

AFFIDAVIT OF PUBLICATION

La Crosse Tribune
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State of Florida, County of Orange, ss:

Anjana Bhadoriya, being first duly sworn, deposes and says: That (s)he is a duly authorized signatory of Column Software, PBC and duly authorized agent of Lee Enterprises, publishers of La Crosse Tribune, a newspaper at, La Crosse, for county of La Crosse, in the state of Wisconsin, and that an advertisement of which the annexed is a true copy, taken from said paper, was published, therein on the dates listed below.

PUBLICATION DATES:

July. 21 2026

NOTICE ID: G5RxmndqiESiL4egR8Fe

PUBLISHER ID: COL-WI-102548

NOTICE NAME: PUBLIC NOTICE- WATER UTILITY

Publication Fee: \$160.49

Section: Legals

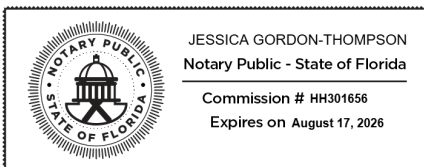
Category: 0001 Wisconsin Legals

Anjana Bhadoriya

(Signed) _____

VERIFICATION

State of Florida
County of Orange



Subscribed in my presence and sworn to before me on this: **07/21/2026**

J. R.

Notary Public

Notarized remotely online using communication technology via Proof.

PUBLIC NOTICE TO ALL CUSTOMERS OF THE LA CROSSE WATER UTILITY

The La Crosse Water Utility (Utility) has filed an application with the Public Service Commission of Wisconsin (PSC) to increase water rates. The PSC regulates the rates and services of all utilities in Wisconsin and may approve, modify, or deny this application after it conducts the hearing described below. The increase is necessary due to a 69.95 percent increase in gross plant investment and a 37.74 percent increase in operating expenses since the last conventional water rate case was completed in 2018.

The total increase in water revenues requested is \$ 3,883,025, which will result in an estimated overall rate increase of 63.45 percent over the water utility's present revenues. If the request is granted, the water bill for an average Residential customer with a 3/4-inch or 1/2-inch meter who uses 1,600 cubic feet of water per quarter will increase from \$53.64 (Avg. \$17.88 per month) to \$88.34 (Avg. \$29.67 per month), or 64.69 percent including the public fire protection charge.

A public hearing on the application has been scheduled for Wednesday, July 29, 2026 at 11:00 a.m. Parties and PSC staff appear by Zoom. Parties and PSC staff may use the telephone connection as a backup or if no adequate internet connection exists. Members of the public participate by Zoom or may use the telephone connection as a backup or if no adequate internet connection exists.

Black River Beach Neighborhood Center
Maplewood North Conference Room
1433 Rose St
La Crosse, WI 54603

Or join Zoom over the internet at: <https://us02web.zoom.us/j/pscheatings>

The PSC intends to livestream and record this hearing on YouTube. A member of the public may observe without participation any hearing session by:

1. Attending any physical location as noticed,
 2. Watching on YouTube at: <https://www.youtube.com/@PSC-WI-Hearings>,
 3. If no adequate internet connection exists, listening by telephone.
- Dial: +1 312 626 6799
 - Enter Meeting ID: 809 513 2930

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:

Web Comment. File a comment on the internet. Go to the PSC's web site at <http://psc.wi.gov>, click the dropdown menu

labeled "Commission Actions." Select the item labeled "File a Public Comment." On the next page select the "File a comment" link that appears for docket number 2920-WR-106. Web comments shall be received no later than Friday, July 31, 2026.

- **Live Comment.** Make a live comment at the hearing. The ALJ may receive live comments from any member of the public in attendance after the close of any party and PSC staff testimony. The ALJ will receive such comments by stating the name of each member of the public connected to the hearing one at a time and asking if they would like 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, July 31, 2026 and shall be addressed to: Attn: Docket 2920-WR-106 Comments, Public Service Commission, P.O. Box 7854, Madison, WI 53707-7854.

To access the documents, schedule, and other information about this docket, go to the PSC's web site at <http://psc.wi.gov>, select the drop-down menu labeled "eServices." Select the item labeled "Docket Search (CMS)." On the next page, enter 2920-WR-106 in the spaces labeled "Docket ID" and select "Search."

If you have any questions, please contact the La Crosse Utilities Office at 608-789-7536.

7/21 LAC
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