



## PUBLIC NOTICE TO ALL CUSTOMERS OF RIVER FALLS MUNICIPAL ELECTRIC UTILITIES

River Falls Municipal Utilities has filed an application with the Public Service Commission of Wisconsin (PSC) to increase electric rates. The adjustment has been requested in order to cover inflationary increases in operational and maintenance expenses and costs associated with maintaining the reliability of the electric distribution system. The last electric rate increase was approved in September 2020.

The utility is requesting an overall increase above the electric utility's present revenues of 6.01%, or \$974,348. This request is detailed in River Falls's electric rate application submitted to the PSCW on July 25, 2024. After review, Commission staff proposed a revised increase in rates of \$605,729 or 3.73%. The actual change to individual customers will vary with electricity usage, class of service and the ultimate rates authorized by the Commission. If the application is approved by the PSCW, per staff recommendation, the average residential customer using 650 kilowatt-hours (kWh) of electricity per month will see a monthly increase of approximately \$4.92, or 5.43%.

An audiovisual hearing on the application has been scheduled for Wednesday, March 5, 2025, at 10:00 a.m. (CDT). This virtual hearing has no physical location at PSCW's office in Madison, WI. Members of the public may attend at River Falls City Hall, in the Foster room (222 Lewis St., River Falls, WI), or by internet or telephone or listen to the live broadcast on the PSCW's website at <http://psc.wi.gov> under the "PSC Live Broadcast" button.

### **Public Hearing Participation Instructions:**

- Internet: To join by audiovisual internet connection:
1. Go to: Zoom at <https://zoom.us/>
  2. Select: [Join A Meeting](#)
  3. Enter: pschearings (Personal Link Name)
- Telephone: To join by audio-only telephone connection:
1. Dial: +1 312 626 6799
  2. Enter: 809 513 2930 # (Meeting ID)

**PUBLIC COMMENTS.** A person may testify in this proceeding without becoming a party and without attorney representation. A person may submit this testimony in only one of the following ways:

- **In-Person:** Attend the hearing at 222 Lewis St. River Falls, WI 54022 on Wednesday, March 5, 2025 at 10:00 a.m. (CDT) at River Falls City Hall in the Foster room.
- **Web Comment.** Go to the Commission's web site at <http://psc.wi.gov>, click on "File a Comment" button. On the next page, select the "File a comment" link that appears for

docket number 5110-ER-106. Web comments shall be received no later than Friday, March 7, 2025.

- **Oral Comment.** Spoken testimony at the public hearing session. The Administrative Law Judge (ALJ) may receive an oral comment from any member of the public in attendance at the Public Hearing Session. The ALJ will receive an oral comment by unmuting each member of the public connected and inviting that person to comment.
- **Mail Comment.** Send a comment by U.S. mail. All comments submitted by U.S. mail shall be received no later than Friday, March 7, 2025. A mail comment shall include the phrase "Docket 5110-ER-106 Comments" in the heading, and shall be addressed to:

Docket 5110-ER-106 Comments  
Public Service Commission  
P.O. Box 7854, Madison, WI 53707-7854.

The Commission will not accept comments submitted via e-mail or facsimile (fax).

**CONTACT.** Please direct questions about this docket or requests for additional accommodations for persons with a disability to the Commission's docket coordinator, Kaitlin Nye (PSCW) at (608) 266-5621 or email [Kaitlin.nye@wisconsin.gov](mailto:Kaitlin.nye@wisconsin.gov) and refer to the River Falls electric rate application under Docket 5110-ER-106.

River Falls Municipal Utilities  
715-425-0906  
February 2025