

CRITERIA OF A SOUND RATE STRUCTURE

1. The related, “practical” attributes of simplicity, understandability, public acceptability, and feasibility of application.
2. Freedom from controversies as to proper interpretation.
3. Effectiveness in yielding total revenue requirements under the fair-return standard.
4. Revenue stability from year to year.
5. Stability of the rates themselves, with minimum of unexpected changes seriously adverse to existing customers. (Compare “The best tax is an old tax.”)
6. Fairness of the specific rates in the appointment of total costs of service among the different customers.
7. Avoidance of “undue discrimination” in rate relationships.
8. Efficiency of the rate classes and rate blocks in discouraging wasteful use of service while promoting all justified types and amounts of use:
 - (a) in the control of the total amounts of service supplied by the company;
 - (b) in the control of the relative uses of alternative types of service (on-peak versus off-peak electricity, Pullman travel versus coach travel, single-party telephone service versus service from a multi-party line, etc.).

Source: James Bonbright, *Principles of Public Utility Rates*, Columbia University Press, 1961, page 291.