A planned water increase in La Crosse won't be the same for everyone. The city's water utility is looking for a boost in rates. Something that would average about five bucks a month for a normal home water user. That's a 30 percent increase. Pretty big, agrees Water utility manager Mark Johnson, but understandable when you consider his utility hasn't seen a rate increase for nine years. If the new rates are approved, Johnson says, some water customers will pay more than others. One city council committee this week has agreed to the rate increase request. The full council votes on the request next week. State regulators also have to weigh in.