

Draft Secondary Outcomes Policy Operational Resiliency

Using industry-accepted norms, the Madison Water Utility will protect its owners from business risks that threaten system viability.

Accordingly, the Madison Water Utility will:

- Develop and maintain employee and public safety programs as mandated by the State of Wisconsin and the federal government.
- Develop and maintain emergency response plans and vulnerability assessments as mandated by the State of Wisconsin and the federal government.
- Provide adequate redundancy of system components to assure delivery of water during emergency situations.
- Maintain adequate insurance coverage.
- Maintain a positive public perception and build a strong public reputation.

Monitor utility achievement of these annually.

(We've considered legal and financial risks in deriving the above.)

Draft Secondary Outcomes Policy Water Resource Adequacy

The Madison Water Utility will:

- Not cause further drawdown of the aquifer because of excessive pumping.
- Participate in activities to develop and monitor a regional aquifer management plan.
- Not cause the drying-up of any surface water feature.
- Ensure the aquifer is the same in 2030 as in 2010.
- Ensure a public policy environment exists that preserves the aquifer.

Draft Secondary Outcomes Policy Financial Viability

The Madison Water Utility will be financially viable over the short term and long term, and provide its services at a reasonable cost to its customers.

Accordingly, the Madison Water Utility will:

- Charge a rate that is consistent with peer-group groundwater systems in Wisconsin and the United States.
- Charge a rate sufficient to cover true costs of infrastructure replacement and repair, using nationally-accepted life-cycle cost analysis procedures.
- Have a rate structure that encourages water conservation.
- Maintain unrestricted operating and rate stabilization reserves to sustain operations during times of revenue fluctuation.
- Maintain industry-accepted debt ratio and debt service coverage.
- Annually produce a 10-year projection of revenues, capital expenses, and operating expenses.

Draft Secondary Outcomes Policy Customer Satisfaction

The Madison Water Utility provides reliable, responsive, and affordable services to meet customers' expectations for quality of product and delivery of service.

Accordingly, the Madison Water Utility will:

- Minimize unplanned service interruptions.
- The water comes out of the tap, it is clear and tastes good.
- Overall customer complaints reach/stay at a defined level.
- Customer survey at regular intervals.
- Develop methods to communicate and gather/incorporate feedback about short-term and long-term Madison Water Utility maintenance and improvement activities or events.