

Water Utility Board Policy	
Title:	Water Quality
Policy Number:	O-2B
Adopted:	May 24, 2011
Category:	Outcomes
Revision #/Date:	1-2/ October 25, 2011

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 2: Policy on Testing for Pharmaceuticals and Endocrine Disrupting Compounds](#)
- [GUIDE 3: Resolution to Establish Water Quality and Treatment Policies for Iron and Manganese](#)
- [GUIDE 4: Board of Health for Madison and Dane County Fluoridation Policy](#)

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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.

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Water Utility Board Policy

Title: Affordability	
Policy Number: O-2D	Adopted: May 24, 2011
Category: Outcomes	Revision #/Date: 12/Nov 26, 2013

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.

~~The utility has embarked on a plan to replace plant that has reached the end of its useful life. As a result, both the utility's cost of debt service and its Payment In Lieu of Taxes (PILOT) to the City of Madison has become the largest cost centers within the utility's annual operating budget. In addition, the utility has begun to install water treatment facilities to address problems with iron, manganese and volatile organic compounds (VOCs) at affected unit wells.~~

~~The replacement of aged plant and the addition of water treatment facilities have received the support of the City of Madison and the customers of the Utility.~~

~~Unlike other city utilities and enterprises, the utility needs to apply for its rate increases to the Public Service Commission of Wisconsin (PSCW). This requires considerable preparation on the part of utility staff and the duration of several months. Unlike most government entities, water rate increases are not done each year. In order to better inform the customer regarding increased costs, it is preferable to annualize a rate increase so that customers can compare the utility's costs to other government and utility costs.~~

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. Petition for water rates that will complement economic growth in Madison.

Water Utility Board Policy

Title: Sustainability	
Policy Number: O-2E	Adopted: August 23, 2011
Category: Outcomes	Revision #/Date:

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.

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 the goal of a reduction per capita residential use of water by 20% by 2020, which is 58 gallons/capita/day. (Residential is defined as single family and duplex dwellings.)
4. 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. Water rates will complement economic growth in Madison (as stated in [O-2D](#)).

Comment [w1]: No goals are set for multi-family, commercial, or industrial use.
Refer to proper rate classes.