

Outcomes Policies

Expected organizational performance desired by owners, framed in terms of benefits, recipients of those benefits, and their relative worth in cost or priority.

Water Utility Board Policy			
Title:	Global Outcomes Policy		
Policy Number:	O - 1	Adopted:	May 24, 2011
Category:	Outcomes	Revision #/Date:	

Madison Water Utility consumers receive an adequate quantity of high quality water for consumption and fire protection at a reasonable financial and environmental cost.

Water Utility Board Policy	
Title:	Water Quantity
Policy Number: O-2A	Adopted: May 24, 2011
Category: Outcomes	Revision #/Date:

Current and future customers will receive water that meets or exceeds industry-accepted levels of service for fire protection and pressure.

This includes:

1. Water delivered to hydrants at proper flow rates for fire protection.
2. Water delivered to the customer tap at a pressure that meets industry-accepted low, high, and emergency operation criteria.
3. Water used for outdoor irrigation under drought-free conditions.

Water Utility Board Policy			
Title:	Water Quality		
Policy Number:	O-2B	Adopted:	May 24, 2011
Category:	Outcomes	Revision #/Date:	2/ July 22, 2014

Madison Water Utility consumers will receive high quality water that meets or is better than all primary and secondary drinking water standards, including their public notification requirements, and complies with board-adopted water quality goals, incorporated by attachment.

The Madison Water Utility recognizes that drinking water standards are subject to revision and that new compounds of concern will be determined. This dynamic is a result of health studies being conducted by health organizations and government agencies on the state, national and international level. The technology to quantify compounds at increasingly minute levels is constantly improving.

The Madison Water Utility shall maintain and promulgate a Watch List of compounds of concern by unit well of compounds that are increasing and may approach the primary and secondary drinking water standards. The Watch List shall identify which wells require action.

Please refer to the following Procedural Guidelines:

- [GUIDE 4: Board of Health for Madison and Dane County Fluoridation Policy](#)
- [GUIDE 8: Executive Summary of Water Quality Treatment Policies](#)

Water Utility Board Policy	
Title:	Reliability
Policy Number:	O-2C
Category:	Outcomes
Adopted:	May 24, 2011
Revision #/Date:	

Madison residents will receive water which is consistent in its availability and quality.

Accordingly,

1. Residents will experience minimal unplanned service interruptions.
2. Residents will receive adequate notice of planned service interruptions.
3. Residents will receive adequate notice of planned maintenance work that would significantly reduce water flow or pressure, and/or cause water discoloration.

Water Utility Board Policy			
Title:	Affordability		
Policy Number:	O-2D	Adopted:	May 24, 2011
Category:	Outcomes	Revision #/Date:	3/May 28, 2019

Madison Water Utility customers will pay an affordable rate for water, including the financing of necessary replacement of water distribution plant and improvements to water treatment.

With a goal of maintaining affordable water rates and funding necessary improvements to the water supply system, Madison Water Utility shall:

1. Maintain its water rates between the 25th and 75th percentile for Class AB utilities (those serving 4,000 customers or more) in Wisconsin.
2. Apply for a necessary rate increase (subject to the adopted City of Madison Budget) that does not exceed an annualized rate of 9% per year. "Annualized rate increase" is defined as the increase beginning from the time when the last rate increase was fully effective to the estimated date the applied-for rate increase is anticipated to become fully effective, apportioned annually.
3. Generate its authorized return on rate base consumption (defined as per F-23 of the Utility's Annual Report to the PSCW). This sets a reasonable return on investment as determined by an outside party, the PSCW. The allowable return on investment is comparable to that of other publically and privately owned utilities in Wisconsin. By maximizing this return, the utility will have revenue necessary and reasonable for reinvestment in system improvements, and operations and maintenance expenses.
4. Prepare to file a rate case every two years.

Water Utility Board Policy			
Title:	Sustainability		
Policy Number:	O-2E	Adopted:	August 23, 2011
Category:	Outcomes	Revision #/Date:	2/ January, 31, 2017

Madison residents will benefit from a sustainably managed ground water supply to ensure that water is available to protect public health, and to maintain and improve the economy and environment in Madison, now and in the future. Sustainability encompasses many aspects of Utility operations, including the environmental benefits of reducing energy use, preserving groundwater levels, and sustaining flows in lakes, streams, and springs. The financial sustainability of the Water Utility is also a significant consideration: future generations of Utility customers, while benefitting from infrastructure renewal, will bear the cost of incurring long-term debt.

Accordingly,

1. Aquifers and wells will be monitored and the data evaluated to identify trends in water levels and potential contaminants.
2. Appropriate city, county, state and federal agencies will be called upon to enforce all pollution control and prevention measures within their authority, in order to protect water quality in the well head protection area of each unit well.
3. The adopted Conservation Plan shall be monitored and evaluated regarding progress to fulfill its goals. Plan goals should include reductions in energy use, avoiding the cost of additional wells, and minimizing complications related to over-pumping the groundwater system.
4. Water conservation shall be increased, or the water supply system shall be expanded so that the pumpage from individual unit wells shall not exceed 50% of the annual rated capacity of the unit well.
5. The Utility shall track the carbon footprint of Utility operations using quantitative tools (for example, energy intensity analysis) so that sustainability may be considered in planning for water treatment facilities, distribution system improvements, and other infrastructure projects.
6. Water rates will complement economic growth in Madison (as stated in [O-2D](#)).