

# RIVER FALLS MUNICIPAL UTILITIES



## **ELECTRIC UTILITY** - RATE INCREASE INFORMATION

*Quality & Reliability Since 1900*



***Electric Department - Keeping your lights on 24 hours a day, 7 days a week:***

**Journeyman Lineworker Pat, Electric Meter Technician Virgil, Journeyman Lineworker Jeff, Journeyman Lineworker Apprentice Garrett, Lead Journeyman Lineworker Dan, Journeyman Lineworker Apprentice Luke, Lead Journeyman Lineworker Tim, Journeyman Lineworker Logan and Electric Operations Superintendent Wayne**  
***Not pictured: Electric Meter Technician Brian***

# CUSTOMER SERVICE CULTURE

Dear River Falls Municipal Electric Utility Customer,

River Falls Municipal Utility (RFMU) takes great pride in serving our customers and reflecting the values of the community we serve. From following through with strategic planning goals to promoting a Customer Service Culture, we take pride in ensuring that our customers and their electricity needs are a top priority. From infrastructure and innovation to energy efficiency and price sensitivity, we are always considering not only what is best for today, but also for future generations. We also strive to be leaders in the community by working with schools and other non-profit groups, installing the holiday lighting, and actively helping customers achieve energy efficiency. Along with keeping rates stable for almost 2/3 of a generation, we have also been innovators and leaders while maintaining a solid electric infrastructure you can depend on.

## NEW RATES

A rate adjustment for RFMU has been requested, approved, and now directed by the Public Service Commission (PSC) of Wisconsin. The role of the PSC is to oversee and facilitate the efficient and fair provision of quality utility services in Wisconsin. The PSC works to ensure that in the absence of competition, adequate and reasonably priced service is provided to utility customers. RFMU followed the PSC’s oversight and recommendations regarding this increase.

This rate increase is only the second increase in our published rates in almost 20 years; the most recent rate increase of 4% took place in 2008 (12 years ago). With this situation, combined with the fact that cost of equipment, materials, and labor have gone up over the last decade, we would be irresponsible not to fund your utility adequately to maintain the levels of service that you have come to expect. Because we want to continue to ensure a safe, reliable, and customer responsive electric utility, we need to incorporate a rate increase to continue to achieve these goals.

The rate increase will go into effect beginning with your October usage and will appear on your November bill. The rate adjustment covers inflationary increases, operational and maintenance expenses, and other costs associated with maintaining the reliability of your local electric distribution system. The new rate charts are included in this insert.

River Falls Municipal Electric Utility has been your electric Utility for 120 years, and we look forward to serving the community for another century and more.

Sincerely,



Kevin Westhuis  
Utility Director, River Falls



Utility  
Director  
Kevin



Utility  
Administrative Assistant  
Lanae

# NEW PUBLISHED PSC RATES FOR RIVER FALLS

River Falls Municipal Utility  
Docket 5110-ER-105  
Witness: Ben Kaldunski

Type of Service	Present Rates	New Rates
<b>Residential Service Rg-1</b>		
Customer Charge		
Single Phase	\$ 7.00 per month	\$ 12.00 per month
Three Phase	\$ 13.00 per month	\$ 17.00 per month
Energy Charge	\$ 0.0977 per kWh	\$ 0.1110 per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh
<b>Residential Optional Time-of-Day Service Rg-2</b>		
Customer Charge		
Single Phase	\$ 7.00 per month	\$ 12.00 per month
Three Phase	\$ 13.00 per month	\$ 17.00 per month
Energy Charge		
On-Peak kWh	\$ 0.1801 per kWh	\$ 0.1910 per kWh
Off-Peak kWh	\$ 0.0547 per kWh	\$ 0.0660 per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh
<b>General Service Gs-1</b>		
Customer Charge		
Single Phase	\$ 7.00 per month	\$ 14.00 per month
Three Phase	\$ 13.00 per month	\$ 19.00 per month
Energy Charge	\$ 0.0977 per kWh	\$ 0.1110 per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh
<b>General Service Optional Time-of-Day Gs-2</b>		
Customer Charge		
Single Phase	\$ 7.00 per month	\$ 14.00 per month
Three Phase	\$ 13.00 per month	\$ 19.00 per month
Energy Charge		
On-Peak kWh	\$ 0.1801 per kWh	\$ 0.1910 per kWh
Off-Peak kWh	\$ 0.0547 per kWh	\$ 0.0660 per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh

River Falls Municipal Utility  
Docket 5110-ER-105  
Witness: Ben Kaldunski

Type of Service	Present Rates	New Rates
<b>Small Power Service CP-1 (50- kW)</b>		
Customer Charge	\$ 50.00 per month	\$ 50.00 per month
Distribution Demand Charge	\$ 1.50 per kW	\$ 1.50 per kW
Monthly Billed Demand Charge	\$ 7.00 per kW	\$ 8.00 per kW
Energy Charge	\$ 0.0575 per kWh	\$ 0.0695 per kWh
Rate Limiter	\$ - per kWh	\$ - per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh
Primary Voltage Discount		
All Voltage Levels (1)	-2.00% per \$	-2.00% per \$
Transformer Ownership Discount on Distribution Demand		
All Voltage Levels (A)	\$ (0.2500) per kW	\$ (0.2500) per kW
<b>Small Power Optional Time-of-Day Service CP-1 TOU (50- kW)</b>		
Customer Charge	\$ 50.00 per month	\$ 50.00 per month
Distribution Demand Charge	\$ 1.50 per kW	\$ 1.50 per kW
Monthly Billed Demand Charge	\$ 7.00 per kW	\$ 8.00 per kW
Energy Charge		
On-Peak kWh	\$ 0.0632 per kWh	\$ 0.0840 per kWh
Off-Peak kWh	\$ 0.0510 per kWh	\$ 0.0590 per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh
Primary Voltage Discount		
All Voltage Levels (1)	0.00% per \$	-2.00% per \$
Transformer Ownership Discount on Distribution Demand		
All Voltage Levels (A)	\$ - per kW	\$ (0.2500) per kW

## 6.94% OVERALL RATE INCREASE

The increase does vary by rate class.

River Falls Municipal Utility  
Docket 5110-ER-105  
Witness: Ben Kaldunski

Type of Service	Present Rates	New Rates
<b>Large Power Service (Time-of-Day only) CP-2 (200-1000 kW)</b>		
Customer Charge	\$ 175.00 per month	\$ 175.00 per month
Distribution Demand Charge	\$ 2.00 per kW	\$ 2.00 per kW
Monthly Billed Demand Charge	\$ 8.00 per kW	\$ 8.70 per kW
Energy Charge		
On-Peak kWh	\$ 0.0657 per kWh	\$ 0.0805 per kWh
Off-Peak kWh	\$ 0.0400 per kWh	\$ 0.0505 per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh
Primary Voltage Discount		
All Voltage Levels (1)	-2.00% per \$	-2.00% per \$
Transformer Ownership Discount on Distribution Demand		
All Voltage Levels (A)	\$ (0.2500) per kW	\$ (0.2500) per kW
<b>Industrial Power Service CP-3 (&gt;1000 kW)</b>		
Customer Charge	\$ 200.00 per month	\$ 200.00 per month
Distribution Demand Charge	\$ 2.00 per kW	\$ 2.00 per kW
Monthly Billed Demand Charge	\$ 8.50 per kW	\$ 9.20 per kW
Energy Charge		
On-Peak kWh	\$ 0.0610 per kWh	\$ 0.0790 per kWh
Off-Peak kWh	\$ 0.0400 per kWh	\$ 0.0490 per kWh
PCAC	\$ 0.0094 per kWh	\$ - per kWh
Primary Voltage Discount		
All Voltage Levels (1)	-2.00% per \$	-2.00% per \$
Transformer Ownership Discount on Distribution Demand		
All Voltage Levels (A)	\$ (0.2500) per kW	\$ (0.2500) per kW

River Falls Municipal Utility  
ELECTRIC RETAIL REVENUE ALLOCATION  
SUMMARY Docket 5110-ER-105  
Witness: Ben Kaldunski

\*This is the monthly fee plus energy charges. For a more clear comparison, please see the back page of this insert.

RATE CLASS	PERCENT INCREASE
RG-1 Residential Service	9.67%
RG-2 Residential Optional Time-of-Day Service	6.64%
TOTAL RESIDENTIAL	9.66%
GS-1 General Service	6.53%
GS-2 General Service Optional Time-of-Day	3.01%
CP-1 -> GS Small Power to General Service Transfer	0.00%
TOTAL GENERAL SERVICE	6.51%
CP-1 Small Power Service (50- kW)	5.87%
CP-1 TOU Small Power Optional Time-of-Day Service (50- kW)	0.00%
GS -> CP-1 General Service to Small Power Transfer	0.00%
TOTAL SMALL COMMERCIAL & INDUSTRIAL	5.87%
CP-2 Large Power Service (Time-of-Day only) (200-1000 kW)	3.32%
CP-3 Industrial Power Service (>1000 kW)	4.67%
TOTAL LARGE COMMERCIAL & INDUSTRIAL	3.75%
MS-1 Street Lighting Service	11.39%
MS-2 Area Lighting Service	8.15%
MS-3 Parking Lot Lighting Service	0.00%
MS-4 Pathway Lighting Service	3.89%
TOTAL LIGHTING SERVICE	10.87%
TOTAL ELECTRIC RETAIL REVENUE	6.94%

## ELECTRIC RATE INCREASE INFORMATION

