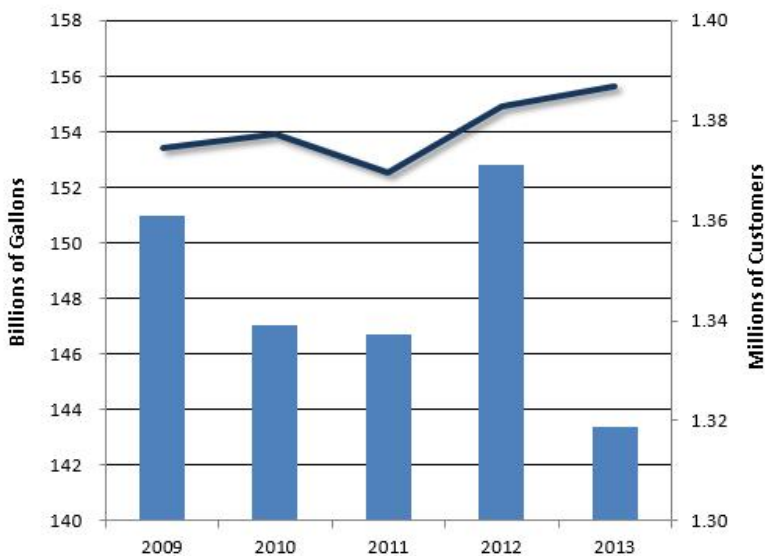


2014 WISCONSIN WATER FACT SHEET

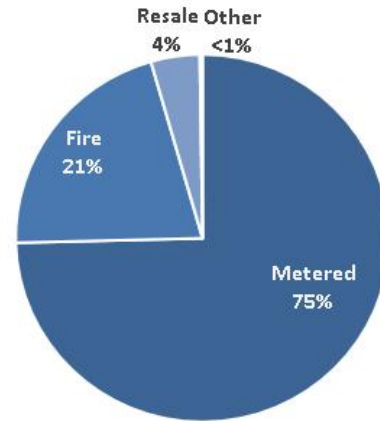
PUBLIC SERVICE COMMISSION OF WISCONSIN

The Public Service Commission (PSC) regulates 583 public water utilities in Wisconsin. Of that number, 78 are Class AB utilities serving 4,000 or more customers, 143 are Class C utilities serving from 1,000 to 4,000 customers, and 362 are Class D utilities serving fewer than 1,000 customers. Most are municipally owned, but 6 are private or investor-owned systems.

Retail Water Sales and Metered Customers



Water Utility Revenues in 2013



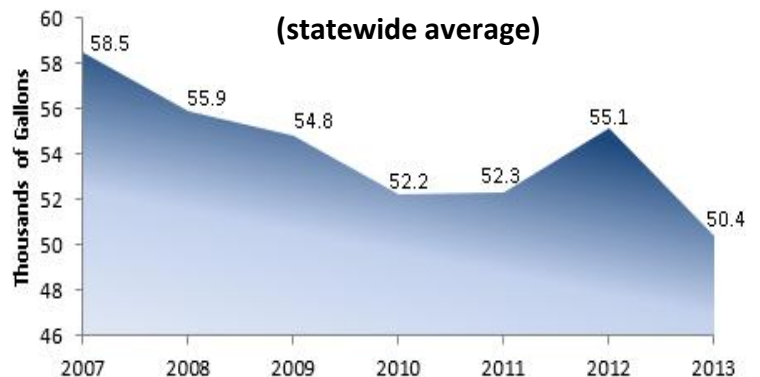
In 2013, utilities generated \$665 million in revenue through metered retail sales, wholesale sales, fire protection, and other charges.

Retail sales from the state's water utilities decreased by just under 5 percent between 2012 and 2013, likely due to a return to a more typical weather pattern following the unusually hot and dry 2012 summer. Since 2009, sales have declined by 5 percent to 1.43 billion gallons in 2013, despite a 0.9 percent increase in the number of metered customers over the same time period.

On average, residential customers used 50,400 gallons of water in 2013

Between 2012 and 2013, the statewide average sales volume per customer decreased by 9.1 percent. Since 2007, there has been a decline in average residential use of almost 13 percent. As of April 2014, the average water bill for a residential customer using 12,000 gallons in a quarter was \$66.72. Since 2007, the average bill has increased by 25 percent. Rising energy, chemical, and infrastructure-related capital costs are among the factors driving increased water bills. On average, Wisconsin water utilities increase their rates about every six years.

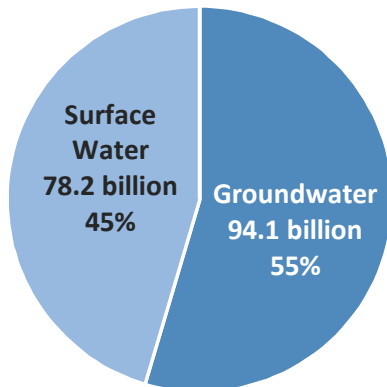
Residential Sales Volume per Customer (statewide average)



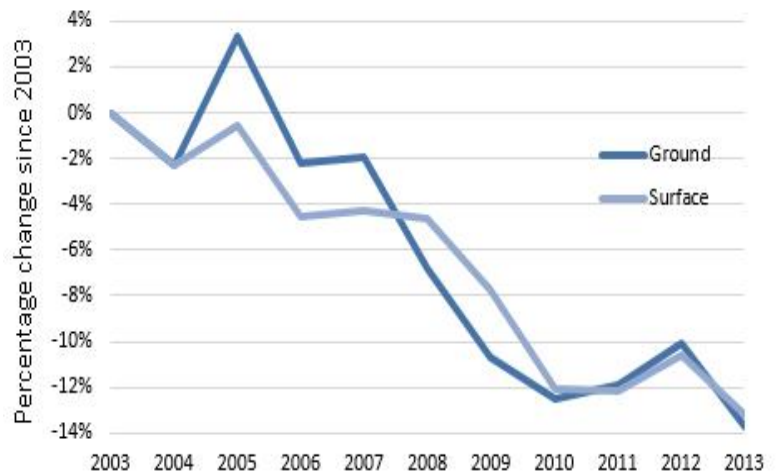
The Public Service Commission regulates the rates and standards of service for all Wisconsin public water utilities. This Fact Sheet was prepared using 2013 annual report data submitted by utilities. For additional information, contact the PSC media line at (608) 266-9600.

Total Volume Pumped in 2013: 172 billion gallons

Source of Water Pumped (2013)

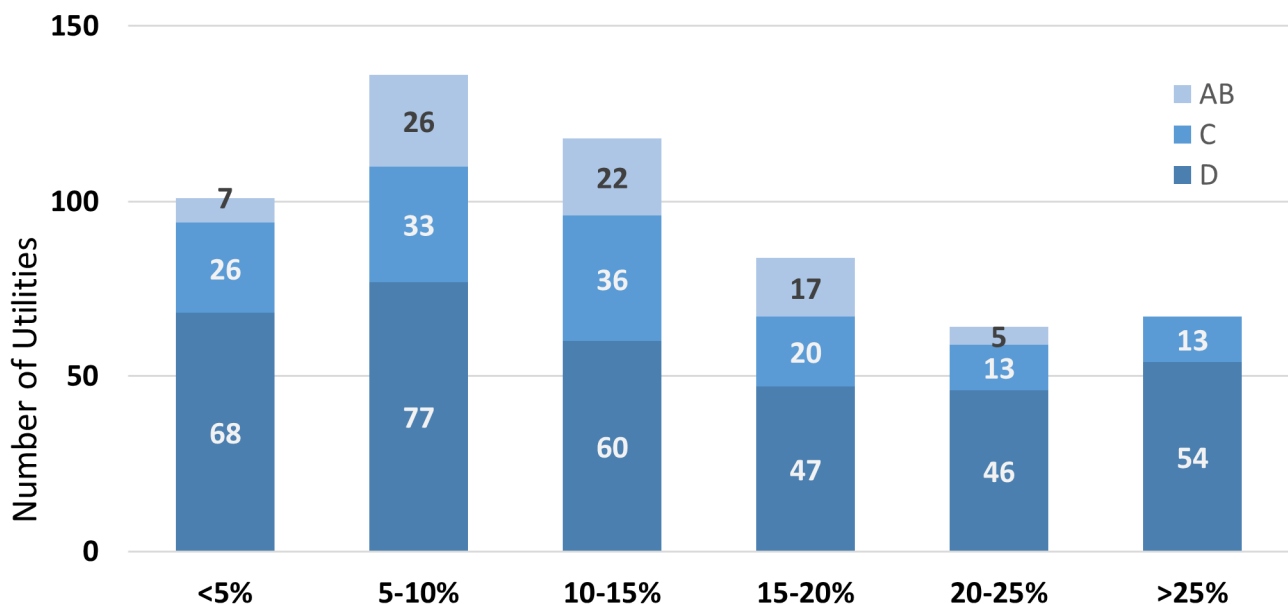


Most Wisconsin utilities rely on groundwater as their primary source of water. In 2013, 521 utilities (89 percent) relied solely on groundwater, while 62 utilities (11 percent) used surface water for some or all of their water supply. All of the surface water utilities are located in the Great Lakes Basin.



Despite an increase of 2.8 percent during the 2012 drought year, there has been an overall downward trend in total volume pumped since 2007. This trend is likely due to a combination of the implementation of water conservation and efficiency programs at the national and local levels and the decline of industries that historically used large volumes of water.

Estimated Water Loss in 2013: 21.8 billion gallons



The term “water loss” encompasses unauthorized consumption, meter inaccuracies, accounting errors, water main leaks, overflows, and theft within a water utility system. In Wisconsin, one of 13 states that monitor water loss according to national standards, it is estimated that water loss accounted for 14% of the state’s water pumped in 2013. This water amounted to 21.8 billion gallons in 2013. This volume was enough to supply water to every residential customer of the 8 largest Wisconsin utilities for the entire year. The associated cost of pumping, treating and distributing this lost water is estimated to be nearly \$11 million. In 2013, 122 utilities exceeded PSC benchmarks for water loss. The PSC assists utilities with planning and implementing conservation programs to reduce water loss and improve efficiency.