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Comparative Evaluation of the Predictive Risk Premium Model, the Discounted Cash Flow Model and the Capital Asset Pricing Model for Estimating the Cost of Common Equity

The regulatory process for setting a utility's allowed rate of return on common equity has generally relied upon the Gordon Discounted Cash Flow Model and Capital Asset Pricing Model. The Predictive Risk Premium Model, introduced a year ago, resolves several of the widely known problems with these models. Further testing since its introduction a year ago suggests that it produces stable results which are consistent over time.

Richard A. Michelfelder, Pauline M. Ahern, Dylan W. D'Ascendis and Frank J. Hanley

I. Introduction

The lead article in the July 2008 issue of this *Journal*, "Integrating Renewables into the US Grid: Is it Sustainable," by Professors Peter Mark Jansson and Richard A. Michelfelder,[1] called for the reregulation of the electric utility industry and putting the planning of generation assets, whether renewable or not, back in the hands of the experts and those ultimately responsible for reliability, the electric utilities. During the last 10 years or so,

states have been backpedaling on deregulation and therefore methods for estimating the cost of common equity and the allowed rate of return have generated new interest as regulating rate of return is not going away as once thought.

The regulatory process for setting a public utility's allowed rate of return on common equity has generally relied upon the familiar Gordon Discounted Cash Flow Model (DCF) and Capital Asset Pricing Model (CAPM). Despite the widely known problems with these models, there has been little initiative to adopt more recently developed asset pricing models with fewer limiting assumptions and requiring less subjective judgment than these traditional models. In December 2011, the article "New Approach to Estimating the Cost of Common Equity Capital for Public Utilities,"[2] published in *The Journal of Regulatory Economics*, introduced the Predictive Risk Premium Model (PRPM). The PRPM trademark refers to a general, yet simple, consumption-based asset pricing model of the risk/return relationship for common stocks which can be used to estimate the cost rate of common equity (ROE). The stability and consistency of the results of PRPM and the ex ante, i.e., expectational, nature of those results indicate that the model should be used to provide additional input into the process of determining an allowed rate of return on common equity for public utilities.

Since publication, more exhaustive empirical testing of the PRPM was conducted for the four utility industry groups which comprise the AUS Utility Reports[3] universe of publicly traded utilities: an electric utility group; a combination electric and natural gas distribution utility group; a natural gas distribution utility group, and a water utility group. The empirical testing confirms the conclusion of the

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Despite the widely known problems with these models, there has been little initiative to adopt more recently developed asset pricing models with fewer limiting assumptions and requiring less subjective judgment.

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original *Journal of Regulatory Economics* article: the PRPM produces stable results which are consistent over time.

II. Development of the PRPM

The cost rate of common equity is not directly observable in the capital markets and must be inferred using various financial models. The most commonly used cost of common equity models in the regulatory arena are the aforementioned DCF and the CAPM. Since these models are based upon many restrictive

assumptions, they involve a significant amount of analyst subjectivity in their application, resulting in much debate over the application and results of these models.

The empirical approach to the PRPM is based upon the work of Robert F. Engle, Ph.D.,[4] who shared the Nobel Prize in Economics in 2003 "for methods of analyzing economic *time series* with time-varying volatility (ARCH),"[5] with "ARCH" standing for autoregressive conditional heteroskedasticity. In other words, volatility (variance) changes over time and is related to itself from one period to the next, especially in financial markets. Engle discovered that the volatility (usually measured by variance) in prices and returns clusters over time. Therefore, volatility is highly predictable and can be used to predict future levels of risk. The theoretical asset pricing model was recently developed in the *Journal of Economics and Business* in December 2011 by Rutgers University professors Richard Michelfelder and Eugene Pilotte.[6]

In this study, the PRPM estimates the risk/return relationship directly using the outcomes of investors' historical pricing decisions and actual long-term U.S. Treasury security yields, with the predicted equity risk premium generated by the prediction of volatility, i.e., the risk, based upon the volatility of past equity risk premiums for the AUS Utility Reports universe of companies.

III. Estimation Method

The statistical details of the estimation method of the PRPM can be found in the original article in the *Journal of Regulatory Economics*, "New Approach to Estimating the Cost of Common Equity Capital for Public Utilities." Essentially, there are two steps to the application of the PRPM. First, predicted volatility, i.e., risk, is derived based upon previous volatility plus previous prediction error, because volatility is highly predictable and correlated over time. Second, the predicted volatility can then be used to generate the predicted equity risk premium (ERP) by multiplying it by the GARCH coefficient, i.e., the slope of the predicted volatility. A risk-free rate is then added to the ERP to estimate the ROE, i.e., the market based cost of common equity.

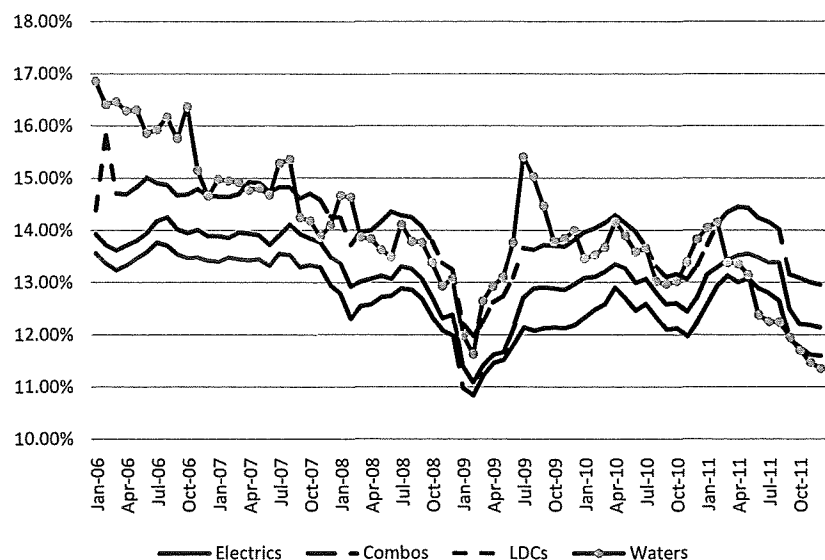## IV. Application of the PRPM to Publicly Traded Utility Companies

The PRPM was applied to the companies comprising the AUS Utility Reports' utility industry groups: the electric, combination electric and natural gas distribution, natural gas distribution, and water groups. The PRPM variances were calculated monthly for each individual utility beginning with the first available monthly data included for each individual utility in the University of Chicago Booth School of Business'

Center for Research in Security Prices (CRSP) and corresponding monthly long-term U.S. Treasury bond yields from Morningstar's *Ibbotson SBBI – 2012 Valuation Yearbook – Market Results for Stocks, Bonds, Bills and Inflation – 1926–2011 (SBBI)* through 72-month ending periods, i.e., January 2006 through December 2011.

Using EViews Version 7.2, the PRPM coefficients and predicted monthly variances were estimated as described in the *JRE* article for each time series of equity risk premiums. Consistent with the conclusion drawn in the *JRE* article, the predicted equity risk premiums were calculated using the averaged predicted volatilities (variances) over the entire time period for which CRSP data were available for each utility, multiplied by the GARCH, or slope, coefficient generated through EViews for each time series. To calculate the PRPM cost

rate of common equity for each utility, the average predicted utility specific equity risk premium through each month ending from January 2006 through December 2011 was then added to the projected consensus forecast of the expected yields on 30-year U.S. Treasury bonds for the next six quarters by the reporting economists in the concurrent *Blue Chip Financial Forecasts (Blue Chip)*.

The DCF was applied in a simple manner, using a dividend yield, D_0/P_0, derived by dividing the month-end indicated dividend per share (D_0) by the month-end closing market price (P_0) for each utility. The dividend yield was then grown by the month-end I/B/E/S consensus five-year projected earnings per share (EPS) growth rate (g) to derive ($D_0 (1 + g)/P_0$). The one-month predicted dividend yield was then added to the concurrent month's I/B/E/S consensus

Figure 1: Indicated Return on Common Equity Based upon the PRPM for the AUS Utility Reports Companies
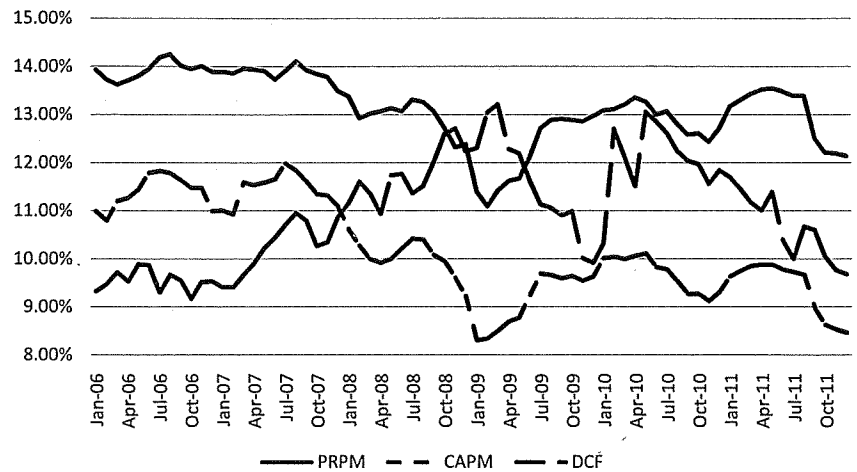
five-year average projected EPS growth rate to obtain the DCF estimate of the cost of common equity capital, k. The DCF estimates were also calculated for each month from January 2006 through December 2011.

The CAPM was applied by multiplying Value Line Inc.'s beta (β),[7] for each utility, by the long-term historical arithmetic mean market equity risk premium ($R_m - R_f$) through the previous year. ($R_m - R_f$) was derived as the spread of the total return of large company common stocks over the income return on long-term government bonds from the annual *SBBI Valuation Yearbooks* for the years ending 2005 through 2010. The resulting utility-specific equity risk premium was then added to the same projected consensus forecast of the expected yields on 30-year U.S. Treasury bonds for the next six quarters by the reporting economists in the concurrent *Blue Chip* discussed above, to obtain the CAPM estimate of the cost of common equity capital, k. The CAPM estimates were also calculated for each month from January 2006 through December 2011.

Finally, the results for each of the models, the PRPM, DCF, and CAPM, were averaged for each utility group.[8] **Figure 1** presents the average PRPM results for each of the AUS Utility Reports utility groups for each month from January 2006 through December 2011.

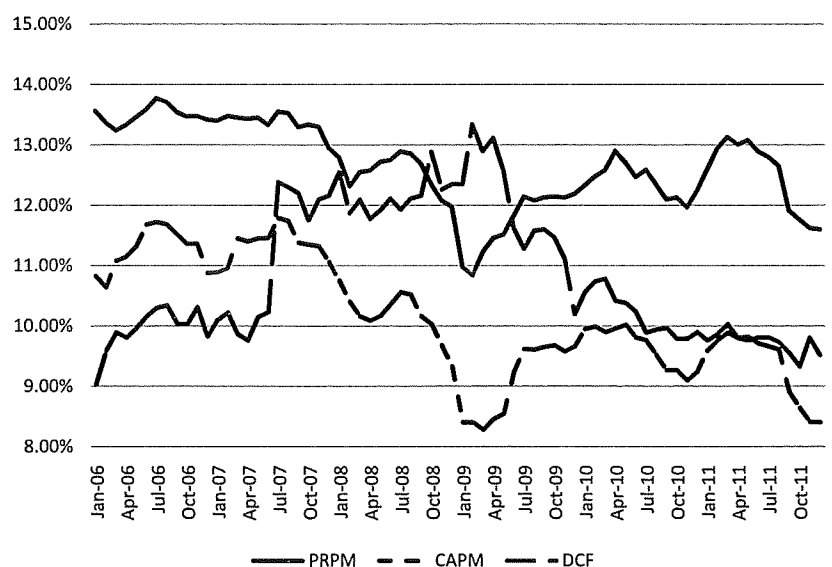Figure 1 shows that indicated ROEs derived from the PRPM

Figure 2: Indicated Return on Common Equity Based upon the PRPM, CAPM and DCF Methodologies for the AUS Utility Reports Electric Companies
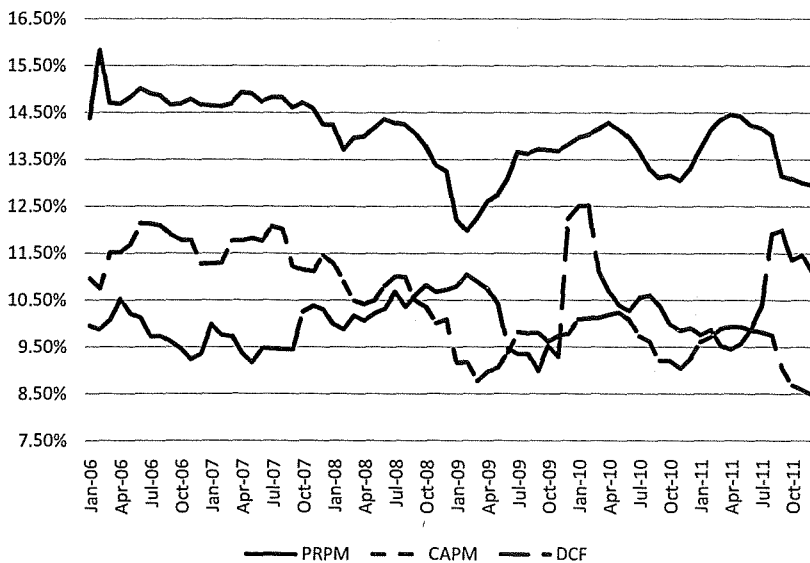
were stable for all utility groups until the global financial crisis of 2008–2009. During 2008 and 2009, the PRPM-derived ROEs decline, which in the authors' opinion, was a result of a "flight to quality" by investors, i.e., the willingness of an investor to accept a lower, but more certain, return during financial downturns. Figure 1 also indicates that the PRPM-derived ROEs for the electric, combination electric and natural gas distribution, and natural gas distribution utility groups follow a nearly identical pattern throughout the 72-month period, with the water utility group following a similar, but more volatile pattern.
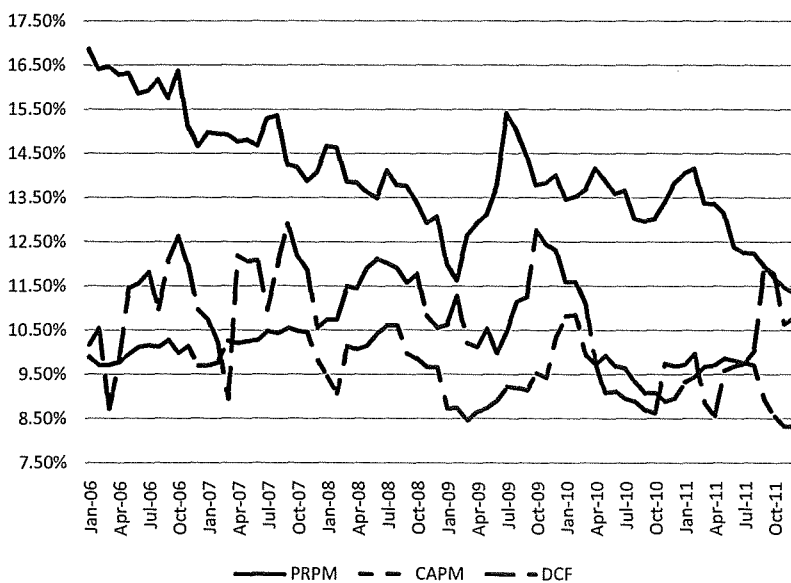
Figures 2–5 present a comparison of the average PRPM, DCF, and CAPM cost of common equity estimates for each AUS

Figure 3: Indicated Return on Common Equity Based upon the PRPM, CAPM, and DCF Methodologies for the AUS Utility Reports Combination Companies

Figure 4: Indicated Return on Common Equity Based upon the PRPM, CAPM and DCF Methodologies for the AUS Utility Reports Gas Companies

Figure 5: Indicated Return on Common Equity Based upon the PRPM, CAPM and DCF Methodologies for the AUS Utility Reports Water Companies

Utility Reports utility industry group, i.e., the electric utility group; the combination electric and natural gas distribution utility group; the natural gas distribution utility group; and, the water utility group for each month from January 2006 through December 2011.

Figures 2–5 clearly show that, for the most part, the PRPM produces a higher average indicated ROE than both the DCF and CAPM. This is due to the fact that the PRPM prices *all* of the risk that investors actually face collectively. In contrast, the CAPM prices systematic risk (that

investors face only if they have a perfectly diversified portfolio, which does not exist) and the DCF uses accounting-based, not market-based, I/B/E/S consensus five-year projected EPS growth rates.

V. Conclusion

In the authors' opinion, the PRPM benefits ratemaking with an additional model to estimate ROE. To that end, the authors have been including the PRPM in their rate-of-return testimonies and the model has been presented publicly in several venues.[9]

Its results are stable and consistent over time. It is not based upon restrictive assumptions, as are the DCF and CAPM. The PRPM is also not based upon an *estimate* of investor behavior, but rather, upon a statistical analysis of *actual* investor behavior by evaluating the results of that behavior, i.e., the volatility (variance) of historical equity risk premiums. In contrast, subjective decisions surround the choice of the inputs to both the DCF and CAPM, from the choice of the time period over which to measure the dividend yield for the DCF, the choice of the DCF growth rate (e.g., historical or projected, earnings per share or dividends per share, and the like), to the selection of the appropriate beta (e.g., adjusted or unadjusted), market equity risk premium (e.g., historical or projected) and the appropriate

risk-free rate (e.g., historical or projected and/or long vs. short term) for the CAPM. In addition, as previously discussed, the CAPM exclusively prices systematic risk. In contrast, the PRPM prices *all* of the risk actually faced collectively by investors, because the model does not assume that investors' portfolios are perfectly diversified containing no unsystematic risk.

In addition, the inputs to the PRPM are widely available. The GARCH coefficient is calculated with the relatively inexpensive EViews, or other statistical, software, based upon the realized ERP, i.e., total returns minus the risk-free rate. The only subjective decisions to be made when applying the PRPM relate to which risk-free rate to use, e.g., long-term or short-term, and over what time period to estimate the PRPM-derived ROEs.

For all of these reasons, the authors conclude that the PRPM should be considered as appropriate additional evidence to measure the cost of common equity in regulatory rate setting for public utilities.■

Endnotes:

1. Peter Mark Jansson and Richard A. Michelfelder, *Integrating Renewables into the US Grid: Is It Sustainable?* ELEC. J. July 2008, at 9–21.

2. Pauline M. Ahern, Frank J. Hanley and Richard A. Michelfelder, *New Approach to Estimating the Cost of Common Equity Capital for Public Utilities*, J. REG. ECON.(2011) 40, at 261–78.

3. AUS Monthly Utility Reports is a monthly pocket reference book covering the electricity, combination electricity & natural gas distribution, natural gas distribution, and water companies which have publicly traded common stock. The monthly reports provide comprehensive information on key ratios and industry rankings based upon the financial statistics presented in the report.

4. Professor Emeritus, University of California, San Diego, and currently the Michael Armellino Professor in Management of Financial Services at New York University's Stern School of Business.

5. See www.nobelprize.org.

6. Richard Michelfelder and Eugene Pilotte, *Treasury Bond Risk and Return*, *the Implications for the Hedging of Consumption and Lessons for Asset Pricing*, J. ECON. & BUS.(2011) 63, at 605–37.

7. Using a proprietary data base available at mid-March, June, September, and December at the end of each year, from 2006–2011 from Value Line, Inc.

8. The results shown in the accompanying figures represent AUS Utility group averages of only those utilities in each group for which it was possible to estimate all three models in any given month. For example, if ABC Utility did not have the I/B/E/S consensus growth rate necessary to calculate the DCF in a given month, that utility's PRPM and CAPM were not included in the group average for that month.

9. Edison Electric Institute Cost of Capital Working Group (Webinar Oct. 2012); NARUC Staff Subcommittee on Accounting & Finance (Sept. 2012 and Mar. 2010); National Association of Water Companies Finance/Accounting/Taxation and Rates & Regulations Committees (Mar. 2012); NARUC Water Committee (Feb. 2012); Wall St. Utility Group (Dec. 2011); IN Utility Regulatory Commission Cost of Capital Task Force (Sept. 2010); Financial Research Inst. of the Univ. of Missouri Hot Topic Hotline Webinar (Dec. 2010); and Center for Research in Regulated Industries Annual Eastern Conference (May 2010 & May 2009).

Subjective decisions surround the choice of the inputs to both the DCF and CAPM.