



Public Service Commission of Wisconsin

Eric Callisto, Chairperson
Mark Meyer, Commissioner
Lauren Azar, Commissioner

610 North Whitney Way
P.O. Box 7854
Madison, WI 53707-7854

For Immediate Release – October 22, 2008

Contact: Timothy Le Monds or Teresa Smith, (608) 266-9600

PSC Approves Conservation Rates for Allouez Water Utility *Rates Encourage Residential Customers to Save Water*

MADISON – The Public Service Commission of Wisconsin (PSC) approved rates that encourage water usage efficiency for the Village of Allouez Water Utility. The rates reflect an overall revenue increase of 7 percent which will recover the utility’s cost of providing service.

The utility requested the inclining block rates to manage residential demand and to reduce peak usage associated with summertime lawn watering. In addition, the Village of Allouez has enacted an ordinance restricting lawn watering and is developing a water conservation education program within the community.

“I commend the Village of Allouez for implementing these conservation rates, which help the water utility in meeting its long-term water supply needs,” said PSC Chairperson Eric Callisto. “Reducing water usage is a priority for the State of Wisconsin because it saves energy, lowers operations and capital costs, and protects valuable water resources.”

The increase on an individual customer’s bill will depend on their water use. Under the new rates, residential customers will pay \$4.00 per 1,000 gallons for the first 2,000 gallons used each month and as much as \$7.15 per 1,000 gallons for usage over 10,000 gallons per month. The new rates discourage wasteful water uses, and mitigate the rate increase to customers who use water more efficiently.

The Village of Allouez Water Utility is a member of the Central Brown County Water Authority (CBCWA). CBCWA supplies Lake Michigan water to six communities including Allouez. “Conservation rates are one way that communities relying on the Great Lakes can ensure that this important resource is used sustainably,” said Jeff Ripp, PSC Water Conservation Coordinator. “The Public Service Commission is interested in working with other utilities, both within and outside the Great Lakes basin, to implement conservation programs that meet their unique needs.”

With today’s decision, Allouez joins a growing list of Wisconsin communities to implement water conservation and efficiency programs. In September, the PSC released the results of its survey of water conservation practices at Wisconsin utilities. Nearly two-thirds of the utilities responding had implemented at least one measure to promote efficiency, such as monthly billing, public education, or controlling leaks. Complete survey results can be found at:

http://psc.wi.gov/utilityinfo/water/newsinfo/document/WaterConservationSurvey_Sept2008.pdf.

(END)