

Quality and Reliability since 1882

**Madison
Water
Utility**



Water Conservation

Protecting what's important

Why conserve?

For today and tomorrow: Protecting our water resources can save energy and costs today. We can also protect a valuable resource for generations to come

- *What can be done by the Madison Water Utility?* Promote/reward efficient appliances and fixtures, use more pervious surfaces, provide price incentives, revise pricing structure, offer rebates, promote improved irrigation technology, public campaigns to reward entities that lower their water use
- *What are your Madison neighbors doing to conserve water?* Using low flow toilets and other low-water-use appliances, installing efficient shower heads, planting prairie landscaping with native plants, using rain barrels for watering your garden, installing rain gardens

What is the Citizen's Advisory Panel advice for Future Conservation Efforts?

- **Reduce per capita** residential water consumption by 20% by the year 2020 as per the existing Madison Water Utility Conservation Plan.
- **Provide customers** with "real time" consumption data so people can make better decisions for their personal water use.
- **Recommend exploring** expansion of rewarding water efficient appliances and homes, thus expanding the existing toilet rebate program.
- **Seek to balance** water and energy conservation goals associated with outdoor water conservation with competing benefits of efficient outdoor irrigation (e.g. domestic food production/gardening, growing urban agriculture movement, aesthetics, and other quality of life measures.)

For more project information,
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www.cityofmadison.com/water/plans/eastWaterSupply.cfm

