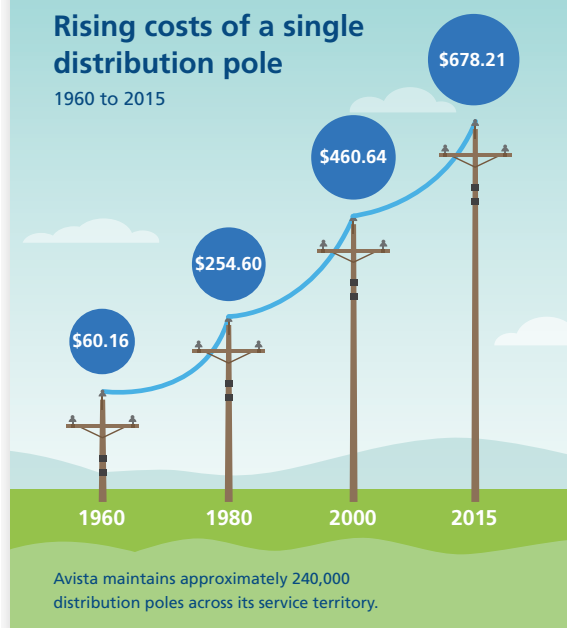


What's really driving energy costs? It's not executive salaries.



Rising costs of a single distribution pole

1960 to 2015



When customers hear that Avista is requesting a rate increase, they want to know why. And while some thoughts turn toward executive compensation, it turns out that the salaries and incentives of our corporate officers combined account for less than one-half of a penny out of every rate dollar. Which means that the average Avista customer pays around 47¢ a month for some of the best talent in the industry. (A portion of executive compensation is paid by shareholders, and the portion paid by customers is reviewed by state regulators.)

So what does your utility bill actually cover? While details around expenses, earnings, rates, and compensation can be complex (particularly with a regulated utility), about 50 percent of your bill pays for the generation of the electricity you use – the actual cost of turning water, gas, or wind into power. The remaining 50 percent covers the costs to safely and reliably deliver that energy to your home or business.

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