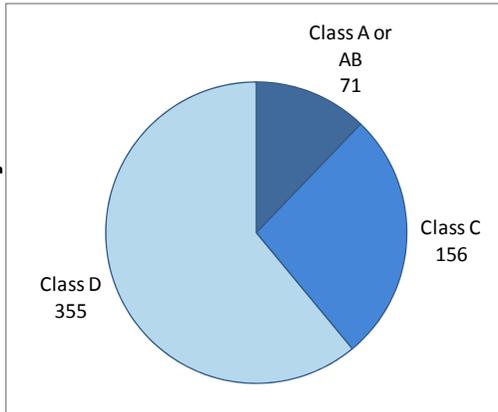


# Public Service Commission of Wisconsin

## 2009 WISCONSIN WATER FACT SHEET

The Public Service Commission (PSC) regulates the rates and standards of service of all Wisconsin public water utilities. This Fact Sheet was prepared by PSC staff using annual report data submitted by utilities for 2008. For additional information, contact the PSC media line at (608) 266-9600.

### Utilities by Class



As of January 1, 2009, the PSC regulated 582 public water utilities in Wisconsin. Most are municipally owned, but seven are private or investor-owned systems. In 2008, two new utilities were created and one system was combined with another utility.

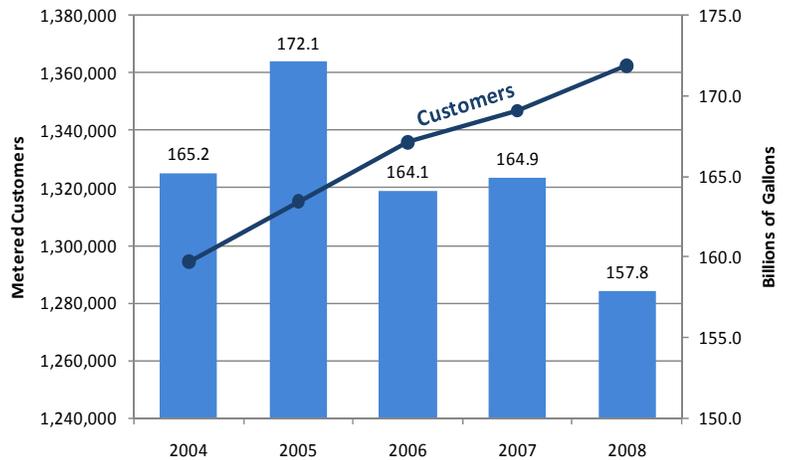
Class AB utilities serve 4,000 or more customers, Class C utilities serve between 1,000 and 4,000 customers, and Class D utilities serve fewer than 1,000 customers.

In 2008, water sales from these 582 utilities totaled nearly 157.8 billion gallons.

Statewide water sales show variability over the past five years, while the number of customers served by water utilities has steadily increased 5.3 percent since 2004.

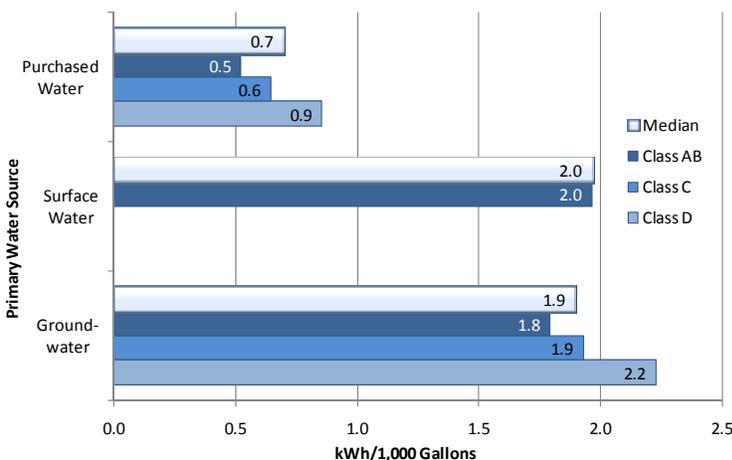
Some of the variability in water consumption can be attributed to weather and economic conditions.

### Total Water Sales and Metered Customers



Excludes sales for resale.

### 2008 Energy Usage at Wisconsin Water Utilities

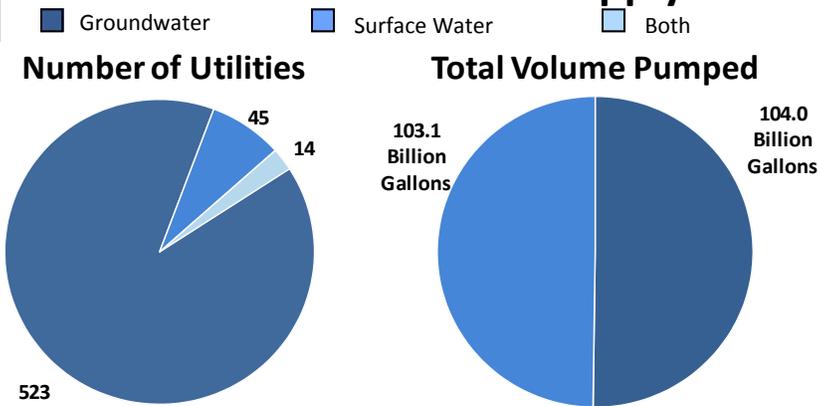


Excludes utilities with significant volumes from multiple sources or zero values.

Pumping and treating water consumes large amounts of energy and the source of water has a direct impact on the amount of energy used. Groundwater is often of higher quality than surface water and thus requires less treatment, but requires large pumps to lift the water from deep aquifers.

Utilities that purchase their water from other utilities (56 utilities in 2008) consume approximately half as much energy as utilities that acquire their water directly from the source.

## Source of Water Supply



Most water utilities rely on groundwater as their source of water supply. However, 59 of the state's 582 utilities, or 10.1 percent, relied on surface waters for all or some of their water supply in 2008. All of the surface water utilities are located in the Great Lakes Basin. By volume, surface water in the Great Lakes Basin supplied 49.8 percent of the total water pumped by Wisconsin water utilities in 2008. This includes sales, water used for utility or other unmetered uses, and water lost through leaks or meter inaccuracies.

Water conservation and efficiency is gaining great momentum across the state. Many utilities are implementing educational outreach initiatives, toilet rebate programs, water sprinkling ordinances, conservation rate structures, and other strategies to reduce water consumption.

The amount of water sold per residential customer has declined 6.7 percent in the past five years, from 60,000 gallons annually in 2004 to 56,000 in 2008.

As of March 2009, the average statewide quarterly cost of water for 18,750 gallons of water was \$73.71 for residential customers. Since 2004, the average cost of water has increased 17.3 percent, which exceeds the rate of inflation. Higher energy and chemical costs, rising capital costs, and the difficulty of obtaining additional water supplies are among the factors that drive these cost increases.

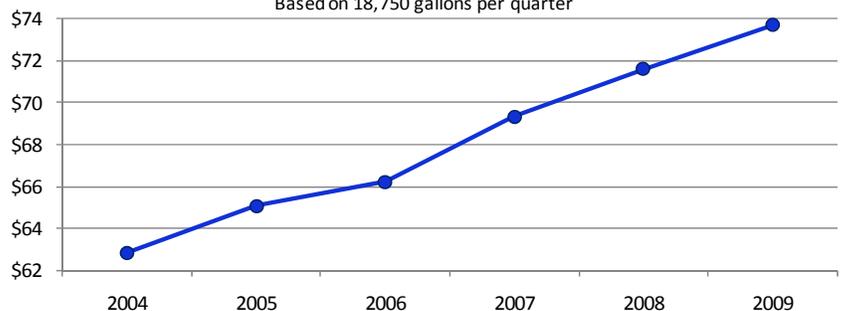
## Sales per Residential Customer (Gallons per Year)

	2004	2005	2006	2007	2008
Statewide Average	60,000	63,000	58,500	58,800	56,000
25th Percentile	39,600	40,600	38,900	38,700	37,100
Median	45,300	46,900	44,500	44,800	42,500
75th Percentile	52,600	54,500	51,500	51,800	49,100

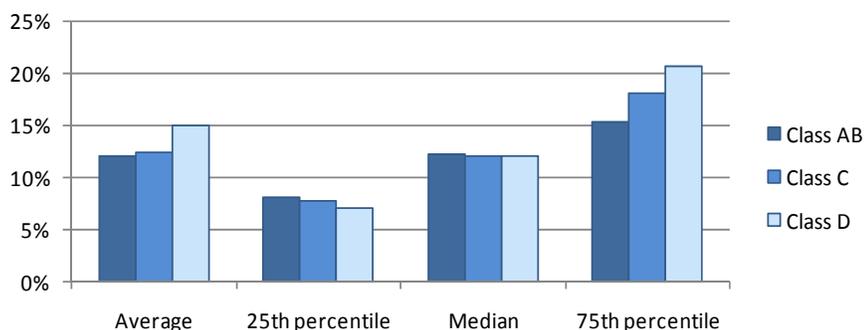
\*The statewide average is calculated by dividing the total number of gallons sold to residential customers by the total number of residential customers for all utilities. The median and quartile statistics are based on the average residential water use calculated for each utility.

## Average Residential Quarterly Water Rates

Based on 18,750 gallons per quarter



## 2008 Estimated Water Losses



Includes leaks and unaccounted for water. Excludes unmetered usage for system maintenance or fire protection.

Estimated water losses includes water lost in the distribution system to infrastructure leaks or breaks, tank overflows, unauthorized usage, and other water not accounted for. Such water loss totaled 24.5 billion gallons in 2008, which is 12.2 percent of the water pumped and treated. Wisconsin statutes require that system losses be kept to a minimum, and maintaining an efficient distributional network is a key component of utility water conservation and efficiency programs.