

## SUMMARY OF CONSERVATION GOALS

The following list is a summary of recommendations put forth in this plan. The goals within each category are listed in order of suggested priority.

<i>Objective: Maintain Current Pumping Levels</i>				
	<b>Recommendations</b>	<b>Implementation</b>	<b>Timeline</b>	<b>Cost</b>
<b>RESIDENTIAL</b>	<b>Reduce per capita water use by 20% by year 2020.</b>	Concerted effort by customers, Water Board, Common Council, & Water Utility Staff	2020	
	<p><b>Establish a toilet rebate program.</b></p> <p>Using the figures of the AWWA, Table 1, high efficiency toilets could reduce the daily water use by 10.3 gallons per capita or about 2,301,000 gallons per day or about the output of one well. This represents two-thirds of goal to reduce residential water use by 20% by 2020.</p> <p>A rebate of \$100 per dwelling unit is considered a sufficient inducement to encourage the replacement of existing fixtures with high efficiency toilets. It is estimated that the total cost to the customer, using a licensed plumber would be approximately \$350 per fixture. It is anticipated that a number of residents would undertake the work themselves.</p> <p>The sum of \$250,000 representing 2,500 toilet replacements per year at \$100 per dwelling unit has been requested as a part of the annual rate structure. This rebate program would be administered in much the same manner as the Water Utility's successful lead service replacement program, which is drawing to a close. As in the lead service replacement program, the Water Utility proposes to partner with the plumbing construction firms to undertake the work.</p> <p>Consideration will be given to the aspect of recycling the metal from the replaced toilets. The ceramic portion of the fixtures may not lend itself to recycling.</p> <p>Other communities have adopted more ambitious rebate programs including rebates for dishwaters and washing machines. However, the actual reduction of water consumption is harder to document than toilets and not affordable for the Madison Water Utility, at this time.</p>	Water Utility Staff with Assistance from the Recycling Coordinator of the Street Division.	October 2008 (Subject to Rate Structure Approval)	\$250,000 annually

<p><b>Provide customers with current consumption data</b></p> <p>The Madison Water Utility issues its bills twice per year to its customers. This does pose a challenge to customers who wish to monitor their water use. However, each customer does have a remote register that measures water use. Generally these registers are located on the side of the dwelling unit and measure consumption in cubic feet.</p> <p>This initiative would provide instruction to customers to track their water use on a monthly basis. Each customer will be mailed a card stock form, which can be used to determine their water use and convert the usage to gallons. In addition, a digital water use tabulator shall be developed so that the customer can load their usage on their computer along with the date and number of residents. The water use tabulator can calculate usage and compare that usage with typical customers.</p> <p>The estimated cost should be on the magnitude of \$10,000, with programming. An additional \$15,000 would have to be expended for public information.</p>	<p>Water Utility Staff with Vendor Programming Assistance.</p>	<p>January 2009</p>	<p>\$25,000</p>
<p><b>Enact inclining rate structure</b></p> <p>A modest rate structure has been proposed to the PSC (Wisconsin Public Service Commission). The rate request was 18%, reflective of the Utility's straitened financial situation. The concept of the proposed inclining rate structure was a rate structure for:</p> <ol style="list-style-type: none"> <li>1. The lowest 20<sup>th</sup> percentile of usage at 61 gallons per day.</li> <li>2. A Conserving Level at 148 gallons per day.</li> <li>3. A median level at 184 gallons per day.</li> <li>4. The 80th percentile at 225 gallons per day.</li> </ol> <p>A more aggressive rate structure may be proposed at such time as more frequent bills can be issued or that customers are able to tract their usage with practice.</p>	<p>Water Utility Staff and Wisconsin Public Service Commission</p>	<p>October 2008 (Subject to Rate Structure Approval.)</p>	
<p><b>Investigate the Conversion of Water Meters to Provide for Quarterly Billing and the Potential of Monthly Billing</b></p> <p>(To make a switch from semi-annual to quarterly billing using a non-AMR system would be \$417,000 in semi-annual <u>operating</u> costs.)</p>	<p>Water Utility Staff</p>	<p>2011</p>	<p>Capital cost of \$5,370,000 in 2010, \$5,370,000 in 2011.</p>