

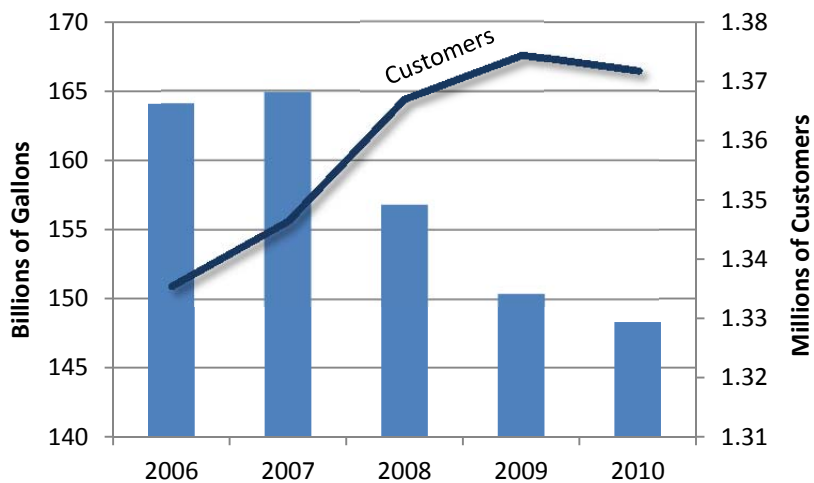
2011 WISCONSIN WATER FACT SHEET

PUBLIC SERVICE COMMISSION OF WISCONSIN

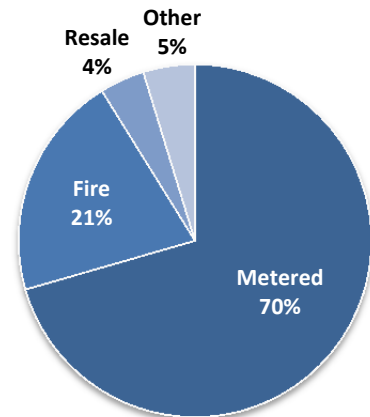
The Public Service Commission (PSC) regulates 583 municipal water utilities in Wisconsin. Most are municipally owned, but six are private or investor-owned systems. One new municipal utility was created in 2010.

There were 76 Class AB utilities serving over 4,000 or more customers, 144 Class C utilities serving 1,000-4,000 customers and 363 Class D utilities serving fewer than 1,000 customers.

Retail Water Sales and Metered Customers



Water Utility Revenues in 2010



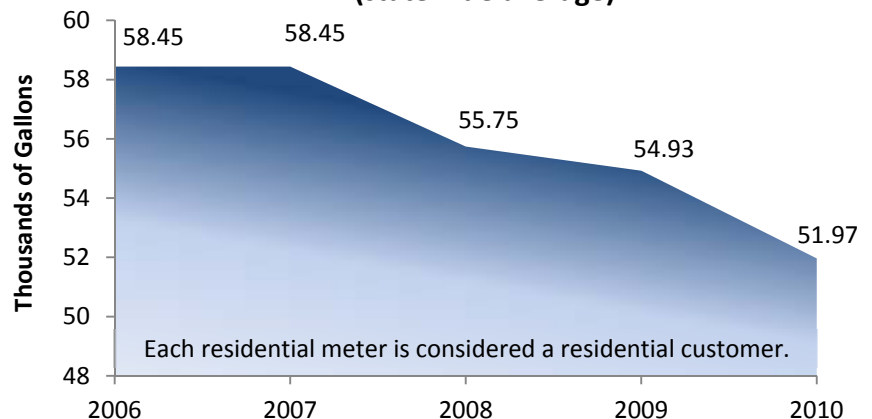
In 2010, utilities generated **\$614 million** in revenue through metered retail sales (70%), wholesale sales (4%), fire protection (21%) and other charges (5%).

Retail sales from the 583 utilities totaled 148 billion gallons in 2010. Sales declined 10 percent over the last five years, while the number of customers served by water utilities decreased slightly in 2010.

On average, residential customers used 52,000 gallons of water in 2010.

While the residential sales volume per customer decreased between 2006 and 2010, average residential water rates have been steadily increasing. As of April 2011, the average statewide quarterly cost of water for 18,750 gallons was \$81.12 for residential customers. The average cost of water has increased 22% since 2006. Rising energy, chemical, infrastructure and capital costs are among the factors that contribute to cost increases.

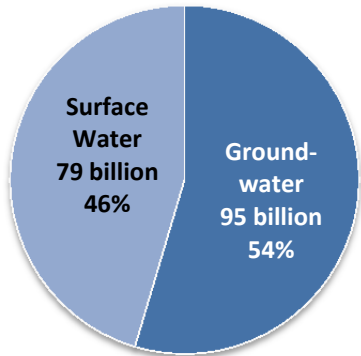
Residential Sales Volume per Customer (statewide average)



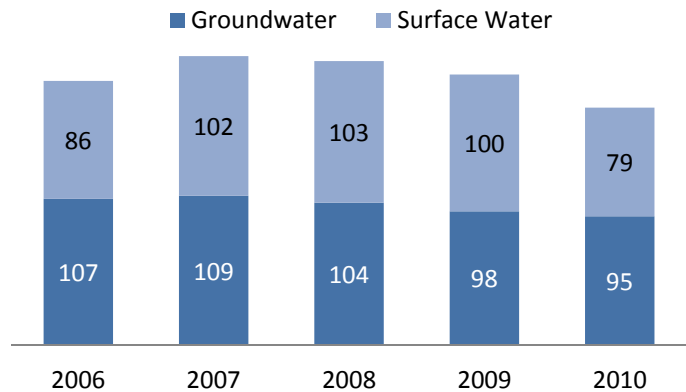
The Public Service Commission regulates the rates and standards of service for all Wisconsin public water utilities. This Fact Sheet was prepared by PSC staff using annual report data submitted by utilities for 2010. For additional information contact the PSC media line at (608) 266-9600.

Total Volume Pumped in 2010: 174 billion gallons

Source of Water Pumped (2010)



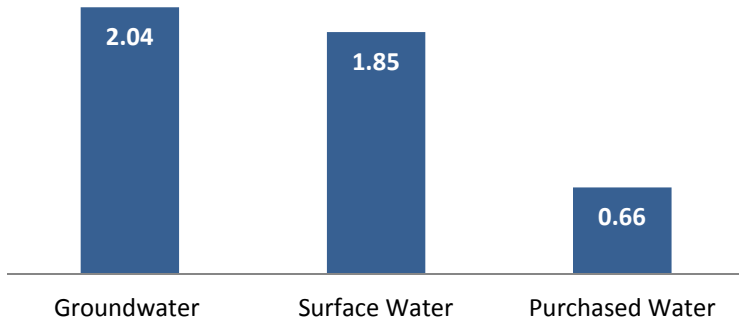
Total Water Pumped (billions of gallons)



Most utilities rely on groundwater as their primary source of water. In 2010, 521 utilities (89%) relied solely on groundwater while 62 utilities (11%) used surface water for some or all of their water supply. All of the surface water utilities are located in the Great Lakes Basin. The total volume pumped has decreased each year since 2007. The decrease is likely due to a combination of: 1) the implementation of water conservation and efficiency programs and 2) the decline of industries that have historically used large volumes of surface water.

Wisconsin water utilities used 355 million kilowatt-hours of electricity in 2010.

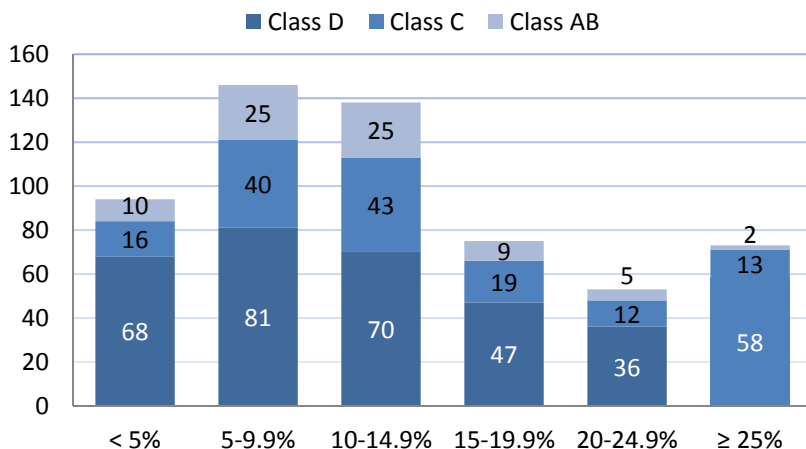
Average Utility Energy Use by Supply Source (kilowatt hours per 1,000 gallons pumped)



Pumping, treating, and distributing water is energy-intensive. The amount of energy needed to provide water varies depending on the source. Groundwater often requires less treatment than surface water, but large pumps are needed to lift groundwater from aquifers. Total energy use decreased from 361 million kilowatt-hours in 2009 to 355 million kilowatt-hours in 2010.

Estimated Water Loss in 2010: 22 billion gallons

Estimated Water Loss (2010)



Water loss includes unauthorized consumption, meter inaccuracies, accounting errors, water main leaks, overflows, theft, and other unaccounted for water. Water losses totaled 22 billion gallons in 2010, or 13% of the total volume pumped and treated. PSC water loss limits are 15% for Class AB and 25% for Class C and Class D utilities. A total of 87 utilities had water losses exceeding the limit in 2010, down from 105 utilities in 2009.