

**PUBLIC NOTICE TO ALL CUSTOMERS OF THE
ASHLAND WATER UTILITY**

The Ashland Water Utility has filed an application with the Public Service Commission of Wisconsin (PSCW) to increase water rates. The increase is necessary due to a 36 percent increase in gross plant investment and a 36 percent increase in operating expenses since the last water rate case was completed in 2001.

The total increase in water revenues requested is \$498,716 which will result in an estimated overall rate increase of 32 percent over the water utility's present revenues. If the request is granted, the monthly water bill for an average residential customer with a 3/8-inch or 1/2-inch meter who uses 400 cubic feet of water per month will increase from \$20.48 to \$27.72, or 35 percent not including the public fire protection charge (and increase from \$20.48 to \$37.34, or 82 percent including the public fire protection charge).

A telephonic public hearing on the application has been scheduled for Monday, April 15, 2013 at 10:00 a.m. in the Ashland City Hall, 601 Main Street, Ashland, Wisconsin. Scheduling questions regarding this hearing may be directed to the PSCW at (608) 266-3768.

A person may testify in this proceeding without becoming a party and without attorney representation. A person may submit this testimony in one of the following ways:

- **Web Comment.** Go to the PSCW's web site at <http://psc.wi.gov>, click on the "Public Comments" button on the side menu bar. On the next page select the "File a comment" link that appears for docket number 250-WR-103. Web comments shall be received no later than the day before the hearing.
- **Oral Comment.** Spoken testimony at the public hearing session.
- **Written Comment.** Instead of speaking at the hearing, write out a comment and submit it at the public hearing session.
- **Mail Comment.** All comments submitted by U.S. mail shall be received no later than the day before the hearing. A mail comment shall include the phrase "Docket 250-WR-103 Comments" in the heading, and shall be addressed to:

Attn:
Stephen Kemna - Docket 250-WR-103 Comments
Public Service Commission
P.O. Box 7854
Madison WI 53707-7854.

The PSCW intends to webcast this hearing live on the PSCW's web site at <http://psc.wi.gov> under the "PSC Live Broadcast" button.

All documents in this docket are filed on the Commission's Electronic Regulatory Filing (ERF) system. To view these documents: (1) go to the Commission's web site at <http://psc.wi.gov>, (2) enter "250-WR-103" in the box labeled "Link Directly to a Case," and (3) select "GO."

If you have any questions, please contact City of Ashland Water Utility /Pete Mann, City Administrator at 715-682-7904.

**Water Rate Increase Comparison
Present and Proposed Rates
April 2013**

Small Residential - 5/8 meter, 2 units (100 cu ft)

	<u>% Increase</u>	<u>Old Rate</u>	<u>Increase</u>	<u>New Rate</u>
Fixed	31.11%	\$ 9.00	\$ 2.80	\$ 11.80
Variable	38.68%	\$ 5.74	\$ 2.22	\$ 7.96
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Total Before FPF		\$ 14.74	\$ 5.02	\$ 19.76
Fire Protection Fee		\$ -	\$ 9.62	\$ 9.62
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Total Bill	99.32%	\$ 14.74	\$ 14.64	\$ 29.38
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