



www.stcroixgas.com
 415 S Second St
 River Falls, WI 54022
 (715) 425-6177

JULY 2011

Due Date:
July 25
Monday

Your payment is on time if it is received on the due date by closing time at our payment locations. Mail in time to meet this date or drop your payment at:

River Falls Location:
 Our office, 415 S. 2nd Street.
 Due date deadline: 5 p.m.

Prescott Location:
 First National Bank,
 1151 N. Canton Street.
 Due date deadline:
 lobby - 5 p.m.,
 drive-up window - 6 p.m.

Online bill payers:
 allow 10 business days
 for your payment
 check to reach us.



Ask us about AutoPay for automatic withdrawal from your bank account. No more missed deadlines!



AutoPay knows each bill's due date, and knows the amount of your bill. Paying your gas bill occurs automatically, on time. Bills get paid, you have more time for fun!

Call us to sign up: 715-425-6177.



Does Budget Plan fit you?

Gas bills average about \$740 per year for our residential customers. Bills run around \$200-300 per month in the winter time. Summer bills are around \$10-\$30, depending on whether you use a natural gas water heater.

A typical average monthly bill is about \$62. This would be the monthly Budget Plan payment. You can see that it avoids hitting your wallet the way a normal winter bill would.

Predictable, and never too high to pay on time.
 Why not sign up for the Budget Plan? It's very popular with our customers! And it helps you avoid late charges from bills that are too high to pay on time. Call us and ask what your monthly budget payment would be: 715-425-6177, Monday through Friday, 8 a.m.—5 p.m. We look at your home's actual usage to start your Budget Plan. Budget Plans begin each summer and are re-set twice during the year.

Already a Budget Plan customer? Check your August bill for your new payment amount.

Try AutoPay (automatic payment withdrawal). Many people like to combine it with the Budget Plan.

Bills are available by email if you prefer. Request through our web site: www.stcroixgas.com.



Winner of the \$100 gift card

A River Falls resident won our 2011 Pipeline Awareness gift card drawing. Joel Palmquist's name was drawn from 700 entries.

The entries are postage-paid reply cards found in last May's mailing of our Pipeline Safety Awareness booklet. This booklet fulfills a federal requirement to increase the public's awareness of pipeline safety. Anyone with a St. Croix Gas pipeline running past their property received one. The booklets are also available by request.

The \$100 gift card is redeemable at Holiday gas stations.

**NOTICE TO CUSTOMERS OF
 ST. CROIX VALLEY NATURAL GAS COMPANY, INC.**

St. Croix Valley Natural Gas Company, Inc. filed an application with the Public Service Commission of Wisconsin on February 8, 2011 for authority to increase its natural gas rates. Since the issuance of its last rate order (2005), the Company's cost of operations has increased, including costs associated with government mandated energy efficiency programs. It has, therefore, become necessary to request a rate increase at this time.

The Company is requesting an overall increase in revenues of \$572,700 annually, or approximately 6.75%. The impact of the Company's proposal on a residential customer using 1000 therms annually would average approximately \$4.96 monthly, or \$59.56 per year. Final rates may vary from those proposed by the Company and will be determined by the Commission.

A hearing on the Company's application will be held on Monday, August 29, 2011 at 10:00 a.m. This will be a telephonic hearing conducted at two sites. The Company will provide a room for customer participation at the St. Croix Gas offices at 415 South Second Street, River Falls, Wisconsin. Customers can call the utility at (715) 425-6177 for further details about the location of the hearing room. Public Service Commission staff will participate from the second location, the Public Service Commission Building, 610 N. Whitney Way, Madison, Wisconsin. Both locations are accessible to people in wheelchairs. Questions regarding this matter may be directed to the docket coordinator, Anne Vandervort, at (608) 266-5814 or anne.vandervort@wisconsin.gov.

Our average residential customer uses about 850 therms of natural gas per year, at a cost of about \$740 per year (\$790 if this proposed rate increase is granted in full).