

Missouri American Water Rate Case WR-2008-0311			
Customer Notification Cost Comparison			
	Estimated Print Cost	Postage Cost	Total Cost
PSC Suspension Order - Separate Customer Notifications			
Direct mail post card - three mailings to all Mo. customers -- standard size (4.25" x 6") card			
Public meeting notices customized to customer location	\$21,000	\$92,000	
Evidentiary hearings - not customized - same notice statewide	2,600	\$92,000	
True-up hearings - not customized - same notice statewide	2,600	\$92,000	
Total	\$26,200	\$276,000	\$302,200
Alternative Process -- Consolidated Customer Notification - based on 2007 actual costs	Actual 2007 Print Cost	Actual 2007 Postage Cost	Total Cost
St. Louis County (quarterly billing customers)			
Direct mail -- one 6"x9" post card direct mailed with local public hearing and evidentiary and true up hearings	\$20,575.17	\$104,700	\$125,275.17
All other Missouri monthly billing customers			
Bill inserts -- customized to show local public hearings and evidentiary and true-up hearings	\$2,579.88	\$0	\$2,579.88
Total	\$23,155.05	\$104,700	\$127,855.05
Savings Compared to Separate Customer Notifications Plan			\$174,344.95