



**Madison  
Water Utility**

2024  
**ANNUAL  
REPORT**

**Madison Water Utility**

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This reporting period covers 2024 financial statements (unaudited), 2024 water quality monitoring, and 2024 projects, events, operations, and Utility accomplishments.

Section 13.01(3) of the Madison General Ordinances establishes the duty of the Madison Water Utility Board to *“issue an annual report that shall be made available to the Common Council.”*

Madison Water Utility Board of Governance

The Madison Water Utility Board is described by Wisconsin state statute and the City of Madison ordinance. The Board is charged with authority for managing and operating Madison Water Utility under the general direction of the Common Council.

The board is made up of eight voting members (eight in 2024) appointed by the Mayor and confirmed by the Common Council. The Director of Madison and Dane County Public Health (or their designee) is an ex officio, non-voting member. The Board has adopted policies that define the benefits Madison Water Utility provides to the residents of Madison, establish financial and ethical boundaries, and describe how the Board carries out its own tasks. Board meetings are public and generally held on the fourth Tuesday of every month.

Madison Water Utility Board

Patrick E. Delmore, PhD. – <i>President</i>	Alder Regina Vidaver
Debra R. Simon – <i>Vice President</i>	Eric Callisto
Robert J. Abrahamian – <i>Secretary</i>	Curtis Witynski
Alder Amani Latimer Buriss	Ronesha Strozier – <i>ex officio</i>

History of Madison Water Utility

Founded as a public utility in 1882, Madison Water Utility is proud to bring safe, high-quality water to more than 270,000 people across the Madison area. Madison Water Utility has always been a groundwater system, despite being surrounded by lakes; a deep, high-quality aquifer beneath the city is the source of our drinking water supply.

Madison Water Utility’s Mission

We are entrusted by the people of Madison to supply high quality water for consumption and fire protection at a reasonable cost, while conserving and protecting our ground water resource for present and future generations.

System Overview

**24 Million**  
Gallons of water  
delivered daily

**270K+**  
People served in  
the Madison area


**20**  
Drinking water wells  
operating in our system

**~0.5¢**  
Average cost per gallon  
of water delivered


**925**  
Miles of water  
pipeline maintained

**100%**  
of drinking water comes  
from underground aquifer


Fiscal Year 2024 in Review




**\$58.6 Million**  
Adopted  
Operating Budget



**\$17.5 Million**  
Adopted Capital  
Budget



**\$56.6 Million**  
Revenue from  
Water Sales



**\$314.5 Million**  
Value of Capital  
Assets in System

REVENUE		\$
Water Sales		55,574,220
Investment Income		2,192,829
Water Tower Revenue		392,600
Other Operating Revenue		676,258
Other Non-Operating Revenue		141,864
TOTAL:		\$58,977,771

EXPENDITURES		\$
Investment in Infrastructure		12,477,851
Operations & Maintenance		18,994,894
Principal & Interest		25,889,270
PILOT (Payment in-lieu of Taxes)		6,626,591
Reserves		(5,010,606)
TOTAL:		\$58,977,771

How is Each Rate Dollar Used?

**44¢**  
Debt Service  
(Principal and interest)

**32¢**  
Operating Expenses  
(Facilities, Vehicles, Security)

**11¢**  
PILOT  
(Payment to City)

**13¢**  
Infrastructure  
& Reserves

Upholding High Water Quality\*

Madison's drinking water is closely regulated by both the EPA and DNR. Our testing experts conduct more than a thousand tests every month to continuously monitor water quality and safety.

Madison's drinking water more than meets all strict Federal and State drinking water standards.

Madison Water Utility routinely monitors drinking water quality for well-studied and emerging contaminants by conducting more than 30,000 chemical and bacterial tests combined.

PFAS

None of the up to 30 PFAS tested were found at ten of the twenty wells tested. PFAS were not found at Wells 12, 17, 19, 20, 24, 25, 28, 29, 30, or 31.

Lead

Our water supply does not contain significant amounts of naturally occurring lead or copper.

Salt

Road salt application likely contributes to elevated sodium levels found at multiple wells.

30,921  
Drinking water quality tests  
conducted in 2024

27,535  
Chemical Tests

3,386  
Bacterial Tests

30,921  
Total water quality tests

Key Capital Investments



**Municipal Well 15**  
PFAS Treatment Project

Design of PFAS treatment facility at Well 15 to remove PFAS, PCE and TCE.


Total project costs (estimate)\*: \$5.9M



**Municipal Well 19**  
Well Treatment Project

Treatment facility at Well 19 to remove iron, manganese, and radium.

Total project costs (estimate)\*: \$9.3 M



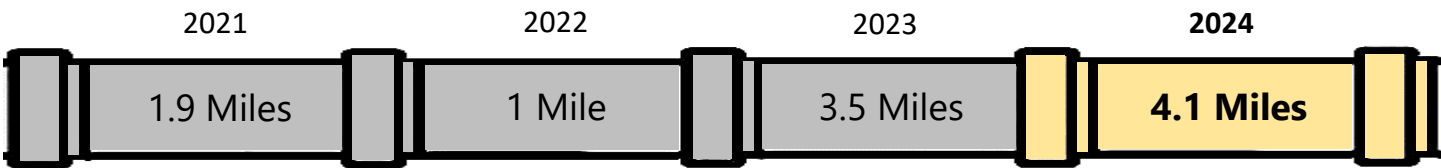
**Water Main Rehabilitation**

Tech used to rehabilitate aging water mains back to full structural strength.

Total projects cost: \$1.2M

Pipeline Replacements/Rehabilitations Completed

Madison was the first city in WI to rehabilitate aging water mains using the Cured-In-Place Pipe (CIPP) relining method; this is a cost-effective technique used to rehabilitate aging water mains back to full structural strength.



\*Total project costs; not all allocated to 2024

Customer Service

30,521

Calls fielded by  
Customer Service  
Representatives



519,543

Payments made  
using online bill  
pay system



968

Rebates availed  
through Toilet  
Rebate Program



748\*

Households aided  
through Project Home  
(\*Total through 2024)



Community Outreach & Engagement

Preserving water supply for future generations is key to our mission at Madison Water Utility but can only be achieved if the community shares that same goal. MWU is committed to educating and engaging our community. Our [Community Advisory Process](#) is utilized to keep the community informed and involved.

Outreach & Engagement

Water Wagon

A fun, mobile station that serves up clean, cool, refreshing water at community events across the city during the warm weather months.

Water Facility Tours

The Utility offers facility tours to various schools (elementary through graduate school), and other interested community groups throughout the year.



Programs & Partnerships

Madison Customer Assistance Program (MadCAP)

MadCAP assists income-eligible households by providing up to a \$30 monthly credit (discount) on their Municipal Services Bill.

Toilet Rebate Program

MWU offers bill credits of up to \$100 to customers who replace their toilets with EPA WaterSense-rated models. The program is a key part of Madison Water Utility's sustainability initiative to protect the deep-well aquifer.

Home Water Conservation Program

Provides water improvements at the homes of income-eligible customers.