

## **Sample talking points for addressing consumer/media questions**

- Under the Public Utility Code, the company is charged with providing the lowest possible rate for consumers while maintaining safe and reliable service.
- Last base rate increase was (year).
- As required, we have notified consumers through their bills of the proposal.
- The notice included the amount of the proposed rate increase, the proposed effective date of increase and how much more the ratepayer can expect to pay.
- As a public utility under efficient and economical management, we are permitted to earn revenues to maintain the financial stability of the company while covering proper operating expenses.
- In considering the rate increase request, the PUC is required to make decisions that allow utilities to meet all prudent expenses including the cost of borrowing money for improvements that enhance the safety and reliability of the system.