

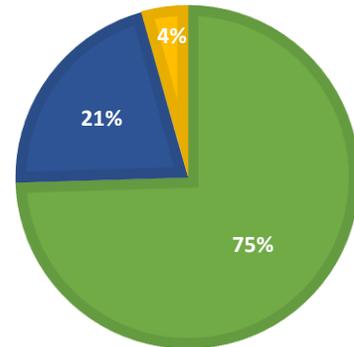
2015 WISCONSIN WATER FACT SHEET

PUBLIC SERVICE COMMISSION OF WISCONSIN

The Public Service Commission (PSC) regulates 582 public water utilities in Wisconsin. Of that number, 78 are Class AB utilities serving 4,000 or more customers, 140 are Class C utilities serving from 1,000 to 4,000 customers, and 364 are Class D utilities serving fewer than 1,000 customers. Most are municipally owned, but five are private or investor-owned systems.

2014 Water Utility Revenues

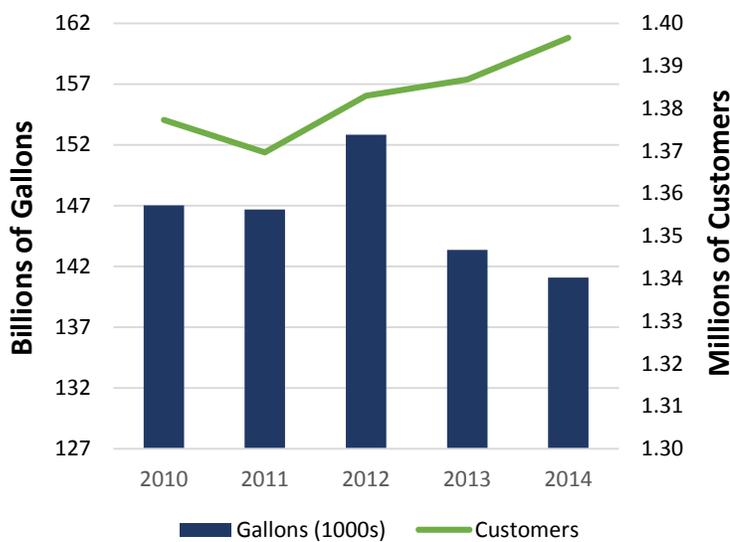
■ Metered ■ Fire Protection ■ Resale



In 2014, utilities generated \$674 million in revenue through metered retail sales, wholesale sales, and public and private fire protection charges.

Retail sales from the state's water utilities decreased 1.6 percent between 2013 and 2014. This continues a downward trend in water use following the high sales figures associated with the unusually hot and dry summer of 2012. Since 2010, metered water sales have declined by 4 percent to 141 billion gallons in 2014, even with a 1.4 percent increase in the number of metered customers during the same period.

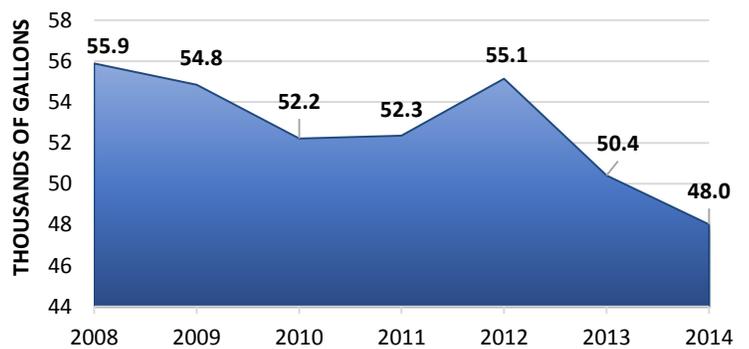
Retail Water Sales and Metered Customers



On average, residential customers used 48,000 gallons of water in 2014

Between 2013 and 2014, the statewide **average sales volume per customer** decreased by 4.8 percent. Since 2008, there has been a decline in average residential use of 14 percent. As of February 2015, the average water bill for a residential customer using 12,000 gallons in a quarter was \$69.20. Infrastructure-related capital costs and rising energy and chemical costs are among the factors driving increased water bills. On average, Wisconsin water utilities increase their rates about every six years.

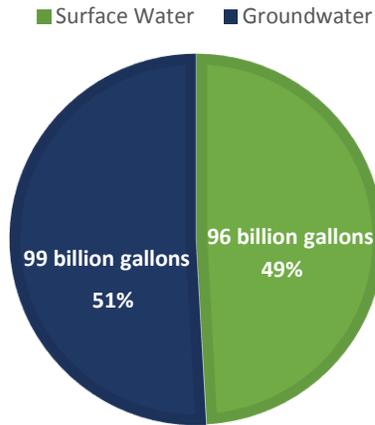
Residential Sales Volume per Customer (statewide average)



The Public Service Commission regulates the rates and standards of service for all Wisconsin public water utilities. This Fact Sheet was prepared using 2014 annual report data submitted by utilities. For additional information, contact the PSC media line at (608) 266-9600.

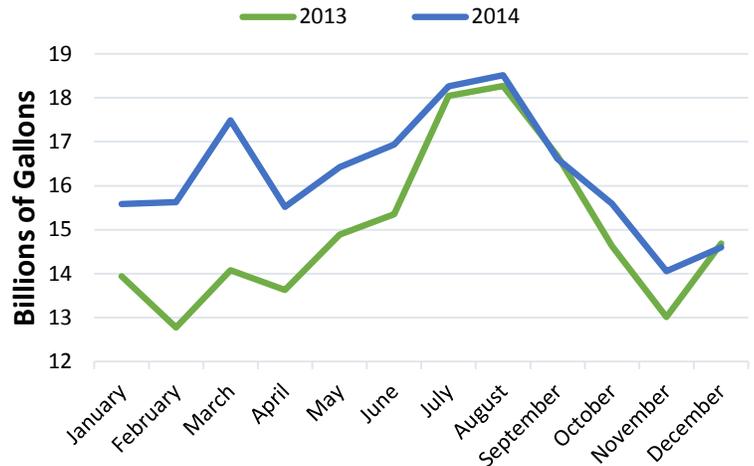
2014 Water Production Trends

2014 Source of Water Pumped



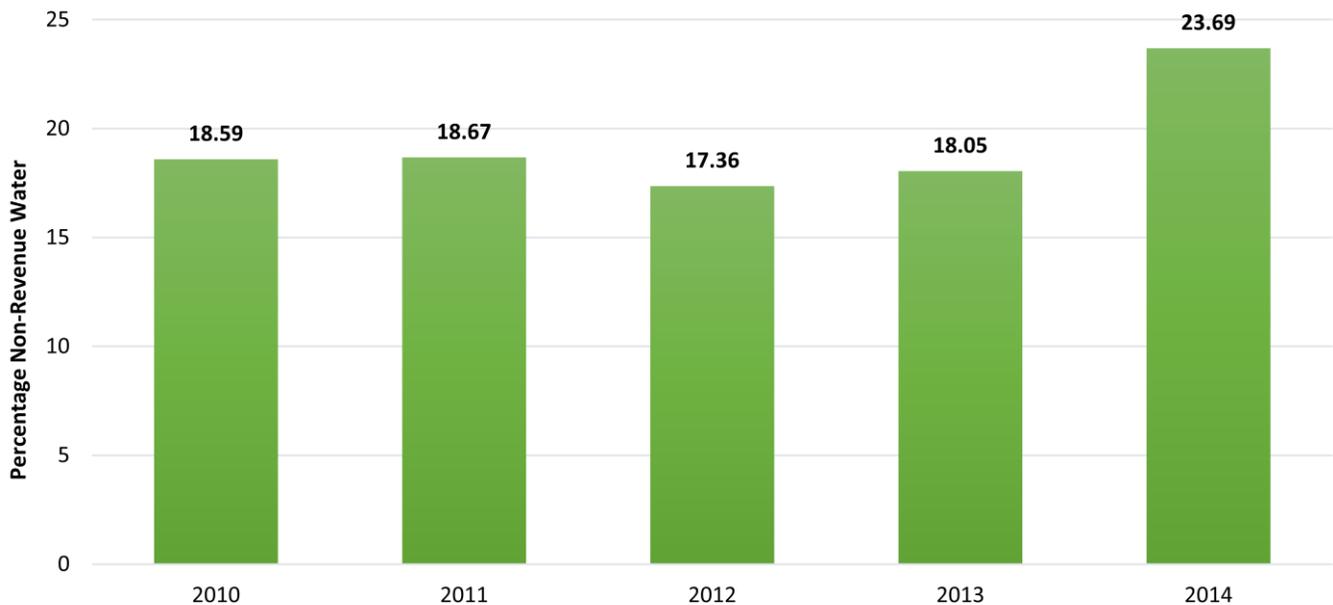
While the majority of water utilities in Wisconsin are sourced by groundwater as their primary water source (530 utilities compared to 52 utilities using surface water), the amount of water pumped is more evenly split between groundwater and surface water. In 2014, 51 percent of water pumped was groundwater, compared to 49 percent surface water.

Water Pumped by Month



A cold winter and the resulting main breaks and run-water advisories increased the volume of water pumped in early 2014. Winter water use exceeded normal seasonal expectations, with a spike in March and an increase in total volume pumped through June. In 2014, water utilities in Wisconsin pumped 195 billion gallons of water, up 8.5 percent from 180 billion gallons in 2013.

Water Produced but Not Sold in 2014: 33 Billion Gallons



“Non-revenue water” is water that is produced but does not generate sales to recover production costs. Wisconsin is one of thirteen states that monitor non-revenue water according to national standards. In 2014, non-revenue water accounted for about 24 percent of the water produced by water utilities in Wisconsin. This amount constitutes a 31 percent increase from 2013. The harsh winter in 2014 led to a higher incidence of main breaks, and many utilities advised their customers to run their water to prevent further breaks and protect distribution systems. While such measures may be necessary during extreme weather events, it is important that utilities adopt practices that reduce real and apparent water losses. The PSC assists utilities with planning and implementing efficiency programs that improve financial health, protect resources, and stabilize customer rates.