review and Title V operating  
35 permits programs would be required for new or existing industrial

1 facilities and when the installation of best available control technology  
2 would be required. Most of the Companies' generating facilities are  
3 affected by these existing rules and would be affected by the proposed  
4 rules. Additional federal and/or state legislation or regulation  
5 respecting greenhouse gas emissions may be proposed or enacted in  
6 the future. Further, pursuant to the Collaboration Agreement, KCP&L  
7 agreed to pursue a set of initiatives including energy efficiency,  
8 additional wind generation, lower emission permit levels at its Iatan  
9 and La Cygne stations and other initiatives designed to offset CO<sub>2</sub>  
10 emissions. Requirements to reduce greenhouse gas emissions may  
11 cause the Companies to incur significant costs relating to their ongoing  
12 operations (for additional environmental control equipment, retiring  
13 and replacing existing generation, or selecting more costly generation  
14 alternatives), or to procure emission allowance credits, or due to the  
15 imposition of taxes, fees or other governmental charges as a result of  
16 such emissions.

17 Due to all of the above, the Companies' projected capital and other  
18 expenditures for environmental compliance are subject to significant  
19 uncertainties, including the timing of implementation of any new or  
20 modified environmental requirements, the emissions limits imposed by  
21 such requirements and the types and costs of the compliance  
22 alternatives selected by the Companies. As a result, costs to comply  
23 with environmental requirements cannot be estimated with certainty,  
24 and actual costs could be significantly higher than projections. Other  
25 new environmental laws and regulations affecting the operations of the  
26 Companies may be adopted, and new interpretations of existing laws  
27 and regulations could be adopted or become applicable to the  
28 Companies or their facilities, any of which may materially adversely  
29 affect the Companies' business, adversely affect the Companies' ability  
30 to continue operating its power plants as currently done and  
31 substantially increase their environmental expenditures or liabilities in  
32 the future. (2011 GPE and KCP&L SEC Joint Form 10-K, pp. 13-16).

33 **Q. How do capital market participants respond to these financial risk perceptions**  
34 **and concerns?**

35 A. Equity investors respond to changing assessments of risk and financial prospects by  
36 changing the price they are willing to pay for a given security. When the risk  
37 perceptions increase or financial prospects decline, investors refuse to pay the  
38 previously existing market price for a company's securities, and market supply and

1 demand forces then establish a new lower price. The lower market price typically  
2 translates into a higher cost of capital through a higher dividend yield requirement, as  
3 well as the potential for increased capital gains if prospects improve. In addition to  
4 market losses for prior shareholders, the higher cost of capital is transmitted directly  
5 to the company by the need to issue more shares to raise any given amount of capital  
6 for future investment. The additional shares also impose additional future dividend  
7 requirements and reduce future earnings per share growth prospects.

8 **Q. How have regulatory commissions responded to these changing market and**  
9 **industry conditions?**

10 A. Over the past five years, quarterly allowed ROEs have averaged about 10.4 percent.  
11 For integrated electrics, like KCP&L, the average allowed rate for 2010 was  
12 10.38 percent and for 2011, it was 10.24 percent.<sup>1</sup> Table 4 below summarizes the  
13 quarterly ROE data for all types of electric utilities, which are published by SNL's  
14 Regulatory Research Associates, an authoritative source for this information that is  
15 regularly relied upon by experts in the field of public utility regulation, as well as by  
16 regulatory commissions and their staffs:

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<sup>1</sup> See Schedule SCH-2, p. 2.

**Table 4**  
**Authorized Electric Utility Equity Returns**

	2007	2008	2009	2010	2011
1 <sup>st</sup> Quarter	10.27%	10.45%	10.29%	10.66%	10.32%
2 <sup>nd</sup> Quarter	10.27%	10.57%	10.55%	10.08%	10.12%
3 <sup>rd</sup> Quarter	10.02%	10.47%	10.46%	10.27%	10.00%
4 <sup>th</sup> Quarter	10.56%	10.33%	10.54%	10.30%	10.34%
Full Year Average	10.36%	10.46%	10.48%	10.34%	10.22%
Average Utility Debt Cost	6.11%	6.65%	6.28%	5.55%	5.17%
Indicated Average Risk Premium	4.25%	3.81%	4.20%	4.79%	5.05%

Source: Regulatory Focus, SNL Regulatory Research Associates, Major Rate Case Decisions, Jan. 10, 2012. Utility debt costs are the "average" public utility bond yields as reported by Moody's.

Based on these data, over the past five years, the allowed equity risk premium for electric utilities has ranged between 3.81 percent and 5.05 percent.

**V. ESTIMATING THE COST OF EQUITY CAPITAL**

**Q. What is the purpose of this section of your testimony?**

A. The purpose of this section of my testimony is to present a general definition of the cost of equity and to compare the strengths and weaknesses of several of the most widely used methods for estimating the cost of equity. Estimating the cost of equity is fundamentally a matter of informed judgment. The various models provide a concrete link to actual capital market data and assist with defining the various relationships that underlie the ROE estimation process.

**Q. Please define the term "cost of equity capital" and provide an overview of the cost estimation process.**

A. The cost of equity capital is the profit or rate of return that equity investors expect to receive. In concept it is no different than the cost of debt or the cost of preferred

1 stock. The cost of equity is the rate of return that common stockholders expect, just  
2 as interest on bonds and dividends on preferred stock are the returns that investors in  
3 those securities expect. Equity investors expect a return on their capital  
4 commensurate with the risks they take, consistent with returns that are available from  
5 other similar investments. Unlike returns from debt and preferred stocks, however,  
6 the equity return is not directly observable in advance and, therefore, it must be  
7 estimated or inferred from capital market data and trading activity.

8 An example helps to illustrate the cost of equity concept. Assume that an  
9 investor buys a share of common stock for \$20 per share. If the stock's expected  
10 dividend is \$1.00, the expected dividend yield is 5.0 percent ( $\$1.00 / \$20 =$   
11  $5.0$  percent). If the stock price is also expected to increase to \$21.20 after one year,  
12 this \$1.20 expected gain adds an additional 6.0 percent to the expected total rate of  
13 return ( $\$1.20 / \$20 = 6.0$  percent). Therefore, when buying the stock at \$20 per share,  
14 the investor expects a total return of 11.0 percent: 5.0 percent dividend yield, plus  
15 6.0 percent price appreciation. In this example, the total expected rate of return at  
16 11.0 percent is the appropriate measure of the cost of equity capital, because it is this  
17 rate of return that caused the investor to commit the \$20 of equity capital in the first  
18 place. If the stock were riskier, or if expected returns from other investments were  
19 higher, investors would require a higher rate of return from the stock, which would  
20 result in a lower initial purchase price in market trading.

21 Each day market rates of return and prices change to reflect new investor  
22 expectations and requirements. For example, when interest rates on bonds and  
23 savings accounts rise, utility stock prices usually fall. This is true, at least in part,

1 because higher interest rates on these alternative investments make utility stocks  
2 relatively less attractive, which causes utility stock prices to decline in market  
3 trading. This competitive market adjustment process is quick and continuous, so that  
4 market prices generally reflect investor expectations and the relative attractiveness of  
5 one investment versus another. In this context, to estimate the cost of equity one  
6 must apply informed judgment about the relative risk of the company in question and  
7 knowledge about the risk and expected rate of return characteristics of other available  
8 investments as well.

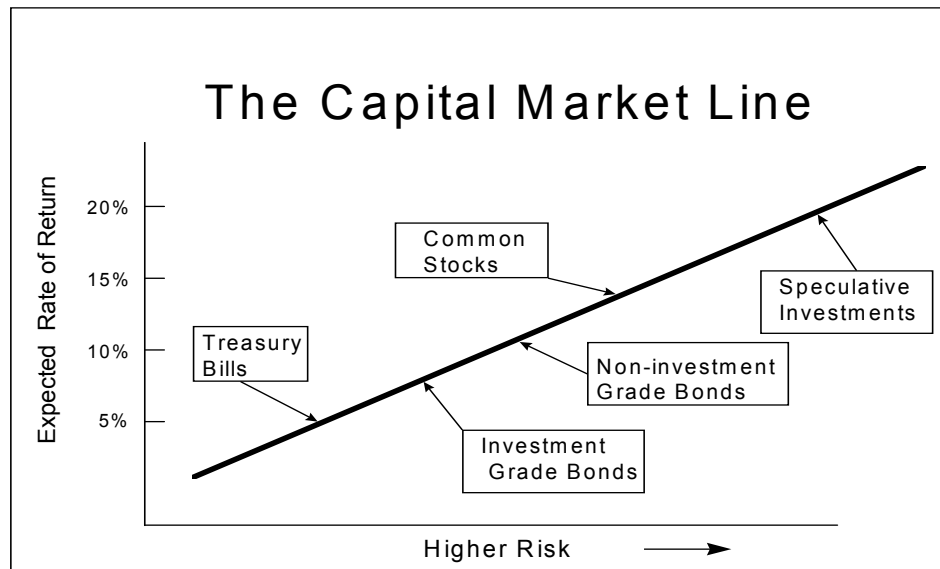
9 **Q. How does the market account for risk differences among the various**  
10 **investments?**

11 A. Risk-return tradeoffs among capital market investments have been the subject of  
12 extensive financial research. Literally dozens of textbooks and hundreds of academic  
13 articles have addressed the issue. Generally, such research confirms the common  
14 sense conclusion that investors will take additional risks only if they expect to receive  
15 a higher rate of return. Empirical tests consistently show that returns from low risk  
16 securities, such as U.S. Treasury bills, are the lowest; that returns from longer-term  
17 Treasury bonds and corporate bonds are increasingly higher as risks increase; and,  
18 generally, returns from common stocks and other more risky investments are even  
19 higher. These observations provide a sound theoretical foundation for both the DCF  
20 and risk premium methods for estimating the cost of equity capital. These methods  
21 attempt to capture the well founded risk-return principle and explicitly measure  
22 investors' rate of return requirements.

1 **Q. Can you illustrate the capital market risk-return principle that you just**  
2 **described?**

3 A. Yes. The following graph depicts the risk-return relationship that has become widely  
4 known as the Capital Market Line ("CML"). The CML offers a graphical  
5 representation of the capital market risk-return principle. The graph is not meant to  
6 illustrate the actual expected rate of return for any particular investment, but merely

## Risk-Return Tradeoffs



7 to illustrate in a general way the risk-return relationship.

8 As a continuum, the CML can be viewed as an available opportunity set for investors.  
9 Those investors with low risk tolerance or investment objectives that mandate a low  
10 risk profile should invest in assets depicted in the lower left-hand portion of the  
11 graph. Investments in this area, such as Treasury bills and short-maturity, high  
12 quality corporate commercial paper, offer a high degree of investor certainty. In



1 nominal terms (before considering the potential effects of inflation), such assets are  
2 virtually risk-free.

3 Investment risks increase as one moves up and to the right along the CML. A  
4 higher degree of uncertainty exists about the level of investment value at any point in  
5 time and about the level of income payments that may be received. Among these  
6 investments are long-term bonds and preferred stocks, which offer priority claims to  
7 assets and income payments. They are relatively low risk, but they are not risk-free.  
8 The market value of long-term bonds, even those issued by the U.S. Treasury, often  
9 fluctuates widely when government policies or other factors cause interest rates to  
10 change.

11 Farther up the CML continuum, common stocks are exposed to even more  
12 risk, depending on the nature of the underlying business and the financial strength of  
13 the issuing corporation. Common stock risks include market-wide factors, such as  
14 general changes in capital costs, as well as industry- and company-specific elements  
15 that may add further to the volatility of a given company's performance. As I will  
16 illustrate in my risk premium analysis, common stocks typically are more volatile and  
17 have higher risk than high quality bond investments and, therefore, they reside above  
18 and to the right of bonds on the CML graph. Other more speculative investments,  
19 such as stock options and commodity futures contracts, offer even higher risks (and  
20 higher potential returns). The CML's depiction of the risk-return tradeoffs available  
21 in the capital markets provides a useful perspective for estimating investors' required  
22 rates of return.

1 **Q. How is the fair rate of return in the regulatory process related to the estimated**  
2 **cost of equity capital?**

3 A. The regulatory process is guided by fair rate of return principles established in the  
4 U.S. Supreme Court cases, *Bluefield* and *Hope*:

5 A public utility is entitled to such rates as will permit it to earn a return  
6 on the value of the property which it employs for the convenience of  
7 the public equal to that generally being made at the same time and in  
8 the same general part of the country on investments in other business  
9 undertakings which are attended by corresponding risks and  
10 uncertainties; but it has no constitutional right to profits such as are  
11 realized or anticipated in highly profitable enterprises or speculative  
12 ventures. *Bluefield Water Works & Improvement Co. v. Public*  
13 *Service Comm'n of West Virginia*, 262 U.S. 679, 692-93 (1923).

14 From the investor or company point of view, it is important that there  
15 be enough revenue not only for operating expenses, but also for the  
16 capital costs of the business. These include service on the debt and  
17 dividends on the stock. By that standard the return to the equity owner  
18 should be commensurate with returns on investments in other  
19 enterprises having corresponding risks. That return, moreover, should  
20 be sufficient to assure confidence in the financial integrity of the  
21 enterprise, so as to maintain its credit and to attract capital. *Federal*  
22 *Power Comm'n v. Hope Natural Gas Co.*, 320 U.S. 591, 603 (1944).

23 Based on these principles, the fair rate of return should closely parallel investor  
24 opportunity costs as discussed above. If a utility earns its market cost of equity,  
25 neither its stockholders nor its customers should be disadvantaged.

26 **Q. What specific methods and capital market data are used to evaluate the cost of**  
27 **equity?**

28 A. Techniques for estimating the cost of equity normally fall into three groups:  
29 comparable earnings methods, risk premium methods, and DCF methods.

1 **Q. Please describe the first set of estimation techniques, the comparable earnings**  
2 **methods.**

3 A. The comparable earnings methods have evolved over time. The original comparable  
4 earnings methods were based on book accounting returns. This approach developed  
5 ROE estimates by reviewing accounting returns for unregulated companies thought to  
6 have risks similar to those of the regulated company in question. These methods have  
7 generally been rejected because they assume that the unregulated group is earning its  
8 actual cost of capital, and that its equity book value is the same as its market value.  
9 In most situations these assumptions are not valid, and, therefore, accounting-based  
10 methods do not generally provide reliable cost of equity estimates.

11 More recent comparable earnings methods are based on historical stock  
12 market returns rather than book accounting returns. While this approach has some  
13 merit, it too has been criticized because there can be no assurance that historical  
14 returns actually reflect current or future market requirements. Also, in practical  
15 application, earned market returns tend to fluctuate widely from year to year. For  
16 these reasons, a current cost of equity estimate (based on the DCF model or a risk  
17 premium analysis) is usually required.

18 **Q. Please describe the second set of estimation techniques, the risk premium**  
19 **methods.**

20 A The risk premium methods begin with currently observable market returns, such as  
21 yields on government or corporate bonds, and add an increment to account for the  
22 additional equity risk. The capital asset pricing model ("CAPM") and arbitrage  
23 pricing theory ("APT") model are more sophisticated risk premium approaches. The

1 CAPM and APT methods estimate the cost of equity directly by combining the "risk-  
2 free" government bond rate with explicit risk measures to determine the risk premium  
3 required by the market. Although these methods are widely used in academic cost of  
4 capital research, their additional data requirements and their potentially questionable  
5 underlying assumptions have detracted from their use in most regulatory  
6 jurisdictions. The basic risk premium methods provide a useful parallel approach  
7 with the DCF model and assure consistency with other capital market data  
8 consistency in the cost of equity cost estimation process.

9 **Q. Please describe the third set of estimation techniques, based on the DCF model.**

10 A. The DCF model is the most widely used regulatory cost of equity estimation method.  
11 Like the risk premium approach, the DCF model has a sound basis in theory, and  
12 many argue that it has the additional advantage of simplicity. I will describe the DCF  
13 model in detail below, but in essence its estimate of ROE is simply the sum of the  
14 expected dividend yield and the expected long-term dividend (or price) growth rate.  
15 While dividend yields are easy to obtain, estimating long-term growth is more  
16 difficult. Because the constant growth DCF model also requires very long-term  
17 growth estimates (technically to infinity), some argue that its application is too  
18 speculative to provide reliable results, resulting in the preference for the multistage  
19 growth DCF analysis.

20 **Q. Of the three estimation methods, which do you believe provides the most reliable**  
21 **results?**

22 A. From my experience, a combination of DCF and risk premium methods provides the  
23 most reliable approach. While the caveat about estimating long-term growth must be

1 observed, the DCF model's other inputs are readily obtainable, and the model's results  
2 typically are consistent with capital market behavior. The risk premium methods  
3 provide a good parallel approach to the DCF model and further ensure that current  
4 market conditions are accurately reflected in the cost of equity estimate.

5 **Q. Please explain the DCF model.**

6 A. The DCF model is predicated on the concept that stock prices represent the present  
7 value or discounted value of all future dividends that investors expect to receive. In  
8 the most general form, the DCF model is expressed in the following formula:

$$9 \quad P_0 = D_1/(1+k) + D_2/(1+k)^2 + \dots + D_\infty/(1+k)^\infty \quad (1)$$

10 where  $P_0$  is today's stock price;  $D_1$ ,  $D_2$ , etc. are all future dividends and  $k$  is the  
11 discount rate, or the investor's required rate of return on equity. Equation (1) is a  
12 routine present value calculation based on the assumption that the stock's price is the  
13 present value of all dividends expected to be paid in the future.

14 Under the additional assumption that dividends are expected to grow at a  
15 constant rate "g" and that  $k$  is strictly greater than  $g$ , equation (1) can be solved for  $k$   
16 and rearranged into the simple form:

$$17 \quad k = D_1/P_0 + g \quad (2)$$

18 Equation (2) is the familiar constant growth DCF model for cost of equity estimation,  
19 where  $D_1/P_0$  is the expected dividend yield and  $g$  is the long-term expected dividend  
20 growth rate.

1 **Q. Are there circumstances where the constant growth model may not give reliable**  
2 **results?**

3 A. Yes. Under circumstances when growth rates are expected to fluctuate or when  
4 future growth rates are highly uncertain, the constant growth model may not give  
5 reliable results. Although the DCF model itself is still valid *i.e.*, equation (1) is  
6 mathematically correct, under such circumstances the simplified form of the model  
7 must be modified to capture market expectations accurately.

8           Recent events and current market conditions in the electric utility industry as  
9 discussed earlier above appear to challenge the constant growth assumption of the  
10 traditional DCF model. Since the mid-1980s, dividend growth expectations for many  
11 electric utilities have fluctuated widely. In fact, over one-third of the electric utilities  
12 in the U.S. have reduced or eliminated their common dividends over this time period.  
13 Some of these companies have re-established their dividends, producing  
14 exceptionally high growth rates. Under these circumstances, long-term growth rate  
15 estimates may be highly uncertain, and estimating a reliable "constant" growth rate  
16 for many companies is often difficult.

17 **Q. Can the DCF model be applied when the constant growth assumption is**  
18 **violated?**

19 A. Yes. When growth expectations are uncertain, the more general version of the model  
20 represented in equation (1) should be solved explicitly over a finite "transition"  
21 period while uncertainty prevails. The constant growth version of the model can then  
22 be applied after the transition period, under the assumption that more stable

1 conditions will prevail in the future. There are two alternatives for dealing with the  
2 nonconstant growth transition period.

3 Under the "terminal price" nonconstant growth approach, equation (1) is  
4 written in a slightly different form:

$$5 \quad P_0 = D_1/(1+k) + D_2/(1+k)^2 + \dots + P_T/(1+k)^T \quad (3)$$

6 where the variables are the same as in equation (1) except that  $P_T$  is the estimated  
7 stock price at the end of the transition period  $T$ . Under the assumption that normal  
8 growth resumes after the transition period, the price  $P_T$  is then expected to be based  
9 on constant growth assumptions. With the terminal price approach, the estimated  
10 cost of equity,  $k$ , is just the rate of return that investors would expect to earn if they  
11 bought the stock at today's market price, held it and received dividends through the  
12 transition period (until period  $T$ ), and then sold it for price  $P_T$ . In this approach, the  
13 analyst's task is to estimate the rate of return that investors expect to receive given the  
14 current level of market prices they are willing to pay.

15 **Q. What is the other alternative for dealing with the nonconstant growth transition**  
16 **period?**

17 A. Under the "multi-stage" nonconstant growth approach, equation (1) is simply  
18 expanded to incorporate two or more growth rate periods, with the assumption that a  
19 permanent constant growth rate can be estimated for some point in the future:

$$20 \quad P_0 = D_0(1+g_1)/(1+k) + \dots + D_2(1+g_2)^n/(1+k)^{n+} \\ 21 \quad \dots + [D_T(1+g_T)^{(T+1)}/(k-g_T)]/(1+k)^T \quad (4)$$

22 where the variables are the same as in equation (1), but  $g_1$  represents the growth rate  
23 for the first period;  $D_2$  is the dividend at the beginning of the second period and  $g_2$  is

1 the growth rate for the second period; and  $D_T$  is the dividend at the beginning of the  
2 third period and  $g_T$  is the growth rate for the period from year T (the end of the  
3 transition period) to infinity. The first two growth rates are simply estimates for  
4 fluctuating growth over "n" years (typically 5 or 10 years) and  $g_T$  is a constant growth  
5 rate assumed to prevail forever after year T. The difficult task for analysts in the  
6 multistage approach is determining the various growth rates for each period.

7 Although less convenient for exposition purposes, the nonconstant growth  
8 models are based on the same valid capital market assumptions as the constant  
9 growth version. The nonconstant growth approach simply requires more explicit data  
10 inputs and more work to solve for the discount rate, k. Fortunately, the required data  
11 are available from investment and economic forecasting services, and computer  
12 algorithms can easily produce the required solutions. Both constant and nonconstant  
13 growth DCF analyses are presented in the following section.

14 **Q. Please explain the risk premium methodology.**

15 A. Risk premium methods are based on the assumption that equity securities are riskier  
16 than debt and, therefore, that equity investors require a higher rate of return. This  
17 basic premise is well supported by legal and economic distinctions between debt and  
18 equity securities, and it is widely accepted as a fundamental capital market principle.  
19 For example, debt holders' claims to the earnings and assets of the borrower have  
20 priority over all claims of equity investors. The contractual interest on mortgage debt  
21 must be paid in full before any dividends can be paid to shareholders, and secured  
22 mortgage claims must be fully satisfied before any assets can be distributed to  
23 shareholders in bankruptcy. Also, the guaranteed, fixed-income nature of interest



1 payments makes year-to-year returns from bonds typically more stable than capital  
2 gains and dividend payments on stocks. All these factors demonstrate the more risky  
3 position of stockholders and support the equity risk premium concept.

4 **Q. Are risk premium estimates of the cost of equity typically consistent with other  
5 current capital market costs?**

6 A. Generally so, but as noted previously, the recent sharp decline in interest rates and  
7 continuing government intervention in the credit markets raise questions about the  
8 accuracy of current risk premium estimates of ROE. The risk premium approach is  
9 generally useful because it is founded on current market interest rates, which are  
10 directly observable.

11 **Q. Is there consensus about how risk premium data should be employed?**

12 A. No. In regulatory practice, there is often considerable debate about how risk  
13 premium data should be interpreted and used. Since the analyst's basic task is to  
14 gauge investors' required returns on long-term investments, some argue that the  
15 estimated equity spread should be based on the longest possible time period. Others  
16 argue that market relationships between debt and equity from several decades ago are  
17 irrelevant and that only recent debt-equity observations should be given any weight in  
18 estimating investor requirements. There is no consensus on this issue. Since analysts  
19 cannot observe or measure investors' expectations directly, it is not possible to know  
20 exactly how such expectations are formed or, therefore, to know exactly what time  
21 period is most appropriate in a risk premium analysis.

22 The important point is to answer the following question: "What rate of return  
23 should equity investors reasonably expect relative to returns that are currently

1 available from long-term bonds?" The risk premium studies and analyses I discuss  
2 later address this question. My risk premium analysis is based on an intermediate  
3 position that avoids some of the problems and concerns that have been expressed  
4 about both very long and very short periods of analysis with the risk premium model.

5 **Q. Please summarize your discussion of cost of equity estimation techniques.**

6 A. Estimating the cost of equity is one of the most controversial issues in utility  
7 ratemaking. Because actual investor requirements are not directly observable, several  
8 methods have been developed to assist in the estimation process. The comparable  
9 earnings method is the oldest but perhaps least reliable. Its use of accounting rates of  
10 return, or even historical market returns, may or may not reflect current investor  
11 requirements. Differences in accounting methods among companies and issues of  
12 comparability also detract from this approach.

13 The DCF and risk premium methods have become the most widely accepted  
14 in regulatory practice. Under normal market conditions, a combination of the DCF  
15 model and a review of risk premium data provides the most reliable cost of equity  
16 estimate. While the DCF model does require judgment about future growth rates, the  
17 dividend yield is straightforward, and the model's results are generally consistent with  
18 actual capital market behavior. Given current market conditions, I will rely on the  
19 DCF model estimates from the cost of equity studies that follow.

20 **Q. Please explain why you have not provided ROE estimates based on the CAPM.**

21 A. I have not included a CAPM estimate in this case because, under current market  
22 conditions, the CAPM does not provide reliable estimates of the cost of equity. This  
23 situation is caused by the government's continuing intervention in the credit markets

1 and the resulting artificially low U.S. Treasury bond interest rates that have resulted,  
2 as well as the recent market turmoil's effects on the CAPM's other required inputs.

3 The CAPM is based on three principal inputs:

- 4 1) the risk-free interest rate ( $R_f$ );
- 5 2) the expected market risk premium for stocks relative to the risk-free rate  
6  $E(R_m) - R_f$ ; and
- 7 3) a measure of market-related, or nondiversifiable, risk ( $\beta$  or beta).

8 The CAPM estimate of ROE is then calculated as:

$$9 \quad \text{ROE} = R_f + \beta[E(R_m) - R_f]$$

10 The market data discussed previously in Section V of this testimony show that, under  
11 present market conditions, potentially all three of the CAPM's principal inputs tend to  
12 understate ROE. The risk-free rate,  $R_f$ , is understated because, due to governmental  
13 credit market policies and investors' increased risk aversion, the U.S. Treasury rates  
14 used for  $R_f$  are artificially low. The second input, the expected market risk premium  
15  $[E(R_m) - R_f]$ , when based on historical data, may also be understated because such  
16 data cannot reflect the heightened investor risk aversion that has resulted from the  
17 financial crisis. Finally, utility beta coefficients may have declined because utility  
18 stocks moved in the opposite direction of the overall market on recent occasions. All  
19 these factors cause CAPM estimates of ROE for utilities to be understated. For this  
20 reason, in the present case, I rely on the DCF and other risk premium models to  
21 estimate the cost of equity for KCP&L.

1 **VI. COST OF EQUITY CAPITAL FOR KCP&L**

2 **Q. What is the purpose of this section of your testimony?**

3 A. In this section I present my quantitative studies of the cost of equity capital for  
4 KCP&L and discuss the details of my analysis.

5 **Q. How are your studies organized?**

6 A. In the first part of my analysis, I apply three versions of the DCF model to the  
7 22-company group of electric utilities based on the selection criteria discussed  
8 previously. In the second part of this section, I describe my risk premium analysis  
9 and review projected economic conditions and projected capital costs for the coming  
10 year.

11 My DCF analysis is based on three versions of the DCF model. In the first  
12 version, I use the constant growth format with long-term expected growth based on  
13 analysts' growth rate projections. In the second version of the DCF model, for the  
14 estimated growth rate, I use the estimated long-term GDP growth rate. In the third  
15 version of the DCF model, I use a two-stage growth approach, with stage one based  
16 on Value Line's three-to-five-year dividend growth projections and stage two based  
17 on long-term projected growth in GDP. The dividend yields in all three of the DCF  
18 models are from Value Line's projections of dividends for the coming year and stock  
19 prices are from the three-month average for the months that correspond to the Value  
20 Line editions from which the underlying financial data are taken.

1 **Q. The DCF model requires an estimate of investors' long-term growth rate**  
2 **expectations. Why do you believe your forecast of GDP growth based on long-**  
3 **term historical data is appropriate?**

4 A. There are at least three reasons. First, most econometric forecasts are derived from  
5 the trending of historical data or the use of weighted averages. This is the approach I  
6 have taken in Schedule SCH-4. The 60-year average historical GDP growth rate is  
7 6.6 percent, but my estimate of long-term expected growth is 5.7 percent. My  
8 forecast is lower because my forecasting method gives much more weight to the more  
9 recent 10- and 20-year periods.

10 Second, some currently lower GDP growth forecasts likely understate very  
11 long growth rate expectations that are required in the DCF model. Many of those  
12 forecasts are currently low because they are based on the assumption of permanently  
13 low inflation rates, in the range of 2 percent. As shown in my Schedule SCH-4 the  
14 average long-term inflation rate has been 3 percent or higher in all but the most recent  
15 10- and 20-year periods.

16 Finally, the recent economic turmoil makes it even more important to consider  
17 longer-term economic data in the growth rate estimate. As discussed previously,  
18 current near-term forecasts for both real GDP and inflation are severely depressed.  
19 To the extent that even the longer-term outlooks of professional economists are also  
20 depressed by these factors, their forecasts will be low. Under these circumstances, a  
21 longer-term balance is even more important. For all these reasons, while I am also  
22 presenting other growth rate approaches based on analysts' estimates in this  
23 testimony, I believe it is appropriate also to consider long-term GDP growth in

1           estimating the DCF growth rate.

2   **Q.   Does independent academic research support using GDP growth in the DCF**  
3   **model?**

4   A.   Yes.  Growth in nominal GDP (*i.e.*, real GDP plus inflation) is the most general  
5   measure of economic growth in the U.S. economy.  For long time periods, such as  
6   those used in the Morningstar/Ibbotson Associates rate of return data, GDP growth  
7   has averaged between 5 percent and 8 percent per year.  From this observation,  
8   Professors Brigham and Houston offer the following observation concerning the  
9   appropriate long-term growth rate in the DCF Model:

10                 Expected growth rates vary somewhat among companies, but  
11                 dividends for mature firms are often expected to grow in the future at  
12                 about the same rate as nominal gross domestic product (real GDP plus  
13                 inflation).  On this basis, one might expect the dividend of an average,  
14                 or "normal," company to grow at a rate of 5 to 8 percent a year.  
15                 (Eugene F. Brigham and Joel F. Houston, *Fundamentals of Financial*  
16                 *Management*, 11th Ed. 2007, p. 298).

17                 Other academic research on corporate growth rates offers similar conclusions about  
18                 GDP growth as well as concerns about the long-term adequacy of analysts' forecasts:

19                 Our estimated median growth rate is reasonable when compared to the  
20                 overall economy's growth rate.  On average over the sample period,  
21                 the median growth rate over 10 years for income before extraordinary  
22                 items is about 10 percent for all firms.  ...  After deducting the dividend  
23                 yield (the median yield is 2.5 percent per year), as well as inflation  
24                 (which averages 4 percent per year over the sample period), the  
25                 growth in real income before extraordinary items is roughly 3.5  
26                 percent per year.  This is consistent with the historical growth rate in  
27                 real gross domestic product, which has averaged about 3.4 percent per  
28                 year over the period 1950-1998.  (Louis K. C. Chan, Jason Karceski,  
29                 and Josef Lakonishok, "The Level and Persistence of Growth Rates,"  
30                 *The Journal of Finance*, Apr. 2003, p. 649).

31                 IBES long-term growth estimates are associated with realized growth  
32                 in the immediate short-term future.  Over long horizons, however,  
33                 there is little forecastability in earnings, and analysts' estimates tend to

1 be overly optimistic. ... On the whole, the absence of predictability in  
2 growth fits in with the economic intuition that competitive pressures  
3 ultimately work to correct excessively high or excessively low  
4 profitability growth. (*Ibid.*, p. 683).

5 These findings support the notion that long-term growth expectations are more  
6 closely predicted by broader measures of economic growth than by near-term  
7 analysts' estimates. Especially for the very long-term growth rate requirements of the  
8 DCF model, the growth in nominal GDP should be considered an important input.

9 **Q. How did you estimate the expected long-run GDP growth rate?**

10 A. I developed my long-term GDP growth forecast from nominal GDP data contained in  
11 the St. Louis Federal Reserve Bank database. That data for the period 1951 through  
12 2011 is summarized in my Schedule SCH-4. As shown in the 60-year average row of  
13 that schedule, the overall average for the period was 6.6 percent. The data also show,  
14 however, that in the more recent years since the early 1980s, lower inflation has  
15 resulted in lower overall GDP growth. For this reason I gave more weight to the  
16 more recent years in my GDP forecast. This approach is consistent with the concept  
17 that more recent data should have a greater effect on expectations and with generally  
18 lower near- and intermediate-term growth rate forecasts that presently exist. Based  
19 on this approach, my overall forecast for long-term GDP growth is 5.7 percent.

20 **Q. Please summarize the results of your DCF analyses.**

21 A. The DCF results for my comparable company group are presented in Schedule SCH-  
22 5. As shown in the first column of page 1 of that schedule, the traditional constant  
23 growth model produces an ROE range of 10.0 percent to 10.1 percent. In the second  
24 column of page 1, I recalculate the constant growth results with the growth rate based  
25 on long-term forecasted growth in GDP. With the GDP growth rate, the constant

1 growth model indicates an ROE range of 10.1 percent to 10.2 percent. Finally, in the  
2 third column of page 1, I present the results from the multistage DCF model. The  
3 multistage model indicates an ROE of 10.0 percent. The overall results from the  
4 DCF models, therefore, indicate an ROE range of 10.0 percent to 10.2 percent.

5 **Q. What are the results of your risk premium studies?**

6 A. The details and results of my risk premium studies are shown in Schedule SCH-6.  
7 These studies indicate an ROE range of 9.95 percent to 10.42 percent, based on  
8 currently low and projected higher Baa interest rates, respectively. The Federal  
9 Reserve System's continuing "easy money" policies have provided renewed liquidity  
10 in the credit markets that is reflected in the lower current bond yields. These results  
11 indicate that the cost of equity capital for utilities has not declined to the same extent  
12 as interest rates on utility debt have declined.

13 **Q. How are your risk premium studies structured?**

14 A. My equity risk premium studies are divided into two parts. First, I compare electric  
15 utility authorized ROEs for the period 1980-2011 to contemporaneous long-term  
16 utility bond yields. The indicated equity risk premiums are the differences between  
17 the average authorized ROEs and the average utility interest rates for each year. To  
18 develop my estimates of ROE, I then add the adjusted equity risk premium to the  
19 forecasted and current triple-B utility bond yields. Because there is a strong inverse  
20 relationship between equity risk premiums and bond yields (*i.e.*, when interest rates  
21 are high, risk premiums are low and vice versa), further analysis is required to  
22 estimate the current equity risk premium level.



1           The inverse relationship between equity risk premiums and interest rate levels  
2 is well documented in numerous, well-respected academic studies. These studies  
3 typically use regression analysis or other statistical methods to predict or measure the  
4 equity risk premium relationship under varying interest rate conditions. On page 3 of  
5 Schedule SCH-6, I provide regression analyses of the allowed annual equity risk  
6 premiums relative to interest rate levels. The negative and statistically significant  
7 regression coefficients confirm the inverse relationship between equity risk premiums  
8 and interest rates. This means that when interest rates rise by one percentage point,  
9 the cost of equity increases, but by a smaller amount. Similarly, when interest rates  
10 decline by one percentage point, the cost of equity declines by less than one  
11 percentage point. I use this negative interest rate change coefficient in conjunction  
12 with current interest rates to establish the appropriate current equity risk premium.

13 **Q. Can you illustrate the inverse relationship between equity risk premiums and**  
14 **interest rates without using the statistical analysis described above?**

15 A. Yes. Statistical analysis is often used, especially in academic research, to substantiate  
16 certain economic and financial relationships. For equity risk premium analysis,  
17 however, the fundamental issue can be observed by simply averaging the data for  
18 various time periods without further statistical analysis. The data in Table 5 below  
19 show average utility bond yields and equity risk premiums for each non-overlapping,  
20 five-year period between 1980 and 2011.

**Table 5**  
**Average Five-Year Utility Bond Yields and Equity Risk**  
**Premiums**  
**(1980-2011)**

Period	Average Utility Bond Interest Rate	Average Equity Risk Premium
1980-1986	13.31%	1.69%
1987-1991	9.81%	2.99%
1992-1996	8.02%	3.54%
1997-2001	7.61%	3.66%
2002-2006	6.42%	4.34%
2007-2011	5.95%	4.42%

Source: Schedule SCH-6, p. 1.

1        These data show that equity risk premiums have consistently increased as interest  
2        rates have declined, and that they were lower when interest rates were high. This  
3        result is a market-based reflection, which shows that required rates of return in the  
4        stock market do not move in lockstep with changes in interest rates. Because utilities  
5        must compete with other types of equity investments for capital, the ROE for utilities  
6        does not change by as much as the observed changes in interest rates. Arguments that  
7        unadjusted, long-term average risk premiums can be used with current, historically  
8        low interest rates to estimate ROE are mistaken. That approach to equity risk  
9        premium analysis will consistently understate the required rate of return.

10    **Q.    Please summarize the results of your cost of equity analysis.**

11    A.    My quantitative results are summarized in Table 6 below:

**Table 6**  
**Summary of Cost of Equity Estimates**

<u>DCF Analysis</u>	<u>Indicated Cost</u>
Constant Growth (Traditional Growth)	10.0%-10.1%
Constant Growth (GDP Growth)	10.1%-10.2%
Multistage Growth Model	10.0%
DCF Range	<u>10.0%-10.2%</u>
<u>Risk Premium Analysis</u>	<u>Indicated Cost</u>
Projected Utility Interest Rate + Risk Premium	
Risk Premium ROE(5.86% + 4.56%)	10.42%
Current Utility Interest Rate + Risk Premium	
Risk Premium ROE (5.05% + 4.90%)	9.95%
KCP&L ROE	<u>10.4%</u>

17 **Q. How should these results be interpreted by the Commission in setting the fair**  
18 **cost of equity for KCP&L?**

19 A. Given current market conditions and the ongoing turmoil that has existed in the  
20 equity markets, I support an ROE at the top of my analytical range at 10.4 percent.  
21 Such conditions make it difficult to strictly interpret quantitative model estimates for  
22 the cost of equity. The government's continuing intervention in the credit markets  
23 and the continuing turmoil that exists in the equity markets support the higher  
24 estimate. Under these circumstances, use of a lower DCF range or equity risk  
25 premium estimates based strictly on historical risk premium relationships would  
26 likely understate the cost of equity.

27 **Q. Does this conclude your testimony?**

28 A. Yes, it does.

**BEFORE THE STATE CORPORATION COMMISSION  
OF THE STATE OF KANSAS**

In the Matter of the Application of )  
Kansas City Power & Light Company ) Docket No.: 12-KCPE- -RTS  
to Make Certain Changes in )  
Its Charges for Electric Service )

**AFFIDAVIT OF SAMUEL C. HADAWAY**

**STATE OF TEXAS** )  
 ) ss  
**COUNTY OF TRAVIS** )

Samuel C. Hadaway, being first duly sworn on his oath, states:

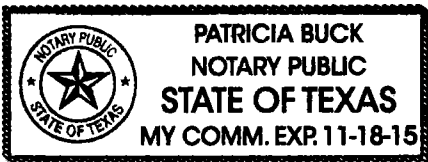
1. My name is Samuel C. Hadaway. I am employed by FINANCO, Inc. in Austin, Texas. I have been retained by Great Plains Energy, Inc., the parent company of Kansas City Power & Light Company, to serve as an expert witness to provide cost of capital testimony on behalf of Kansas City Power & Light Company.

2. Attached hereto and made a part hereof for all purposes is my Direct Testimony on behalf of Kansas City Power & Light Company consisting of forty-three (43) pages, having been prepared in written form for introduction into evidence in the above-captioned docket.

3. I have knowledge of the matters set forth therein. I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded, including any attachments thereto, are true and accurate to the best of my knowledge, information and belief.

Samuel C. Hadaway  
Samuel C. Hadaway

Subscribed and sworn before me this 11<sup>th</sup> day of April, 2012.



P. Buck  
Notary Public

My commission expires: 11/18/15

**SAMUEL C. HADAWAY**

**FINANCO, Inc.  
Financial Analysis Consultants**

**3520 Executive Center Drive, Suite 124  
Austin, Texas 78731  
(512) 346-9317**

**SUMMARY OF QUALIFICATIONS**

- Principal, Financial Analysis Consultants (FINANCO, Inc.).
- Ph.D. in Finance and Economics.
- Extensive expert witness testimony in court and before regulatory agencies.
- Management of professional research staff in academic and regulatory organizations.
- Professional presentations before executive development groups, the National Rate of Return Analysts' Forum, and the New York Society of Security Analysts.
- Financial Management Association, previously Vice President for Practitioner Services.

**EDUCATION**

**The University of Texas at Austin  
Ph.D., Finance and Econometrics  
January 1975**

*Dissertation: An Evaluation of the  
Original and Recent Variants of the  
Capital Asset Pricing Model.*

**The University of Texas at Austin  
MBA, Finance  
June 1973**

*Thesis: The Pricing of Risk on the  
New York Stock Exchange.*

**Southern Methodist University  
BA, Economics  
June 1969**

Honors program. Departmental  
distinction.

**OTHER EXPERIENCE**

**University of Texas at Austin  
Adjunct Associate Professor  
1985-1988, 2004-Present**

Corporate Financial Management,  
Investments, and Integrative Finance  
Cases.

**Texas State University San Marcos  
Associate Professor of Finance  
1983-1984, 2003-2004**

Graduate and undergraduate courses  
in Financial Management, Managerial  
Economics, and Investment Analysis.

**Public Utility Commission of Texas  
Chief Economist and Director of  
Economic Research Division  
August 1980-August 1983**

Lead financial witness. Supervised  
Commission staff in research and  
testimony on rate of return, financial  
condition, and economic analysis.

**Assistant Professor of Finance  
Texas Tech University  
July 1978-July 1980  
University of Alabama  
January 1975-June 1978**

Member of graduate faculty. Conducted  
Ph.D. seminars and directed doctoral  
dissertations in capital market theory.  
Served as consultant to industry,  
church and governmental organizations.

**FINANCIAL AND ECONOMIC TESTIMONY IN REGULATORY  
PROCEEDINGS (Client in parenthesis)**

**Cost of Money Testimony**

- Oregon Public Utility Commission, Docket No. UE 246, March 1, 2012 (PacifiCorp).
- Missouri Public Service Commission, Case No. ER-2012-0174, February 27, 2012 (Kansas City Power & Light Company).
- Missouri Public Service Commission, Case No. ER-2012-0175, February 27, 2012 (KCP&L Greater Missouri Operations Company).
- Utah Public Service Commission, Docket No. 11-035-200, February 15, 2012 (Rocky Mountain Power/PacifiCorp).
- Texas Public Utility Commission, Docket No. 40094, February 1, 2012, (El Paso Electric Company).
- Oregon Public Utility Commission, Docket No. UG 221, December 30, 2011 (NW Natural Gas Company).
- Wyoming Public Service Commission, Docket No. 20000-405-ER-11, December 9, 2011 (Rocky Mountain Power dba/PacifiCorp).
- Texas Public Utility Commission, Docket No. 39896, November 28, 2011, (Entergy Texas, Inc.)
- Idaho Public Utilities Commission, Case No. PAC-E-111-12, May 27, 2011 (Rocky Mountain Power/PacifiCorp).
- Maine Public Utilities Commission, Docket No. 2011-92, May 5, 2011 (Northern Utilities, Inc.)
- New Hampshire Public Utilities Commission, Docket No. DG 11-069, May 4, 2011(Northern Utilities, Inc.)
- Arizona Corporation Commission, Docket No. G-04204A-11-0158, April 8, 2011 (UNS Gas, Inc.)
- Utah Public Service Commission, Docket No. 10-035-124, January 24, 2011 (Rocky Mountain Power/PacifiCorp).
- Massachusetts Department of Public Utilities, D.P.U. 11.01 (Electric) and D.P.U. 11.02 (Gas), January 14, 2011, (Fitchburg Gas and Electric Light Company d/b/a/ Unutil)
- Wyoming Public Service Commission, Docket No. 20000-384-ER-10, November 22, 2010 (Rocky Mountain Power dba/PacifiCorp).
- Illinois Commerce Commission, Docket No. 10-0467, July 28, 2010 (Commonwealth Edison Company).
- Missouri Public Service Commission, Case No. ER-2010-0355, June 4, 2010 (Kansas City Power & Light Company).
- Missouri Public Service Commission, Case No. ER-2010-0356, June 4, 2010 (KCP&L Greater Missouri Operations Company).
- Idaho Public Utilities Commission, Case No. PAC-E-10-07, May 28, 2010 (Rocky Mountain Power/PacifiCorp).
- Washington Utilities and Transportation Commission, Docket UE-100749, May 4, 2010 (PacifiCorp).
- New Hampshire Public Utilities Commission, Docket No. DE 10-055, April 15, 2010 (Unutil Energy Systems)
- Oregon Public Utility Commission, Docket No. UE-217, March 1, 2010 (PacifiCorp).
- Texas Public Utility Commission, Docket No. 37744, December 30, 2009,(Entergy Texas, Inc.)
- Kansas Corporation Commission, Docket No. 10-KCPE-415-RTS, December 17, 2009 (Kansas City Power & Light Company).
- Texas Public Utility Commission, Docket No. 37690, December 9, 2009,(El Paso Electric Company).
- California Public Utilities Commission, Application No. 09-11-015, November 20, 2009 (PacifiCorp).

- Federal Energy Regulatory Commission, Docket No. ER10-230-000, November 6, 2009 (Kansas City Power & Light Company and KCP&L Greater Missouri Operations Company).
- Wyoming Public Service Commission, Docket No. 20000-352-ER-09, October 2, 2009 (Rocky Mountain Power dba/PacifiCorp).
- Arkansas Public Service Commission, Docket No. 09-084-U, September 4, 2009, (Entergy-Arkansas)
- Texas Public Utility Commission, Docket No. 37364, August 28, 2009,(American Electric Power-SWEPCO)
- Utah Public Service Commission, Docket No. 09-035-23, June 23, 2009 (Rocky Mountain Power/PacifiCorp).
- New Mexico Public Regulation Commission, Case No. 09-00171-UT, May 2009, (El Paso Electric Company).
- Oregon Public Utility Commission, Docket No. UE-207, April 2, 2009 (PacifiCorp).
- Arkansas Public Service Commission, Docket No. 09-008-U, February 19, 2009 (American Electric Power-SWEPCO).
- Washington Utilities and Transportation Commission, Docket UE-090205, February 9, 2009 (PacifiCorp).
- Idaho Public Utilities Commission, Case No. PAC-E-08-07, September 19, 2008 (Rocky Mountain Power/PacifiCorp).
- Missouri Public Service Commission, Case No. ER-2009-089, September 5, 2008 (Kansas City Power & Light Company).
- Kansas Corporation Commission, Docket No. 09-KCPE-246-RTS, September 5, 2008 (Kansas City Power & Light Company).
- Missouri Public Service Commission, Case No. ER-2009-090, September 5, 2008 (Aquila, Inc. dba/KCP&L Greater Missouri Operations Company).
- Utah Public Service Commission, Docket No. 08-035-38, July 17, 2008 (Rocky Mountain Power/PacifiCorp).
- Wyoming Public Service Commission, Docket No. 20000-333-ER-08, July 2008 (Rocky Mountain Power dba/PacifiCorp).
- Texas Public Utility Commission, Docket No. 35717, June 27, 2008, (Oncor Electric Delivery Company LLC).
- Washington Utilities and Transportation Commission, Docket UG-080546, March 28, 2008 (NW Natural).
- Washington Utilities and Transportation Commission, Docket UE-080220, February 6, 2008 (PacifiCorp).
- Utah Public Service Commission, Docket No. 07-035-93, December 17, 2007 (PacifiCorp).
- Illinois Commerce Commission, Docket No. 07-0566, October 17, 2007 (Commonwealth Edison Company).
- Texas Public Utility Commission, Docket No. 34800, September 26, 2007, (Entergy Gulf States, Inc.)
- Texas Public Utility Commission, Docket No. 34040, August 28, 2007, (Oncor/TXU Electric Delivery Company)
- Massachusetts Department of Public Utilities, D.P.U. 07-71, August 17, 2007, (Fitchburg Gas and Electric Light Company d/b/a/ Unitil)
- Arizona Corporation Commission, Docket No. E-01933A-07-0402, July 2, 2007, (Tucson Electric Power Company).
- Wyoming Public Service Commission, Docket No. 20000-277-ER-07, June 29, 2007 (Rocky Mountain Power dba/PacifiCorp).
- Idaho Public Utilities Commission, Case No. PAC-E-05-1, June 8, 2007 (Rocky Mountain Power dba/PacifiCorp).
- Kansas Corporation Commission, Docket No. 07-KCPE-905-RTS, March 1, 2007 (Kansas City Power & Light Company).
- New Mexico Public Regulation Commission, Case No. 07-00077-UT, February 21, 2007, (Public Service Company of New Mexico).

- Missouri Public Service Commission, Case No. ER-2006-0291, February 1, 2007 (Kansas City Power & Light Company).
- Texas PUC Docket Nos. 33734, January 22, 2007 (Electric Transmission Texas, LLC).
- Texas PUC Docket Nos. 33309 and 33310, November 2006, (AEP Texas Central Company and AEP Texas North Company).
- Louisiana Public Service Commission, Docket No. U-23327, October 2006 and January 2005 (Southwestern Electric Power Company, American Electric Power Company)
- Missouri Public Service Commission, Case No. ER-2007-0004, July 3, 2006 (Aquila, Inc.).
- New Mexico Public Regulation Commission, Case No. 06-00258-UT, June 30, 2006 (El Paso Electric Company).
- New Mexico Public Regulation Commission, Case No. 06-00210-UT, May 30, 2006 (Public Service Company of New Mexico).
- Texas Public Utility Commission, Docket No. 32093, April 14, 2006 (CenterPoint Energy-Houston Electric, LLC).
- Utah Public Service Commission, Docket No. 06-035-21, March 7, 2006 (PacifiCorp).
- Oregon Public Utility Commission, Case No. UE-179, February 23, 2006 (PacifiCorp).
- Kansas Corporation Commission, Docket No. 06-KCPE-828-RTS, January 31, 2006 (Kansas City Power & Light Company).
- Missouri Public Service Commission, Case No. ER-2006-0314, January 27, 2006 (Kansas City Power & Light Company).
- California Public Utilities Commission, Docket No. 05-11-022, November 29, 2005 (PacifiCorp).
- Texas Public Utility Commission, Docket No. 31994, November 5, 2005 (Texas-New Mexico Power Company).
- New Hampshire Public Utilities Commission, Docket No. DE 05-178, November 4, 2005 (Unitil Energy Systems).
- Wyoming Public Service Commission, Docket No. 20000-ER-05-230, October 14, 2005 (PacifiCorp).
- Minnesota Public Utilities Commission, Docket. No. G-008/GR-05-1380, October 2005 (CenterPoint Energy Minnegasco).
- Texas Railroad Commission, Gas Utilities Division No. 9625, September 2005 (CenterPoint Energy Entex).
- Illinois Commerce Commission, Docket No. 05-0597, August 31, 2005 (Commonwealth Edison Company).
- Washington Utilities and Transportation Commission, Docket ,UE-050684/General Rate Case, May 2005 (PacifiCorp).
- Missouri Public Service Commission, Case No. ER-2005-0436, May 2005 (Aquila, Inc.).
- Idaho Public Utilities Commission, Case No. PAC-E-05-1, January 14, 2005 (PacifiCorp).
- Arkansas Public Service Commission, Docket No. 04-121-U, December 3, 2004 (CenterPoint Energy Arkla).
- Oregon Public Utility Commission, Case No. UE-170, November 12, 2004 (PacifiCorp).
- Texas Public Utility Commission, Docket No. 29206, November 8, 2004 (Texas-New Mexico Power Company).
- Texas Railroad Commission, Gas Utilities Division Nos. 9533 and 9534, October 13, 2004 (CenterPoint Energy Entex).
- Texas Public Utility Commission, Docket No. 29526, August 18 and September 2, 2004 (CenterPoint Energy Houston Electric).
- Utah Public Service Commission, Docket No. 04-2035-, August 4, 2004 (PacifiCorp).



- Oklahoma Corporation Commission, Cause No. PUD-200400187, July 2, 2004, (CenterPoint Energy Arkla).
- Minnesota Public Utilities Commission, Docket No. G-008/GR-04-901, July 2004, (CenterPoint Energy Minnegasco).
- Washington Utilities and Transportation Commission, Docket ,UE-032065/General Rate Case, December 2003 (PacifiCorp).
- Washington Utilities and Transportation Commission, Docket ,UG-031885, November 2003 (Northwest Natural Gas Company.).
- Wyoming Public Service Commission, Docket No. 20000-ER-03-198, May 2003 (PacifiCorp).
- Public Service Commission of Utah, Docket No. 03-2035-02, May 2003 (PacifiCorp).
- Public Utility Commission of Oregon, Case. UE-147, March 2003 (PacifiCorp).
- Wyoming Public Service Commission, Docket No. 20000-ER-00-162, May 2002 (PacifiCorp).
- Public Utility Commission of Oregon, UG-152, November 2002 (Northwest Natural).
- Massachusetts Department of Telecommunications and Energy, D.T.E. 02-24/24, May 2002 (Fitchburg Gas and Electric Light Company).
- New Hampshire Public Utilities Commission, Docket No. DE 01-247, January 2002 (Unitil Corporation).
- Washington Utilities and Transportation Commission, Docket UE-011569,70,UG-011571, November 2001 (Puget Sound Energy, Inc.).
- California Public Utilities Commission, Docket No. 01-03-026, September and December 2001 (PacifiCorp).
- New Mexico Public Regulation Commission, Docket No. 3643, July 2001 (Texas-New Mexico Power Company).
- Texas Natural Resources Conservation Commission, Docket No. 2001-1074/5-URC, May 2001 (AquaSource Utility, Inc.).
- Massachusetts Department of Telecommunications and Energy, Docket No. 99-118, May 2001 (Fitchburg Gas and Electric Light Company).
- Public Service Commission of Utah, Docket No. 01-035-01, January 2001 (PacifiCorp)
- Federal Energy Regulatory Commission, Docket No. ER-01-651, January 2001 (Southwestern Electric Power Company).
- Wyoming Public Service Commission, Docket No. 20000-ER-00-162, December 2000 (PacifiCorp).
- Public Utility Commission of Oregon, Case. UE-116, November 2000, (PacifiCorp)
- Public Utility Commission of Texas, Docket No. 22344, September 2000, (AEP Texas Companies, Entergy Gulf States, Inc., Reliant Energy HL&P, Texas-New Mexico Power Company, TXU Electric Company)
- Public Utility Commission of Oregon, Case UE-111, August 2000, (PacifiCorp)
- Texas Public Utility Commission, Docket Nos. 22352,3,4, March 2000 (Central Power and Light Co., Southwestern Electric Power Co., West Texas Utilities Co.).
- Texas Public Utility Commission, Docket No. 22355, March 2000 (Reliant Energy, Inc.).
- Texas Public Utility Commission, Docket No. 22349, March 2000 (Texas-New Mexico Power Co.).
- Texas Public Utility Commission, Docket No. 22350, March 2000 (TXU Electric).
- Washington Utilities and Transportation Commission, Docket UE-991831, November 1999 (PacifiCorp).
- Public Service Commission of Utah, Docket No. 99-035-10, September 1999 (PacifiCorp)
- Louisiana Public Service Commission Docket No. U-23029, August 1999 (Southwestern Electric Power Company)

- Wyoming Public Service Commission, Docket No. 2000-ER-99-145, July 1999, January 2000 (PacifiCorp, dba Pacific Power and Light Company).
- Texas PUC Docket No. 20150, March 1999 (Entergy Gulf States, Inc.)
- Federal Energy Regulatory Commission Docket No. ER-98-3177-00, May and December 1998 (Southwestern Electric Power Company).
- Public Service Commission of Utah, Docket No. 97-035-01, June 1998 (PacifiCorp, dba Utah Power and Light Company).
- Massachusetts Dept. of Telecommunications and Energy, Docket No. DTE 98-51, May 1998, (Fitchburg Gas and Electric Light Company, a subsidiary of Unitil Corp.)
- Texas PUC, Docket No. 18490, March 1998, (Texas Utilities Electric Company)
- Texas PUC Docket No. 17751, March 1998 and July 1997 (Texas-New Mexico Power Company).
- Federal Energy Regulatory Commission Docket No. RP-97, February 1998 and May 1997 (Koch Gateway Pipeline Company).
- Federal Energy Regulatory Commission Docket No. ER-97-4468-000, December 1997 (Puget Sound Power & Light).
- Oklahoma Corporation Commission, Cause No. PUD 960000214, August 1997 (Public Service Company of Oklahoma).
- Oregon Public Utility Commission Docket No. UE-94, April 1996, (PacifiCorp).
- Texas PUC Docket No. 15643, May and September 1996, (Central Power and Light and West Texas Utilities Company).
- Federal Energy Regulatory Commission Docket No. ER-96, April 1996 (Puget Sound Power & Light).
- Federal Energy Regulatory Commission Docket No. ER96, February 1996, (Central and South West Corporation).
- Washington Utilities & Transportation Commission Docket No. UE-951270, November 1995 (Puget Sound Power & Light).
- Texas PUC Docket No. 14965, November 1995, (Central Power and Light).
- Texas PUC Docket No. 13369, February 1995 (West Texas Utilities).
- Texas PUC Docket No. 12065, July and December 1994, (Houston Lighting & Power).
- Texas PUC, Docket No. 12820, July and November 1994, (Central Power and Light).
- Texas PUC Docket No. 12900, March 1994, and New Mexico PUC Case No. 2531, August 1993, (TNP Enterprises).
- Texas PUC, Docket No. 12815, March 1994, (Pedernales Electric Cooperative).
- Florida Public Service Commission, Docket No. 930987-EI, December 1993, (TECO Energy).
- Iowa Department of Commerce, Docket No. RPU-93-9, December 1993, (US West Communications).
- Texas PUC Dkt. No. 11735, May and September 1993, (Texas Utilities Electric Company)
- Oklahoma Corporation Commission, Cause No. PUD 001342, October 1992 (Public Service Company of Oklahoma).
- Texas PUC Dkt. No. 9983, November 1991, (Southwest Texas Telephone Company).
- Texas PUC Dkt. No. 9850, November 1990, Houston Lighting & Power Company).
- Texas PUC Dkt. Nos. 8480/8482, January 1989; City of Austin Dkt. No. 1, August 1988 and July 1987, (City of Austin Electric Department).
- Missouri Public Service Commission Case No. ER-90-101, July 1990 (UtiliCorp).
- Texas PUC Dkt. No. 9945, December 1990; Texas PUC Dkt. No. 9165, November 1989, (El Paso Electric Company).
- Texas PUC Dkt. No. 9427, July 1990, (Lower Colorado River Authority Association of Wholesale Customers).
- Oregon Public Utility Commission, March 1990, (Pacific Power & Light Company).
- Utah Public Service Commission, November 1989, (Utah Power & Light Company).
- Texas PUC Dkt. No. 5610, September 1988, (GTE Southwest).

- Iowa State Utilities Board, September 1988, (Northwestern Bell Telephone Company).
- Texas Water Commission, Dkt. Nos. RC-022 and RC-023, November 1986, (City of Houston Water Department).
- Pennsylvania PUC Dkt. Nos. R-842770 and R-842771, May 1985, (Bethlehem Steel).

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- Federal Energy Regulatory Commission Docket No. RP-97, May 1997 (Koch Gateway Pipeline Company).
- Illinois Commerce Commission Dkt. No. 93-0252 Remand, July 1996, (Sprint).
- California PUC (Appl. No. 92-05-004) April 1993 and May 1993, (Pacific Telesis).
- Montana PSC, Dkt. No. 90.12.86, November 1991, (US West Communications).
- Massachusetts PUC Dkt. No. 86-33, June 1987, (New England Telephone Company).
- Maine PUC Dkt. No. 85-159, February 1987, (New England Telephone Company).
- New Hampshire PUC Dkt. No. 85-181, September 1986, (New England Telephone Company).
- Maine PUC Dkt. No. 83-213, March 1984, (New England Telephone Company).

**Regulatory Policy and Other Regulatory Issues:**

- Texas PUC Docket No.31056, September 16, 2005, (AEP Texas Central Company).
- New Hampshire PUC Docket No. DE 03-086, May 2003, (Unitil Corporation).
- Texas PUC Docket No. 26194, May 2003 (El Paso Electric Company)
- Texas PUC Docket No. 22622, June 15, 2001 (TXU Electric)
- Texas PUC Docket No. 20125, November 1999 (Entergy Gulf States, Inc.)
- Texas PUC Docket No. 21112, July 1999 and New Mexico Public Regulation Commission Case No. 3103, July 1999 (Texas-New Mexico Power Company)
- Texas PUC Docket No. 20292, May 1999 (Central Power and Light Co.)
- Texas PUC Docket No. 20150, November 1998 (Entergy Gulf States, Inc.)
- New Mexico PUC Case No. 2769, May 1997, (Texas-New Mexico Power Company).
- Texas PUC Dkt. No. 15296, September 1996, (City of College Station, Texas).
- Texas PUC Dkt. No. 14965 Competitive Issues Phase, August 1996 (Central Power and Light Company).
- Texas PUC Dkt. No. 12456, May 1994, (Texas Utilities Electric Company).
- Texas PUC, Dkt. No. 12700/12701 and Federal Energy Regulatory Commission, Docket No. EC94-000, January 1994, (El Paso Electric Company).
- Florida Public Service Commission Generic Purchased Power Proceedings, October 1993 (TECO Energy).
- Texas PUC, Docket No. 11248, December 1992 (Barbara Faskins).
- Texas PUC Dkt. No. 10894, January and June 1992, (Gulf States Utilities Company).
- State Corporation Commission of Kansas, Dkt. No. 175,456-U, August 1991, (UtiliCorp United).
- Texas PUC Dkt. No. 9561, May 1990; Texas PUC Dkt. Nos. 6668/8646, July 1989 and February 1990, (Central Power and Light Company).
- Texas PUC Dkt. No. 9300, April 1990 and June 1990, (Texas Utilities Electric Co.).
- Texas PUC Dkt. No. 10200, August 1991, (Texas-New Mexico Power Company).
- Texas PUC Dkt. No. 7289, May 1987, (West Texas Utilities Company).
- Texas PUC Dkt. No. 7195, January 1987, (North Star Steel Texas).
- New Mexico PSC Case No. 1916, April 1986, (Public Service Company of New Mexico).
- Texas PUC Dkt. No. 6525, March 1986, (North Star Steel Texas).
- Texas PUC Dkt. No. 6375, November 1985, (Valley Industrial Council).
- Texas PUC Dkt. No. 6220, April 1985, (North Star Steel Texas).
- Texas PUC Dkt. No. 5940, March 1985, (West Texas Municipal Power Agency).
- Texas PUC Dkt. No. 5820, October 1984, (North Star Steel Texas).

- Texas PUC Dkt. No. 5779, September 1984, (Texas Industrial Energy Consumers).
- Texas PUC Dkt. No. 5560, April 1984, (North Star Steel Texas).
- Arizona PSC Dkt. No. U-1345-83-155, January 1984 and May 1984 (Arizona Public Service Company Shareholders Association).

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- Texas Department of Insurance, Docket No. 2673, January 2008, (Texas Land Title Association).
- Texas Department of Insurance, Docket No. 2601, December 2006, (Texas Land Title Association).
- Texas Department of Insurance, Docket No. 2394, November 1999, (Texas Title Insurance Agents).
- Senate Interim Committee on Title Insurance of the Texas Legislature, February 6, 1998
- Texas Department of Insurance, Docket No. 2279, October 1997, (Texas Title Insurance Agents).
- Texas Department of Insurance, January 1996, (Independent Metropolitan Title Insurance Agents of Texas).
- Texas Insurance Board, January 1992, (Texas Land Title Association).
- Texas Insurance Board, December 1990, (Texas Land Title Association).
- Texas Insurance Board, November 1989, (Texas Land Title Association).
- Texas Insurance Board, December 1987, (Texas Land Title Association).

**Testimony On Behalf Of Texas PUC Staff:**

- Texland Electric Cooperative, Dkt. No. 3896, February 1983
- El Paso Electric Company, Dkt. No. 4620, September 1982.
- Southwestern Bell Telephone Company, Dkt. No. 4545, August 1982.
- Central Power and Light Company, Dkt. No. 4400, May 1982.
- Texas-New Mexico Power Company, Dkt. 4240, March 1982.
- Texas Power and Light Company, Dkt. No. 3780, May 1981.
- General Telephone Company of the Southwest, Dkt. No. 3690, April 1981.
- Mid-South Electric Cooperative, Dkt. No. 3656, March 1981.
- West Texas Utilities Company, Dkt. No. 3473, December 1980.
- Houston Lighting & Power Company, Dkt. No. 3320, September 1980.

**ECONOMIC ANALYSIS AND TESTIMONY**

**Antitrust Litigation:**

- Marginal Cost Analysis of Concrete Production/Predatory Pricing (Stiles)
- Analysis of Lost Business Opportunity due to denial of Waste Disposal Site Permit (Browning-Ferris Industries, Inc.).
- Analysis of Electric Power Transmission Costs in Purchased Power Dispute, 1995, (City of College Station, Texas).

**Contract Litigation:**

- Analysis of Cogeneration Contract/Economic Viability Issues(Texas-New Mexico Power Company)
- Definition of Electric Sales/Franchise Fee Contract Dispute (Reliant Energy HL&P)

- Analysis of Purchased Power Agreement/Breach of Contract (Texas-New Mexico Power Company)
- Regulatory Commission Provisions in Franchise Fee Ordinance Dispute (Central Power & Light Company)
- Analysis of Economic Damages resulting from attempted Acquisition of Highway Construction Company (Dillingham Construction Corporation).
- Analysis of Economic Damages due to Contract Interference in Acquisition of Electric Utility Cooperative (PacifiCorp).
- Analysis of Economic Damages due to Patent Infringement of Boiler Cleaning Process (Dowell-Schlumberger/The Dow Chemical Company).
- Analysis of Lost Profits in Highway Construction Dispute, Jones Bros., Plaintiff, v. Flour Daniel, Balfour Beatty, Lambrecht, and Lone Star Infrastructure, LLC, Defendants, 53rd Judicial District Court of Travis County, Texas, Cause No. GN204386, 2005, (Flour, et al)
- Analysis of Lost Profits in Insurance Dispute, Nickelson v. International Shipbreaking Ltd., LLC, et al, 332<sup>nd</sup> District Court, Hidalgo County, Texas, Cause No. C-482-01-F, 2005, (Great American Insurance Company).
- Analysis of Lost Profits and Other Economic Damages due to Patent Infringement, Climb Tech, Guthrie, & Schwartz Design, Plaintiffs, v. Verble, Hagler, Reeves, Valcor Industries, Inc., Defendants, U.S. District Court, Western District, Austin, Texas, Civil Action No. 1:05-cv-864-LY, 2008, (Verble, Hagler, et al).

**Lender Liability/Securities Litigation:**

- ERISA Valuation of Retail Drug Store Chain (Sommers Drug Stores Company).
- Analysis of Lost Business Opportunities in Failed Businesses where Lenders Refused to Extend or Foreclosed Loans (FirstCity Bank Texas, McAllen State Bank, General Electric Credit Corporation).
- Usury and Punitive Damages Analysis based on Property Valuation in Failed Real Estate Venture, 1995, (Tomen America, Inc.).

**Personal Injury/Wrongful Death/Lost Earnings Capacity Litigation:**

- Analysis of Lost Earnings Capacity and Punitive Damages due to Industrial Accident (Worsham, Forsythe and Wooldridge).
- Analysis of Lost Earnings Capacity due to Improper Termination (Lloyd Gosselink, Ryan & Fowler).
- Present Value Analysis of Lost Earnings and Future Medical Costs due to Medical Malpractice (Sierra Medical Center).
- Present Value Analysis of Life Care Plan, U.S. District Court, Eastern District of Texas, Texarkana Division, Chisum v. Ford Motor Company, Civil Action No. 5:05-cv-0045, 2005, (Ford Motor Company).
- Analysis of Lost Earnings Capacity due to Industrial Accident, 122<sup>nd</sup> District Court, Galveston County, Texas, Trevino v. BP Products North America, Inc., Cause No. 05-cv-0341, 2006, (BP Products North America, Inc).

**Product Warranty/Liability Litigation:**

- Analysis of Lost Profits due to Equipment Failure in Cogeneration Facility (WF Energy/Travelers Insurance Company).
- Analysis of Economic Damages due to Grain Elevator Explosion (Degesch Chemical Company).
- Analysis of Economic Damages due to failure of Plastic Pipe Water Lines (Western Plastics, Inc.)

- Analysis of Rail Car Repair and Maintenance Costs in Product Warranty Dispute (Youngstown Steel Door Company).
- Analysis of Lost Profits due to Equipment Failure in Electric Power Plant, Houston Casualty Co., Comision Federal de Electricidad, and Seguros Comercial America S.A. de C.V. (Plaintiffs) v. Siemens Power Corporation, et al, District Court of Dallas County Texas, Cause No. DV-99-02749, 2005, (Siemens).
- Analysis of Lost Profits due to Manufacturing Parts Failure, Sanijet Corp. (Plaintiff) v. Lexor International, Inc., U.S. District Court, Northern Division of Texas, Dallas, Texas, Case No. 3:06-cv-1258-B ECF (Lexor International)

**Property Tax Litigation:**

- Evaluation of Electric Utility Distribution System (Jasper-Newton Electric Cooperative).
- Evaluations of Electric Utility Generating Plants (West Texas Utilities Company).

**Valuations of Closely Held Businesses in Litigation Support and Federal Estate Tax Planning.**

**PROFESSIONAL PRESENTATIONS**

- "Fundamentals of Financial Management and Reporting for Non-Financial Managers," Austin Energy, July 2000.
- "Fundamentals of Finance and Accounting," the IC<sup>2</sup> Institute, University of Texas at Austin, December 1996 and 1997.
- "Fundamentals of Financial Analysis and Project Evaluation," Central and South West Companies, April, May, and June 1997.
- "Fundamentals of Financial Management and Valuation," West Texas Utilities Company, November 1995.
- "Financial Modeling: Testing the Reasonableness of Regulatory Results," University of Texas Center for Legal and Regulatory Studies Conference, June 1991.
- "Estimating the Cost of Equity Capital," University of Texas at Austin Utilities Conference, June 1989, June 1990.
- "Regulation: The Bottom Line," Texas Society of Certified Public Accountants, Annual Utilities Conference, Austin, Texas, April 1990.
- "Alternative Treatments of Large Plant Additions -- Modeling the Alternatives," University of Texas at Dallas Public Utilities Conference, July 1989.
- "Industrial Customer Electrical Requirements," Edison Electric Institute Financial Conference, Scottsdale, Arizona, October 1988.
- "Acquisitions and Consolidations in the Electric Power Industry," Conference on Emerging Issues of Competition in the Electric Utility Industry, University of Texas at Austin, May 1988.
- "The General Fund Transfer - Is It A Tax? Is It A Dividend Payout? Is It Fair?" The Texas Public Power Association Annual Meeting, Austin, May 1984.
- "Avoiding 'Rate Shock' - Preoperational Phase-In Through CWIP in Rate Base," Edison Electric Institute, Finance Committee Annual Meeting, May 1983.
- "A Cost-Benefit Analysis of Alternative Bond Ratings Among Electric Utility Companies in Texas," (with B.L. Heidebrecht and J.L. Nash), Texas Senate Subcommittee on Consumer Affairs, December 1982.
- "Texas PUC Rate of Return and Construction Work in Progress Methods," New York Society of Security Analysts, New York, August 1982.
- "In Support of Debt Service Requirements as a Guide to Setting Rates of Return for Subsidiaries," Financial Forum, National Society of Rate of Return Analysts, Washington, D.C., May 1982.

**PUBLICATIONS**

- "Institutional Constraints on Public Fund Performance," (with B.L. Hadaway) *Journal of Portfolio Management*, Winter 1989.
- "Implications of Savings and Loan Conversions in a Deregulated World," (with B.L. Hadaway) *Journal of Bank Research*, Spring 1984.
- "Regulatory Treatment of Construction Work in Progress," abstract, (with B.L. Heidebrecht and J. L. Nash), *Rate & Regulation Review*, Edison Electric Institute, December 20, 1982.
- "Financial Integrity and Market-to-Book Ratios in an Efficient Market," (with W. L. Beedles), *Gas Pricing & Ratemaking*, December 7, 1982.
- "An Analysis of the Performance Characteristics of Converted Savings and Loan Associations," (with B.L. Hadaway) *Journal of Financial Research*, Fall 1981.
- "Inflation Protection from Multi-Asset Sector Investments: A Long-Run Examination of Correlation Relationships with Inflation Rates," (with B.L. Hadaway), *Review of Business and Economic Research*, Spring 1981.
- "Converting to a Stock Company-Association Characteristics Before and After Conversion," (with B.L. Hadaway), *Federal Home Loan Bank Board Journal*, October 1980.
- "A Large-Sample Comparative Test for Seasonality in Individual Common Stocks," (with D.P. Rochester), *Journal of Economics and Business*, Fall 1980.
- "Diversification Possibilities in Agricultural Land Investments," *Appraisal Journal*, October 1978.
- "Further Evidence on Seasonality in Common Stocks," (with D.P. Rochester), *Journal of Financial and Quantitative Analysis*, March 1978.

**Kansas City Power & Light Company**  
**Comparable Company Fundamental Characteristics**

No.	Company	(1)	(2)		(3)		
		% Regulated Revenue	Credit Rating		Capital Structure (2011)		
			S&P	Moody's	Common Eq Ratio	L-T Debt Ratio	Pfd Stock Ratio
1	ALLETE	91.8%	A-	Baa1	55.7%	44.3%	0.0%
2	Alliant Energy Co.	84.9%	A-/BBB+	A2/A3	50.9%	45.7%	3.4%
3	Ameren	100.0%	BBB-	Baa2	53.7%	45.3%	1.0%
4	American Elec. Pwr.	93.2%	BBB	Baa2	48.5%	51.5%	0.0%
5	Avista Corp.	94.9%	A-	Baa1	48.0%	52.0%	0.0%
6	Black Hills Corp	90.8%	BBB+	A3	49.5%	50.5%	0.0%
7	CMS Energy Corp.	96.2%	BBB+	A3	32.6%	66.9%	0.5%
8	DTE Energy Co.	74.8%	A	A2	49.4%	50.6%	0.0%
9	Edison Internat.	82.9%	BBB+	A1	44.5%	51.5%	4.0%
10	Hawaiian Electric	91.9%	BBB-	Baa2	54.0%	45.0%	1.0%
11	IDACORP	81.3%	A-	A2	52.5%	47.5%	0.0%
12	Integrays Energy	70.0%	A-/BBB+	A2/A3	60.6%	38.3%	1.1%
13	Pinnacle West	99.9%	BBB-	Baa2	55.5%	44.5%	0.0%
14	Portland General	100.0%	A-	A3	49.5%	50.5%	0.0%
15	SCANA Corp.	74.2%	A-	A3	45.7%	54.3%	0.0%
16	Sempra Energy	71.6%	A+	Aa3	50.5%	49.0%	0.5%
17	Southern Co.	85.4%	A	A2/A3	46.0%	51.0%	3.0%
18	Teco Energy, Inc.	73.9%	BBB+	Baa1	45.8%	54.2%	0.0%
19	Unisource	81.5%	BBB+	NR	32.0%	68.0%	0.0%
20	Westar Energy	100.0%	BBB+	Baa1	50.0%	49.5%	0.5%
21	Wisconsin Energy	97.9%	A-	A1	46.0%	53.6%	0.4%
22	Xcel Energy Inc.	99.3%	A	A3	49.0%	51.0%	0.0%
	Average	88.0%	A-/BBB+	A3	48.6%	50.7%	0.7%

Column Sources:

(1) Most recent company 10-Ks.

(2) AUS Utility Reports, Mar 2012.

(3) Value Line Investment Survey, Electric Utility (East), Feb 24, 2012; (Central), Mar 23, 2012; (West), Feb 3, 2012.



## Kansas City Power & Light Company Authorized Electric Utility Equity Returns

Average Authorized ROE	2007	No.	2008	No.	2009	No.	2010	No.	2011	No.
All Electric Utilities	10.36%	39	10.46%	37	10.48%	39	10.34%	59	10.22%	41
Vertically-Integrated Utilities	10.56%	28	10.45%	25	10.63%	27	10.38%	42	10.24%	27
Delivery-Only Utilities	9.86%	11	9.78%	7	10.15%	10	9.98%	15	9.85%	12
Power Plant Only Cases	NA	0	11.44%	5	10.18%	2	12.30%	2	12.30%	2

Data Source:

*Regulatory Focus*, "Major Rate Case Decisions," Regulatory Research Associates, Jan 10, 2012; January 7, 2011; January 8, 2010; and January 12, 2009.

GREAT PLAINS ENERGY INCORPORATED  
Capitalization  
December 31, 2011 (Actual)

(\$ in 000's)

CAPITAL COMPONENT	GPE Consolidated				GPE Capitalization for KCPL Ratemaking				GPE Capitalization for GMO Ratemaking				Other			
	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN
KCPL Long-term Debt	\$1,914,578	29.11%	6.6217%		1,914,578	48.03%	6.6217%		-	0.00%	6.6217%		-	0.00%	6.6217%	
GMO Long-term Debt	\$1,222,149	18.59%	6.2878%		-	0.00%	6.2878%		1,222,149	47.76%	6.2878%		-	0.00%	6.2878%	
GPE Long-term Debt	\$103,181	1.57%	7.4613%		49,328	1.24%	7.4613%		38,530	1.51%	7.4613%		15,323	49.27%	7.4613%	
Long-Term Debt (Note 1)	<u>\$3,239,908</u>	<u>49.27%</u>	<u>6.5225%</u>	<u>3.2135%</u>	<u>1,963,906</u>	<u>49.27%</u>	<u>6.6428%</u>	<u>3.2728%</u>	<u>1,260,679</u>	<u>49.27%</u>	<u>6.3236%</u>	<u>3.1156%</u>	<u>15,323</u>	<u>49.27%</u>	<u>7.4613%</u>	<u>3.6761%</u>
Debt Related Tax Deductible Interest			10.5771%	0.4624%			10.5771%	0.4624%			10.5771%	0.4624%			10.5771%	0.4624%
Equity Related Non-Deductible Dividends			3.0109%	0.1316%			3.0109%	0.1316%			3.0109%	0.1316%			3.0109%	0.1316%
Equity-linked Convertible Debt	287,500	4.37%	13.5880%	0.5940%	174,271	4.37%	13.5880%	0.5940%	111,869	4.37%	13.5880%	0.5940%	1,360	4.37%	13.5880%	0.5940%
Preferred Stock	39,000	0.59%	4.2913%	0.0255%	23,640	0.59%	4.2913%	0.0255%	15,175	0.59%	4.2913%	0.0255%	184	0.59%	4.2913%	0.0255%
Common Equity (Note 2)	<u>3,009,578</u>	<u>45.77%</u>	<u>10.4000%</u>	<u>4.7597%</u>	<u>1,824,289</u>	<u>45.77%</u>	<u>10.4000%</u>	<u>4.7597%</u>	<u>1,171,056</u>	<u>45.77%</u>	<u>10.4000%</u>	<u>4.7597%</u>	<u>14,233</u>	<u>45.77%</u>	<u>10.4000%</u>	<u>4.7597%</u>
Total Capitalization	<u><u>\$6,575,986</u></u>	<u><u>100.00%</u></u>		<u><u>8.5927%</u></u>	<u><u>\$3,986,106</u></u>	<u><u>100.00%</u></u>		<u><u>8.6520%</u></u>	<u><u>\$2,558,780</u></u>	<u><u>100.00%</u></u>		<u><u>8.4948%</u></u>	<u><u>\$31,100</u></u>	<u><u>100.00%</u></u>		<u><u>9.0553%</u></u>

Note 1: Includes amounts classified as current liabilities and excludes the Fair Value Adjustment

Note 2: Excludes accumulated other comprehensive income or loss

GREAT PLAINS ENERGY INCORPORATED  
Capitalization  
December 31, 2011 (Actual)

(\$ in 000's)

CAPITAL COMPONENT	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN
Long-Term Debt (Note 1)	\$3,239,908	49.27%	6.52%	3.2135%
Equity-linked Convertible Debt	287,500	4.37%	13.59%	0.5941%
Preferred Stock	39,000	0.59%	4.29%	0.0255%
Common Equity (Note 2)	<u>3,009,578</u>	<u>45.77%</u>	<u>10.40%</u>	<u>4.7597%</u>
	<u>\$6,575,986</u>	<u>100.00%</u>		<u>8.5928%</u>

Note 1: Includes amounts classified as current liabilities

Note 2: Excludes accumulated other comprehensive income or loss

KANSAS CITY POWER & LIGHT COMPANY  
Capitalization  
December 31, 2011 (Actual)

(\$ in 000's)

CAPITAL COMPONENT	AMOUNT	PERCENT
KCP&L Long-Term Debt (Note 1)	\$1,914,578	48.03%
KCP&L Common Equity (Note 2)	2,071,528	51.97%
Total KCP&L Capital	<u>\$3,986,106</u>	<u>100.00%</u>

Note 1: Includes amounts classified as current liabilities

Note 2: Excludes accumulated other comprehensive income or loss

GREATER MISSOURI OPERATIONS  
Capitalization  
December 31, 2011 (Actual)

(\$ in 000's)

CAPITAL COMPONENT	AMOUNT	PERCENT
GMO Long-Term Debt (Note 1)	\$1,222,149	47.76%
GMO Common Equity (Note 2)	1,336,631	52.24%
Total GMO Capital	<u>\$2,558,780</u>	<u>100.00%</u>

Note 1: Includes amounts classified as current liabilities and excludes the Fair Value Adjustment

Note 2: Excludes accumulated other comprehensive income or loss

**SCHEDULE SCH-2**  
**Pages 5-9**

**THESE DOCUMENTS CONTAIN  
CONFIDENTIAL  
INFORMATION NOT AVAILABLE  
TO THE PUBLIC**

GREAT PLAINS ENERGY INCORPORATED  
Capitalization  
July 2, 2012 (Projection)

(\$ in 000's)

CAPITAL COMPONENT	GPE Consolidated				GPE Capitalization for KCPL Ratemaking				GPE Capitalization for GMO Ratemaking				Other			
	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN
KCPL Long-term Debt	\$1,902,323	30.026%	6.6348%		1,885,249	47.57%	6.6348%		-	0.00%	6.6348%		17,074	40.42%	6.6348%	
GMO Long-term Debt	\$1,008,524	15.918%	5.9611%		-	0.00%	5.9611%		1,008,524	43.27%	5.9611%		-	0.00%	5.9611%	
GPE Long-term Debt	\$103,243	1.630%	7.4568%		-	0.00%	7.4568%		100,222	4.30%	7.4568%		3,021	7.15%	7.4568%	
Long-Term Debt (Note 1)	\$3,014,089	47.573%	6.4376%	3.0626%	1,885,249	47.57%	6.6348%	3.1564%	1,108,746	47.57%	6.0963%	2.9002%	20,095	47.57%	6.7584%	3.2152%
Preferred Stock	39,000	0.616%	4.2913%	0.0264%	24,394	0.62%	4.2913%	0.0264%	14,346	0.62%	4.2913%	0.0264%	260	0.62%	4.2913%	0.0264%
Common Equity (Note 2)	3,282,581	51.811%	10.4000%	5.3884%	2,053,185	51.81%	10.4000%	5.3884%	1,207,512	51.81%	10.4000%	5.3884%	21,885	51.81%	10.4000%	5.3884%
Total Capitalization	\$6,335,671	100.000%		8.4774%	\$3,962,827	100.00%		8.5712%	\$2,330,604	100.00%		8.3150%	\$42,240	100.00%		8.6300%

Note 1: Includes amounts classified as current liabilities

Note 2: Excludes accumulated other comprehensive income or loss

GREAT PLAINS ENERGY INCORPORATED  
Capitalization  
July 2, 2012 (Projection)

(\$ in 000's)

CAPITAL COMPONENT	AMOUNT	PERCENT	REQUIRED RETURN	WEIGHTED RETURN
Long-Term Debt (Note 1)	\$3,014,089	47.57%	6.44%	3.0626%
Preferred Stock	39,000	0.62%	4.29%	0.0264%
Common Equity (Note 2)	<u>3,282,581</u>	51.81%	<u>10.40%</u>	<u>5.3884%</u>
	<u>\$6,335,671</u>	<u>100.00%</u>		<u>8.4774%</u>

Note 1: Includes amounts classified as current liabilities

Note 2: Excludes accumulated other comprehensive income or loss



KANSAS CITY POWER & LIGHT COMPANY  
Capitalization  
July 2, 2012 (Projection)

(\$ in 000's)

CAPITAL COMPONENT	AMOUNT	PERCENT
KCP&L Long-Term Debt (Note 1)	\$1,902,323	48.00%
KCP&L Common Equity (Note 2)	2,060,504	52.00%
Total KCP&L Capital	<u>\$3,962,827</u>	<u>100.00%</u>

Note 1: Includes amounts classified as current liabilities

Note 2: Excludes accumulated other comprehensive income or loss

GREATER MISSOURI OPERATIONS  
Capitalization  
July 2, 2012 (Projection)

(\$ in 000's)

CAPITAL COMPONENT	AMOUNT	PERCENT
GMO Long-Term Debt (Note 1)	\$1,008,524	43.27%
GMO Common Equity (Note 2)	1,322,080	56.73%
Total GMO Capital	<u>\$2,330,604</u>	<u>100.00%</u>

Note 1: Includes amounts classified as current liabilities and excludes the Fair Value Adjustment

Note 2: Excludes accumulated other comprehensive income or loss

**SCHEDULE SCH-2**  
**Pages 14-16**

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TO THE PUBLIC**

**Kansas City Power & Light Company  
Historical Capital Market Costs**

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>Prime Rate</b>	4.7%	4.1%	4.3%	6.2%	8.0%	8.1%	5.1%	3.3%	3.3%	3.3%
<b>Consumer Price Index</b>	2.5%	2.0%	3.3%	3.3%	2.5%	4.1%	0.0%	2.8%	1.4%	3.0%
<b>Long-Term Treasuries</b>	5.4%	5.0%	5.1%	4.7%	5.0%	4.8%	4.3%	4.1%	4.3%	3.9%
<b>Moody's Avg Utility Debt</b>	7.5%	6.6%	6.2%	5.7%	6.1%	6.1%	6.7%	6.3%	5.6%	5.1%
<b>Moody's Baa Utility Debt</b>	8.0%	6.8%	6.4%	5.9%	6.3%	6.3%	7.2%	7.1%	6.0%	5.6%

**SOURCES:**

Prime Interest Rate - Federal Reserve Bank of St. Louis website

Consumer Price Index For All Urban Consumers: All Items (Seasonally Adjusted, December to December) - Federal Reserve Bank of St. Louis website

Long-Term Treasuries - Federal Reserve Bank of St. Louis website; 30-year Treasury bonds 2001 and 2007-2011; 20-year Treasury bonds 2002-2006

Moody's Average Utility Debt - Moody's (Mergent) Bond Record

Moody's Baa Utility Debt - Moody's (Mergent) Bond Record

## Kansas City Power & Light Company Long-Term Interest Rate Trends

Month	Triple-B Utility Rate	30-Year Treasury Rate	Triple-B Utility Spread
Jan-09	7.90	3.13	4.77
Feb-09	7.74	3.59	4.15
Mar-09	8.00	3.64	4.36
Apr-09	8.03	3.76	4.27
May-09	7.76	4.23	3.53
Jun-09	7.31	4.52	2.79
Jul-09	6.87	4.41	2.46
Aug-09	6.36	4.37	1.99
Sep-09	6.12	4.19	1.93
Oct-09	6.14	4.19	1.95
Nov-09	6.18	4.31	1.87
Dec-09	6.26	4.49	1.77
Jan-10	6.16	4.60	1.56
Feb-10	6.25	4.62	1.63
Mar-10	6.22	4.64	1.58
Apr-10	6.19	4.69	1.50
May-10	5.97	4.29	1.68
Jun-10	6.18	4.13	2.05
Jul-10	5.98	3.99	1.99
Aug-10	5.55	3.80	1.75
Sep-10	5.53	3.77	1.76
Oct-10	5.62	3.87	1.75
Nov-10	5.85	4.19	1.66
Dec-10	6.04	4.42	1.62
Jan-11	6.06	4.52	1.54
Feb-11	6.10	4.65	1.45
Mar-11	5.97	4.51	1.46
Apr-11	5.98	4.50	1.48
May-11	5.74	4.29	1.45
Jun-11	5.67	4.23	1.44
Jul-11	5.70	4.27	1.43
Aug-11	5.22	3.65	1.57
Sep-11	5.11	3.18	1.93
Oct-11	5.24	3.13	2.11
Nov-11	4.93	3.02	1.91
Dec-11	5.07	2.98	2.09
Jan-12	5.06	3.03	2.03
Feb-12	5.02	3.11	1.91
3-Mo Avg	<b>5.05</b>	<b>3.04</b>	<b>2.01</b>
12-Mo Avg	<b>5.39</b>	<b>3.66</b>	<b>1.73</b>

Sources: Mergent Bond Record (Utility Rates); [www.federalreserve.gov](http://www.federalreserve.gov) (Treasury Rates).

Three month average is for December 2011-February 2012.

Twelve month average is for March 2011-February 2012.

**Kansas City Power & Light Company**  
**30 Year U.S. Treasury Bond Yield Forecast**  
**30 Year Maturity Secondary Market Rate**

2012		2013		2014	
Month	Rate	Month	Rate	Month	Rate
Jan-12	3.03	Jan-13	4.18	Jan-14	4.01
Feb-12	3.11	Feb-13	4.24	Feb-14	4.05
Mar-12	3.14	Mar-13	4.27	Mar-14	4.10
Apr-12	3.24	Apr-13	4.25	Apr-14	4.13
May-12	3.40	May-13	4.23	May-14	4.15
Jun-12	3.53	Jun-13	4.16	Jun-14	4.18
Jul-12	3.68	Jul-13	4.09	Jul-14	4.18
Aug-12	3.77	Aug-13	4.02	Aug-14	4.17
Sep-12	3.87	Sep-13	3.95	Sep-14	4.16
Oct-12	3.95	Oct-13	3.94	Oct-14	4.09
Nov-12	4.01	Nov-13	3.94	Nov-14	4.00
Dec-12	4.09	Dec-13	3.98	Dec-14	3.92
2012 Avg.	<u><b>3.57</b></u>	2013 Avg.	<u><b>4.10</b></u>	2014 Avg.	<u><b>4.10</b></u>

12 Month Average April 2012 - March 2013: **3.85**

Source: Financial Forecast Center, LLC ([www.forecasts.org](http://www.forecasts.org))  
Updated Tuesday, March 13, 2012.

## Kansas City Power & Light Company GDP Growth Rate Forecast

	Nominal GDP	% Change	GDP Price Deflator	% Change	CPI	% Change
1951	347.9		15.9		26.5	
1952	371.4	6.8%	16.1	1.5%	26.7	0.9%
1953	375.9	1.2%	16.2	0.8%	26.9	0.6%
1954	389.4	3.6%	16.4	0.8%	26.8	-0.4%
1955	426.0	9.4%	16.8	2.6%	26.9	0.4%
1956	448.1	5.2%	17.4	3.3%	27.6	2.8%
1957	461.5	3.0%	17.8	2.7%	28.5	3.0%
1958	485.0	5.1%	18.3	2.5%	29.0	1.8%
1959	513.2	5.8%	18.4	0.9%	29.4	1.5%
1960	523.7	2.0%	18.7	1.4%	29.8	1.4%
1961	562.6	7.4%	18.9	1.1%	30.0	0.7%
1962	593.3	5.5%	19.2	1.3%	30.4	1.2%
1963	633.5	6.8%	19.4	1.4%	30.9	1.6%
1964	675.6	6.6%	19.7	1.5%	31.3	1.2%
1965	747.5	10.6%	20.1	2.0%	31.9	1.9%
1966	806.9	7.9%	20.8	3.5%	32.9	3.4%
1967	852.7	5.7%	21.4	3.1%	34.0	3.3%
1968	936.2	9.8%	22.4	4.6%	35.6	4.7%
1969	1004.5	7.3%	23.6	5.2%	37.7	5.9%
1970	1052.7	4.8%	24.8	5.0%	39.8	5.6%
1971	1151.4	9.4%	25.9	4.7%	41.1	3.3%
1972	1286.6	11.7%	27.1	4.5%	42.5	3.4%
1973	1431.8	11.3%	28.9	6.8%	46.3	8.9%
1974	1552.8	8.5%	32.0	10.7%	51.9	12.1%
1975	1713.9	10.4%	34.5	7.6%	55.6	7.1%
1976	1884.5	10.0%	36.3	5.4%	58.4	5.0%
1977	2110.8	12.0%	38.8	6.7%	62.3	6.7%
1978	2416.0	14.5%	41.6	7.3%	67.9	9.0%
1979	2659.4	10.1%	45.2	8.7%	76.9	13.3%
1980	2915.3	9.6%	49.6	9.7%	86.4	12.4%
1981	3194.7	9.6%	53.7	8.3%	94.1	8.9%
1982	3312.5	3.7%	56.5	5.2%	97.7	3.8%
1983	3688.1	11.3%	58.4	3.3%	101.4	3.8%
1984	4034.0	9.4%	60.5	3.6%	105.5	4.0%
1985	4318.7	7.1%	62.1	2.8%	109.5	3.8%
1986	4543.3	5.2%	63.6	2.3%	110.8	1.2%
1987	4883.1	7.5%	65.5	3.1%	115.6	4.3%
1988	5251.0	7.5%	68.0	3.7%	120.7	4.4%
1989	5581.7	6.3%	70.3	3.5%	126.3	4.6%
1990	5846.0	4.7%	73.2	4.2%	134.2	6.3%
1991	6092.5	4.2%	75.6	3.2%	138.2	3.0%
1992	6493.6	6.6%	77.2	2.2%	142.3	3.0%
1993	6813.8	4.9%	78.9	2.2%	146.3	2.8%
1994	7248.2	6.4%	80.6	2.1%	150.1	2.6%
1995	7542.5	4.1%	82.2	2.0%	153.9	2.5%
1996	8023.0	6.4%	83.7	1.8%	159.1	3.4%
1997	8505.7	6.0%	85.1	1.6%	161.8	1.7%
1998	9027.5	6.1%	86.0	1.1%	164.4	1.6%
1999	9607.7	6.4%	87.3	1.5%	168.8	2.7%
2000	10129.8	5.4%	89.4	2.5%	174.6	3.4%
2001	10373.1	2.4%	91.2	2.0%	177.4	1.6%
2002	10766.9	3.8%	92.9	1.8%	181.8	2.5%
2003	11414.8	6.0%	94.8	2.1%	185.5	2.0%
2004	12123.9	6.2%	97.9	3.2%	191.7	3.3%
2005	12901.4	6.4%	101.3	3.5%	198.1	3.3%
2006	13584.2	5.3%	104.2	2.8%	203.1	2.5%
2007	14253.2	4.9%	107.0	2.7%	211.4	4.1%
2008	14081.7	-1.2%	109.3	2.2%	211.4	0.0%
2009	14087.4	0.0%	109.9	0.6%	217.3	2.8%
2010	14755.0	4.7%	111.6	1.5%	220.4	1.4%
2011	15320.8	3.8%	114.1	2.2%	227.0	3.0%
10-Year Average		4.0%		2.3%		2.5%
20-Year Average		4.7%		2.1%		2.5%
30-Year Average		5.4%		2.5%		3.0%
40-Year Average		6.7%		3.8%		4.4%
50-Year Average		6.9%		3.7%		4.2%
60-Year Average		6.6%		3.4%		3.7%
Average of Periods		5.7%		3.0%		3.4%

Source: St. Louis Federal Reserve Bank, [www.research.stlouisfed.org](http://www.research.stlouisfed.org).

**Kansas City Power & Light Company**  
**Discounted Cash Flow Analysis**  
**Summary Of DCF Model Results**

Company	Constant Growth DCF Model Analysts' Growth Rates	Constant Growth DCF Model Long-Term GDP Growth	Low Near-Term Growth Two-Stage Growth DCF Model
1 ALLETE	10.0%	10.2%	9.8%
2 Alliant Energy Co.	10.0%	10.0%	10.0%
3 Ameren	9.1%	10.8%	10.5%
4 American Elec. Pwr.	8.9%	10.5%	10.3%
5 Avista Corp.	9.0%	10.3%	10.4%
6 Black Hills Corp	10.9%	10.1%	9.6%
7 CMS Energy Corp.	10.9%	10.3%	10.4%
8 DTE Energy Co.	9.1%	10.3%	10.1%
9 Edison Internat.	<del>5.2%</del>	8.9%	8.7%
10 Hawaiian Electric	14.4%	10.5%	10.0%
11 IDACORP	7.5%	8.9%	9.3%
12 Integrys Energy	13.6%	10.8%	10.2%
13 Pinnacle West	10.1%	10.1%	9.9%
14 Portland General	10.3%	10.0%	9.8%
15 SCANA Corp.	8.4%	10.2%	9.8%
16 Sempra Energy	9.9%	9.4%	9.4%
17 Southern Co.	9.7%	10.1%	9.9%
18 Teco Energy, Inc.	10.5%	10.6%	10.8%
19 Unisource	9.8%	10.4%	10.4%
20 Westar Energy	10.2%	10.5%	10.2%
21 Wisconsin Energy	10.0%	9.4%	10.1%
22 Xcel Energy Inc.	9.1%	9.7%	9.8%
GROUP AVERAGE	10.1%	10.1%	10.0%
GROUP MEDIAN	10.0%	10.2%	10.0%

Sources: Value Line Investment Survey, Electric Utility (East), Feb 24, 2012; (Central), Mar 23, 2012; (West), Feb 3, 2012.

Constant growth result for Edison International at 5.2% is below the cost of debt (5.05% from Schedule SCH-3, p. 2) plus 100 basis points and is eliminated.

NOTE: SEE PAGE 5 OF THIS EXHIBIT FOR FURTHER EXPLANATION OF EACH COLUMN.



**Kansas City Power & Light Company**  
**Constant Growth DCF Model**  
**Analysts' Growth Rates**

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Company	Recent Price(P0)	Next Year's Div(D1)	Dividend Yield	Analysts' Estimated Growth				ROE K=Div Yld+G (Cols 3+7)
				Value Line	Zacks	Thomson	Average Growth (Cols 4-6)	
1 ALLETE	41.18	1.86	4.52%	6.50%	5.00%	5.00%	5.50%	10.0%
2 Alliant Energy Co.	43.04	1.85	4.30%	6.50%	6.00%	4.75%	5.75%	10.0%
3 Ameren	32.23	1.65	5.12%	NA	4.00%	NA	4.00%	9.1%
4 American Elec. Pwr.	39.84	1.93	4.84%	4.00%	4.30%	4.01%	4.10%	8.9%
5 Avista Corp.	25.40	1.18	4.65%	4.50%	4.70%	4.00%	4.40%	9.0%
6 Black Hills Corp	33.71	1.48	4.39%	8.50%	5.00%	6.00%	6.50%	10.9%
7 CMS Energy Corp.	21.64	0.99	4.58%	7.00%	5.80%	6.12%	6.31%	10.9%
8 DTE Energy Co.	53.65	2.47	4.60%	5.00%	4.40%	4.05%	4.48%	9.1%
9 Edison Internat.	40.70	1.31	3.22%	0.50%	5.00%	0.50%	2.00%	5.2%
10 Hawaiian Electric	25.91	1.24	4.79%	11.00%	6.50%	11.37%	9.62%	14.4%
11 IDACORP	41.60	1.32	3.17%	4.00%	5.00%	4.00%	4.33%	7.5%
12 Integrys Energy	52.84	2.72	5.15%	7.00%	4.50%	13.90%	8.47%	13.6%
13 Pinnacle West	47.51	2.10	4.42%	6.00%	5.30%	5.59%	5.63%	10.1%
14 Portland General	24.95	1.08	4.33%	7.50%	5.00%	5.27%	5.92%	10.3%
15 SCANA Corp.	44.48	2.00	4.50%	3.50%	4.00%	4.17%	3.89%	8.4%
16 Sempra Energy	56.18	2.08	3.70%	4.50%	7.00%	7.05%	6.18%	9.9%
17 Southern Co.	45.06	1.98	4.39%	5.00%	5.00%	5.85%	5.28%	9.7%
18 Teco Energy, Inc.	18.40	0.90	4.89%	9.00%	3.70%	4.22%	5.64%	10.5%
19 Unisource	37.13	1.76	4.74%	9.50%	2.80%	3.00%	5.10%	9.8%
20 Westar Energy	28.17	1.34	4.76%	6.50%	5.50%	4.23%	5.41%	10.2%
21 Wisconsin Energy	34.29	1.28	3.73%	6.50%	6.30%	6.00%	6.27%	10.0%
22 Xcel Energy Inc.	26.73	1.06	3.97%	5.00%	5.10%	5.25%	5.12%	9.1%
GROUP AVERAGE	36.85	1.63	4.45%	6.35%	5.00%	5.69%	5.61%	10.1%
GROUP MEDIAN			4.52%					10.0%

Sources: Value Line Investment Survey, Electric Utility (East), Feb 24, 2012; (Central), Mar 23, 2012; (West), Feb 3, 2012.

Constant growth result for Edison International at 5.2% is below the cost of debt (5.05% from Schedule SCH-3, p. 2) plus 100 basis points and is eliminated.

NOTE: SEE PAGE 5 OF THIS EXHIBIT FOR FURTHER EXPLANATION OF EACH COLUMN.

**Kansas City Power & Light Company**  
**Constant Growth DCF Model**  
**Long-Term GDP Growth**

	(9)	(10)	(11)	(12)	(13)
Company	Next		Dividend Yield	GDP Growth	ROE K=Div Yld+G (Cols 11+12)
	Recent Price(P0)	Year's Div(D1)			
1 ALLETE	41.18	1.86	4.52%	5.70%	10.2%
2 Alliant Energy Co.	43.04	1.85	4.30%	5.70%	10.0%
3 Ameren	32.23	1.65	5.12%	5.70%	10.8%
4 American Elec. Pwr.	39.84	1.93	4.84%	5.70%	10.5%
5 Avista Corp.	25.40	1.18	4.65%	5.70%	10.3%
6 Black Hills Corp	33.71	1.48	4.39%	5.70%	10.1%
7 CMS Energy Corp.	21.64	0.99	4.58%	5.70%	10.3%
8 DTE Energy Co.	53.65	2.47	4.60%	5.70%	10.3%
9 Edison Internat.	40.70	1.31	3.22%	5.70%	8.9%
10 Hawaiian Electric	25.91	1.24	4.79%	5.70%	10.5%
11 IDACORP	41.60	1.32	3.17%	5.70%	8.9%
12 Integrys Energy	52.84	2.72	5.15%	5.70%	10.8%
13 Pinnacle West	47.51	2.10	4.42%	5.70%	10.1%
14 Portland General	24.95	1.08	4.33%	5.70%	10.0%
15 SCANA Corp.	44.48	2.00	4.50%	5.70%	10.2%
16 Sempra Energy	56.18	2.08	3.70%	5.70%	9.4%
17 Southern Co.	45.06	1.98	4.39%	5.70%	10.1%
18 Teco Energy, Inc.	18.40	0.90	4.89%	5.70%	10.6%
19 Unisource	37.13	1.76	4.74%	5.70%	10.4%
20 Westar Energy	28.17	1.34	4.76%	5.70%	10.5%
21 Wisconsin Energy	34.29	1.28	3.73%	5.70%	9.4%
22 Xcel Energy Inc.	26.73	1.06	3.97%	5.70%	9.7%
GROUP AVERAGE	37.03	1.62	4.40%	5.70%	10.1%
GROUP MEDIAN			4.51%		10.2%

Sources: Value Line Investment Survey, Electric Utility (East), Feb 24, 2012; (Central), Mar 23, 2012; (West), Feb 3, 2012.

NOTE: SEE PAGE 5 OF THIS EXHIBIT FOR FURTHER EXPLANATION OF EACH COLUMN.

**Kansas City Power & Light Company**  
**Low Near-Term Growth**  
**Two-Stage Growth DCF Model**

	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)
Company	2012/13 Div	2015/16 Div	Annual Change to 2015/16	CASH FLOWS							ROE=Internal Rate of Return (Yrs 0-150)
				Recent Price	Year 1 Div	Year 2 Div	Year 3 Div	Year 4 Div	Year 5 Div	Year 5-150 Div Growth	
1 ALLETE	1.88	2.00	0.04	-41.18	1.88	1.92	1.96	2.00	2.11	5.70%	9.8%
2 Alliant Energy Co.	1.90	2.20	0.10	-43.04	1.90	2.00	2.10	2.20	2.33	5.70%	10.0%
3 Ameren	1.68	1.80	0.04	-32.23	1.68	1.72	1.76	1.80	1.90	5.70%	10.5%
4 American Elec. Pwr.	1.96	2.15	0.06	-39.84	1.96	2.02	2.09	2.15	2.27	5.70%	10.3%
5 Avista Corp.	1.18	1.40	0.07	-25.40	1.18	1.25	1.33	1.40	1.48	5.70%	10.4%
6 Black Hills Corp	1.48	1.55	0.02	-33.71	1.48	1.50	1.53	1.55	1.64	5.70%	9.6%
7 CMS Energy Corp.	1.02	1.20	0.06	-21.64	1.02	1.08	1.14	1.20	1.27	5.70%	10.4%
8 DTE Energy Co.	2.52	2.80	0.09	-53.65	2.52	2.61	2.71	2.80	2.96	5.70%	10.1%
9 Edison Internat.	1.31	1.45	0.05	-40.70	1.31	1.36	1.40	1.45	1.53	5.70%	8.7%
10 Hawaiian Electric	1.24	1.30	0.02	-25.91	1.24	1.26	1.28	1.30	1.37	5.70%	10.0%
11 IDACORP	1.32	1.80	0.16	-41.60	1.32	1.48	1.64	1.80	1.90	5.70%	9.3%
12 Integrys Energy	2.72	2.80	0.03	-52.84	2.72	2.75	2.77	2.80	2.96	5.70%	10.2%
13 Pinnacle West	2.10	2.35	0.08	-47.51	2.10	2.18	2.27	2.35	2.48	5.70%	9.9%
14 Portland General	1.08	1.20	0.04	-24.95	1.08	1.12	1.16	1.20	1.27	5.70%	9.8%
15 SCANA Corp.	2.02	2.15	0.04	-44.48	2.02	2.06	2.11	2.15	2.27	5.70%	9.8%
16 Sempra Energy	2.08	2.50	0.14	-56.18	2.08	2.22	2.36	2.50	2.64	5.70%	9.4%
17 Southern Co.	2.02	2.25	0.08	-45.06	2.02	2.10	2.17	2.25	2.38	5.70%	9.9%
18 Teco Energy, Inc.	0.92	1.10	0.06	-18.40	0.92	0.98	1.04	1.10	1.16	5.70%	10.8%
19 Unisource	1.76	2.08	0.11	-37.13	1.76	1.87	1.97	2.08	2.20	5.70%	10.4%
20 Westar Energy	1.36	1.48	0.04	-28.17	1.36	1.40	1.44	1.48	1.56	5.70%	10.2%
21 Wisconsin Energy	1.36	1.80	0.15	-34.29	1.36	1.51	1.65	1.80	1.90	5.70%	10.1%
22 Xcel Energy Inc.	1.06	1.30	0.08	-26.73	1.06	1.14	1.22	1.30	1.37	5.70%	9.8%
GROUP AVERAGE											10.0%
GROUP MEDIAN											10.0%

Sources: Value Line Investment Survey, Electric Utility (East), Feb 24, 2012; (Central), Mar 23, 2012; (West), Feb 3, 2012.

NOTE: SEE PAGE 5 OF THIS EXHIBIT FOR FURTHER EXPLANATION OF EACH COLUMN.

**Kansas City Power & Light Company**  
**Discounted Cash Flow Analysis**  
**Column Descriptions**

Column 1: Three-month Average Price per Share (Dec 2011-Feb 2012)	Column 13: Column 11 Plus Column 12
Column 2: Estimated 2012 Div per Share from Value Line (West) Average of Estimated 2012-2013 Div per Share (East/Central)	Column 14: Estimated 2012 Div per Share from Value Line (West) Estimated 2013 Div per Share (East/Central)
Column 3: Column 2 Divided by Column 1	Column 15: Estimated 2015 Div per Share from Value Line Estimated 2016 Div per Share (East/Central)
Column 4: "Est'd '08-'10 to '14-'16" Earnings Growth from Value Line (West) "Est'd '09-'11 to '15-'17" Earnings Growth (East/Central)	Column 16: (Column 15 Minus Column 14) Divided by Three
Column 5: "Next 5 Years" Company Growth Estimate as Reported by Zacks.com	Column 17: See Column 1
Column 6: "Next 5 Years (per annum)" Growth Estimate Reported by Thomson Financial Network (at Yahoo Finance)	Column 18: See Column 14
Column 7: Average of Columns 4-6	Column 19: Column 18 Plus Column 16
Column 8: Column 3 Plus Column 7	Column 20: Column 19 Plus Column 16
Column 9: See Column 1	Column 21: Column 20 Plus Column 16
Column 10: See Column 2	Column 22: Column 21 Increased by the Growth Rate Shown in Column 23
Column 11: Column 10 Divided by Column 9	Column 23: See Column 12
Column 12: Average of GDP Growth During the Last 10 year, 20 year, 30 year, 40 year, 50 year, and 60 year growth periods. See Schedule SCH-4	Column 24: The Internal Rate of Return of the Cash Flows in Columns 17-22 along with the Dividends for the Years 6-150 Implied by the Growth Rates shown in Column 23

## Kansas City Power & Light Company

### Risk Premium Analysis

(Based on Projected Interest Rates)

	MOODY'S AVERAGE PUBLIC UTILITY BOND YIELD (1)	AUTHORIZED ELECTRIC RETURNS (2)	INDICATED RISK PREMIUM
1980	13.15%	14.23%	1.08%
1981	15.62%	15.22%	-0.40%
1982	15.33%	15.78%	0.45%
1983	13.31%	15.36%	2.05%
1984	14.03%	15.32%	1.29%
1985	12.29%	15.20%	2.91%
1986	9.46%	13.93%	4.47%
1987	9.98%	12.99%	3.01%
1988	10.45%	12.79%	2.34%
1989	9.66%	12.97%	3.31%
1990	9.76%	12.70%	2.94%
1991	9.21%	12.55%	3.34%
1992	8.57%	12.09%	3.52%
1993	7.56%	11.41%	3.85%
1994	8.30%	11.34%	3.04%
1995	7.91%	11.55%	3.64%
1996	7.74%	11.39%	3.65%
1997	7.63%	11.40%	3.77%
1998	7.00%	11.66%	4.66%
1999	7.55%	10.77%	3.22%
2000	8.14%	11.43%	3.29%
2001	7.72%	11.09%	3.37%
2002	7.53%	11.16%	3.63%
2003	6.61%	10.97%	4.36%
2004	6.20%	10.75%	4.55%
2005	5.67%	10.54%	4.87%
2006	6.08%	10.36%	4.28%
2007	6.11%	10.36%	4.25%
2008	6.65%	10.46%	3.81%
2009	6.28%	10.48%	4.20%
2010	5.55%	10.34%	4.79%
2011	5.17%	10.22%	5.05%
AVERAGE	8.82%	12.15%	3.33%

#### **INDICATED COST OF EQUITY**

PROJECTED TRIPLE-B UTILITY BOND YIELD*	5.86%
MOODY'S AVG ANNUAL YIELD DURING STUDY	8.82%
INTEREST RATE DIFFERENCE	<u>-2.96%</u>

INTEREST RATE CHANGE COEFFICIENT	-41.62%
ADJUSTMENT TO AVG RISK PREMIUM	<u>1.23%</u>

BASIC RISK PREMIUM	3.33%
INTEREST RATE ADJUSTMENT	1.23%
EQUITY RISK PREMIUM	<u>4.56%</u>

PROJECTED TRIPLE-B UTILITY BOND YIELD*	5.86%
<b>INDICATED EQUITY RETURN</b>	<u><u>10.42%</u></u>

(1) Moody's Investors Service

(2) Regulatory Focus, Regulatory Research Associates, Inc.

\*Projected triple-B bond yield is 201 basis points over projected long-term Treasury bond rate of 3.85%.

The triple-B spread is for 3 months ended February 2012 from Schedule SCH-3, p. 2.

The projected Treasury bond rate is for 12 months ended March 2013 from Schedule SCH-3, p3.

# Kansas City Power & Light Company

## Risk Premium Analysis

(Based on Current Interest Rates)

	MOODY'S AVERAGE PUBLIC UTILITY BOND YIELD (1)	AUTHORIZED ELECTRIC RETURNS (2)	INDICATED RISK PREMIUM
1980	13.15%	14.23%	1.08%
1981	15.62%	15.22%	-0.40%
1982	15.33%	15.78%	0.45%
1983	13.31%	15.36%	2.05%
1984	14.03%	15.32%	1.29%
1985	12.29%	15.20%	2.91%
1986	9.46%	13.93%	4.47%
1987	9.98%	12.99%	3.01%
1988	10.45%	12.79%	2.34%
1989	9.66%	12.97%	3.31%
1990	9.76%	12.70%	2.94%
1991	9.21%	12.55%	3.34%
1992	8.57%	12.09%	3.52%
1993	7.56%	11.41%	3.85%
1994	8.30%	11.34%	3.04%
1995	7.91%	11.55%	3.64%
1996	7.74%	11.39%	3.65%
1997	7.63%	11.40%	3.77%
1998	7.00%	11.66%	4.66%
1999	7.55%	10.77%	3.22%
2000	8.14%	11.43%	3.29%
2001	7.72%	11.09%	3.37%
2002	7.53%	11.16%	3.63%
2003	6.61%	10.97%	4.36%
2004	6.20%	10.75%	4.55%
2005	5.67%	10.54%	4.87%
2006	6.08%	10.36%	4.28%
2007	6.11%	10.36%	4.25%
2008	6.65%	10.46%	3.81%
2009	6.28%	10.48%	4.20%
2010	5.55%	10.34%	4.79%
2011	5.17%	10.22%	5.05%
AVERAGE	8.82%	12.15%	3.33%

### **INDICATED COST OF EQUITY**

CURRENT TRIPLE-B UTILITY BOND YIELD*	5.05%
MOODY'S AVG ANNUAL YIELD DURING STUDY	8.82%
INTEREST RATE DIFFERENCE	<u>-3.77%</u>

INTEREST RATE CHANGE COEFFICIENT	<u>-41.62%</u>
ADJUSTMENT TO AVG RISK PREMIUM	1.57%

BASIC RISK PREMIUM	3.33%
INTEREST RATE ADJUSTMENT	<u>1.57%</u>
EQUITY RISK PREMIUM	<u>4.90%</u>

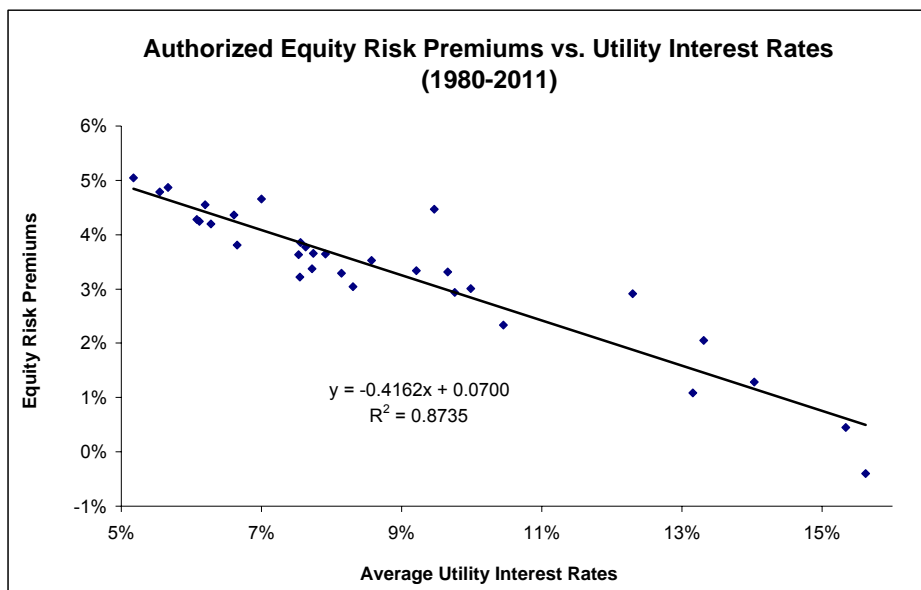
CURRENT TRIPLE-B UTILITY BOND YIELD*	<u>5.05%</u>
<b>INDICATED EQUITY RETURN</b>	<b><u>9.95%</u></b>

(1) Moody's Investors Service

(2) Regulatory Focus, Regulatory Research Associates, Inc.

\*Current triple-B utility bond yield is three month average of Moody's Triple-B Public Utility Bond Yield Average through February 2012 from Schedule SCH-3, p. 2.

**Kansas City Power & Light Company**  
 Risk Premium Analysis  
 Regression Analysis & Interest Rate Change Coefficient



SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.934607488
R Square	0.873491157
Adjusted R Square	0.869274196
Standard Error	0.004645908
Observations	32

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.004470953	0.004470953	207.1375734	5.236E-15
Residual	30	0.000647534	2.15845E-05		
Total	31	0.005118487			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.070011757	0.002679133	26.13224684	3.388E-22	0.064540238	0.075483276	0.064540238	0.075483276
X Variable 1	-0.41615627	0.028915253	-14.39227478	5.236E-15	-0.475209095	-0.357103445	-0.475209095	-0.357103445