



September 2019

Dear RFMU customer,

I am writing to let you know that the River Falls Municipal Utilities (RFMU) has filed an application with the Public Service Commission of Wisconsin (PSC) to amend its electric rates. An adjustment has been requested to cover inflationary increases, operational and maintenance expenses, and costs associated with maintaining the reliability of the local electric distribution system.

The role of the PSC is to oversee and facilitate the efficient and fair provision of quality utility services in Wisconsin. It works to ensure that, in the absence of competition, adequate and reasonably-priced service is provided to utility customers.

We are requesting an overall adjustment of 9.7% or about \$1,319,000. The impact on individual customers will not be known until the PSC issues its response; however, based on an average usage of 695 kilowatt-hours (kWh), the typical residential bill would increase from approximately \$81 to \$91 per month, or about 12%. The adjustment will most likely go into effect in fall/winter 2020.

At RFMU, we have worked hard to keep rates low for our customers, avoiding a rate adjustment since 2008 when a 4% increase was established. As we consider future generations, investments need to be made now in large infrastructure projects including substation rebuilds, updated system electronic communications, cable replacement, and advanced metering. These upgrades ensure that we can provide reliable and safe electricity delivery with high levels of customer service and quick response times well into the future.

RFMU is a world class, locally-owned utility that continues to be recognized statewide and around the country for safety, training, commitment to energy efficiency – and reliability. For example, RFMU's average outage duration in 2018 was 45.4 minutes compared to 3.3 hours nationally!

In addition to providing safe, reliable, and fairly-priced electricity at the best overall value, RFMU also offers products and services that assist our customers in energy conservation, including opportunities to purchase renewable energy.

I am proud of our locally-owned utility, built on a 120-year-old tradition of service – and I hope you are, too. Please feel free to contact me with questions.

Best regards,

A handwritten signature in blue ink that reads 'Kevin Westhuis'.

Kevin Westhuis, Utility Director  
River Falls Municipal Utility  
kwesthuis@rfcity.org, 715-425-0906

*PS: The PSC will conduct a public hearing at locations in River Falls and Madison; a notice of the hearing will be published after a date has been set. For more information about our request for a rate increase, contact the PSC at (608) 266-5481 and refer to the River Falls Municipal Utility electric rate application under Docket 5110-ER-105.*