

Missouri American Water Rate Case - WR-2007-0216			
Customer Notification Cost Comparison			
	Est. Print Cost	Est. Postage Cost	Total Cost
<b>PSC Suspension Order - Separate Customer Notifications</b>			
Direct mail post card - three mailings to all Missouri customers -- standard size (4.25" x 6") card			
Public meeting notices customized to customer location	\$21,000	\$91,200	
Evidentiary hearings - not customized - same notice statewide	\$18,500	\$91,200	
True Up hearings - not customized - same notice statewide	\$18,500	\$91,200	
<b>Total</b>	<b>\$58,000</b>	<b>\$273,600</b>	<b>\$331,600</b>
<b>Alternative Process -- Consolidated Customer Notification</b>			
St. Louis County (quarterly customers)			
Direct mail -- one 6"x 9" postcard direct mailed with local hearing and evidentiary and true up hearings	\$21,000	\$107,300	
All other Missouri monthly customers			
Bill inserts -- customized to show local public hearings and evidentiary & true up hearings	\$10,000	0	
<b>Total</b>	<b>\$31,000</b>	<b>\$107,300</b>	<b>\$138,300</b>
<b>Savings Compared to Separate Customer Notifications Plan</b>			<b>\$193,300</b>