Just how much water rates increase in La Crosse is nothing that's set in stone. Not quite yet. The city council has approved a request to increase rates in the city by about 30 percent for the average home user. State regulators could make that lower. Even higher. And could act soon, causing rates to change by June or July and just in time for the height of lawn watering season, acknowledges city water utility manager, Mark Johnson. A public hearing on the rate request will be held before the new water rates are set.