



# Public Service Commission of Wisconsin

Burneatta Bridge, Chairperson  
Robert M. Garvin, Commissioner

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**For Immediate Release: January 5, 2005**

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## PSC to Hold Public Hearing on Superior Water, Light and Power Company's Proposed Rate Increases

MADISON - The Public Service Commission of Wisconsin (PSC) will hold a videoconference in Madison and Superior on Tuesday, January 25<sup>th</sup> regarding Superior Water, Light and Power Company's (SWL&P) request to increase electric, natural gas and water service rates.

SWL&P is seeking to increase electric rates by \$1,013,000 (or 4.0 %), raise natural gas rates by \$1,434,000 (or 7.0 %), and increase water rates \$745,000 (or 12.1%) to meet the costs of operation.

The purpose of this videoconference hearing is to get public comment on SWL&P's rate request. In making its decision, the Commission can approve the application as submitted, modify SWL&P's request or deny the application.

In a rate case, the PSC audits the utility's operating expenses to determine the revenue necessary to provide reliable service for the next year. The Commission also determines the rate-of-return for investors, balancing the investment needs of the utility along with minimizing any impact on ratepayers. The Commission has made maintaining reasonable rates a priority and is committed to analyzing rate design and cost-of-service studies in order to provide reliable, cost-effective service for all Wisconsin consumers.

Citizens are invited to provide testimony that will be included in the record the Commission reviews in making its decision. The videoconference public hearing will be held in two sessions:

**Tuesday, January 25, 2005**  
**1:00 p.m. and 6:00 p.m.**

**Public Service Commission Building**  
**610 North Whitney Way**  
**Amnicon Falls Conference Room – First Floor**  
**Madison, Wisconsin**

**Wisconsin Indianhead Technical College**  
**600 North 21<sup>st</sup> Street**  
**Conference Center**  
**Superior, Wisconsin**

Both locations are accessible to people in wheelchairs. Any person with a disability who needs additional accommodations to participate in this proceeding should contact Bruce Manthey, Docket Coordinator, at (608) 266-5528.

The documents associated with SWL&P's application can be viewed on our Electronic Repository System at <http://psc.wi.gov/>. Click on ERF System, select Search Electronic Repository System and enter docket #5820-UR-109.

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