



**Madison
Water Utility**



**2018-2019
ANNUAL REPORT**

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Cover photo: 3rd Graders from Lincoln Elementary School participate in a “Water Walk” for Imagine a Day Without Water on October 23, 2019. They carried 53 gallons of water from their school to a Madison Water Utility well on Park St. This is the amount of water one person in Madison uses in a single day.

Date issued: *insert date*

This reporting period includes audited 2018 financial statements, 2019 Water Quality monitoring, and 2018-2019 projects, events, and operations.

INTRODUCTION

Purpose

Section 13.01(3) of the Madison General Ordinances establishes the duty of the Madison Water Utility Board to “issue an annual report that shall be made available to the Common Council.”

Mission Statement

We are entrusted by the people of Madison to supply high quality water for consumption and fire protection at a reasonable cost, while conserving and protecting our ground water resources for present and future generations.

History of the Madison Water Utility

Founded as a public utility in 1882, Madison Water Utility (MWU) is proud to bring safe, high-quality water to more than 250,000 people across Madison, Shorewood Hills, Blooming Grove, Maple Bluff, parts of Fitchburg, the Town of Madison, and the Town of Burke. MWU has always been a groundwater system in spite of being surrounded by lakes. A deep, high-quality aquifer beneath Madison is the source of our water supply.

MWU has 23 active deep wells, 33 reservoirs, and 895 miles of water main. It is a public water system owned and operated by the City of Madison and governed by the Water Utility Board under General Manager leadership. Like other water utilities in the state, the Public Service Commission of Wisconsin regulates the utility in matters of rates, rules and levels of service. Its operations and infrastructure projects are funded by water rates, not property taxes.

Water Utility Board Governance

The [Water Utility Board](#) is described by state statute and city ordinance. The board is charged with authority for managing and operating MWU under the general direction of the Common Council. It is made up of seven voting members appointed by the Mayor and confirmed by the Common Council. The Director of Public Health (or his/her designee) is an ex officio member.

The Water Utility Board has adopted policies that define the benefits MWU provides to the residents of Madison, establish financial and ethical boundaries, and describe how the board carries out its own tasks. Board meetings are open to the public and generally held on the fourth Tuesday of every month.

Madison Water Utility Board Members

OFFICERS

- *President:* Eugene McLinn
National Sediment Market Leader, Burns & McDonnell
- *Vice President:* Patrick Delmore, Ph.D.
Instructor, Edgewood College School of Education
- *Secretary:* Debra Simon
Retired Budget and Audit Manager, City of Madison

ALDER BOARD MEMBERS

- Marsha Rummel, District 6
- Michael Tierney, District 16

CITIZEN MEMBERS

- Lauren Cnare
Executive Director, Three Gaits, Inc.
- Michael Dailey
Retired Deputy City Engineer, City of Madison

PUBLIC HEALTH APPOINTMENT (EX OFFICIO MEMBER)

- Doug Voegeli
Director of Environmental Health, Public Health of Madison and Dane County

PAST BOARD MEMBERS WHO SERVED DURING THIS REPORTING PERIOD (2018-2019)

Ald. David Ahrens, Ald. Arvina Martin, Bruce Mayer

Madison Water Utility Senior Leadership Team

- Tom Heikkinen, General Manager
- Al Larson, Assistant General Manager & Chief Engineer
- Joe DeMorett, Water Supply Manager
- Joseph Grande, Water Quality Manager
- Dan Rodefled, Operations Manager
- Amy Barrilleaux, Public Information Officer

PROJECTS

Current and Upcoming Projects

Madison's water infrastructure plays a crucial role in our city's public health, safety and economic well-being. Though most of it is out of sight—and often out of mind—a failure to invest in our water infrastructure could lead to disruptions in service, inadequate fire protection, and significant and costly damage to roads, homes, and businesses.

MWU invites residents to become active in the development of our projects through participation in our [Citizen Advisory Process](#) (CAP). Through this participatory process, MWU receives valuable input and feedback which helps produce high quality projects that meet and exceed public expectations.

Water Main Projects

It is estimated that about 300 miles of the city's 900 miles of [water mains](#) are deteriorating and in need of replacement. At an approximate cost of \$1.5 million per mile, replacing water mains is a significant and growing expense. However, a failure to take care of this infrastructure would lead to increased main breaks, disruptions in service, and significant and costly roadway and property damage. MWU has been ramping up main replacements for the last decade, focusing on the pipes with the highest failure rates—generally those that were installed during the post-WWII boom era.

Most of MWU's water main replacements are completed in conjunction with larger street reconstruction projects. In accordance with industry best practices, the old pipe is replaced with modern cement-lined ductile iron pipe, wrapped with plastic sheeting to protect against corrosion. Today's pipe installations are expected to last 100+ years. In some cases, it is possible to reduce digging and save money by creating a new pipe within the old one using the latest lining technology. MWU was the first water utility in Wisconsin to use this technology.

Projects in 2018 included over 6 miles of water main replacement, including a 2-mile \$3.6 million replacement project on Monroe street. In 2019, MWU replaced 4 miles of main and installed 6.5 miles of new main.

CANNONBALL WATER PIPELINE

The final segment of the 10-year Cannonball Water Pipeline project was completed in the spring of 2020. Madison Water Utility has spent \$5.7 million to build this 5-mile transmission water main, the utility's biggest high-capacity pipeline project in at least 20 years. The main essentially runs under the Cannonball Bike Path from the Verona Rd./Beltline interchange, along Dunn's Marsh, the Arboretum, and Arbor Hills Neighborhood, then under the Beltline back up to the Fish Hatchery Rd./Park St. corridor. It provides a way to move water across two large sections of

the city, providing additional fire protection and a backup in case of mechanical and other supply failures in one section.



A SECTION OF THE CANNONBALL WATER PIPELINE IS INSTALLED IN SOUTH MADISON, FALL 2019

Well 31

A [new well](#) and reservoir was constructed to improve firefighting capacity and system reliability to the southeast part of the city. A site on Tradewinds Parkway was selected, and the well was drilled in 2013. Construction of a \$1.6 million ground storage reservoir with a capacity of 1.5 million gallons began in 2015 and was completed in 2016. Construction of the well and iron and manganese filter building (which cost \$5.9 million) began in the spring of 2017 and was completed in 2018.



WELL 31 ON TRADEWINDS PARKWAY

Well 31 is MWU’s first new well in 12 years, the longest the utility has ever gone without building a new well.

Blackhawk Water Tower

A [new 1 million gallon water tower](#) near the intersection of Pioneer and Old Sauk Road was constructed improve emergency water supply, fire protection, and system reliability on Madison’s far west side. It is a composite-style water tower with a poured concrete base topped with a steel tank. Construction began in 2017 and the tower went into service on December 4, 2018. The project was completed in 2019 with ancillary work within the structure and landscaping, paving, and final grading on the site.



A CRANE LIFTS A SECTION OF THE STEEL ROOF INTO PLACE AT THE TOP OF BLACKHAWK WATER TOWER.

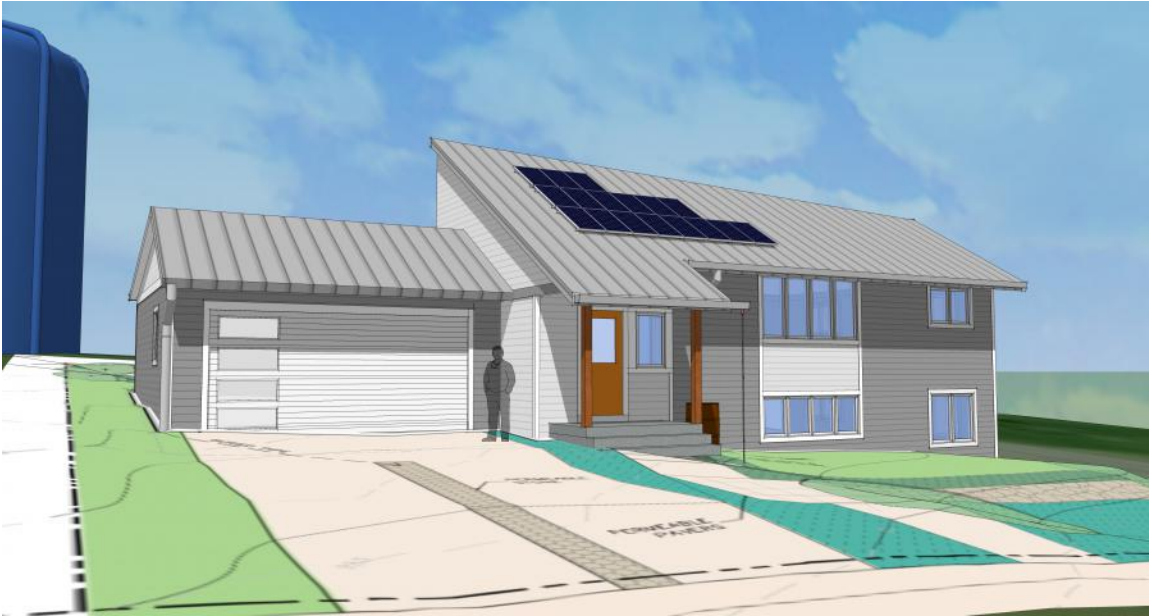
The land for this site is in the Town of Middleton and was annexed to the City of Madison as part of this project. Current planning agreements between the Town of Middleton, City of Verona, and City of Madison place Madison’s future westernmost border along Pioneer Road.

Water Conservation House

The [Water Conservation House](#) will be a demonstration home that features innovative water and energy efficient building systems in a modest, 2-3 bedroom single-family home. It will be built on property MWU currently owns, used for conservation outreach and education, and ultimately sold. Current plans will cut per-person municipal water use by half and include:

- A 500-gallon rainwater harvesting system
- Energy efficient water heating, including a wastewater heat recovery system

- Native plants, turf, rain gardens and permeable pavement designed to keep nearly all rainwater on site.
- High-efficiency appliances and plumbing fixtures



RENDERING OF WATER CONSERVATION HOUSE ENTRY, APRIL 2019

Well 19 Iron, Manganese, and Radium Treatment

Located on UW Madison property near the Eagle Heights student housing complex, [Well 19](#) pumps 500 to 700 million gallons of water a year to the University and surrounding neighborhoods. It also supplies water for residents of Shorewood Hills.

MWU is currently planning a \$7.6 million project focused on the removal of three naturally-occurring contaminants: iron, manganese and radium. Construction is expected to take place in 2023.

FINANCES

Billing and Rates

Current rates

MWU's charges represent about 40 percent of the total average [Madison Municipal Services bill](#). In addition to water, Madison's Municipal Services Bill includes items levied by other city agencies including sewer, stormwater, landfill and urban forestry charges.

The average Madison residential customer pays \$27 per month in water charges. Since 2015, a conservation rate has been in effect for residential (single family homes and duplex) customers. MWU is the largest utility in Wisconsin to offer a conservation rate for its residential customers.

RESIDENTIAL RATES

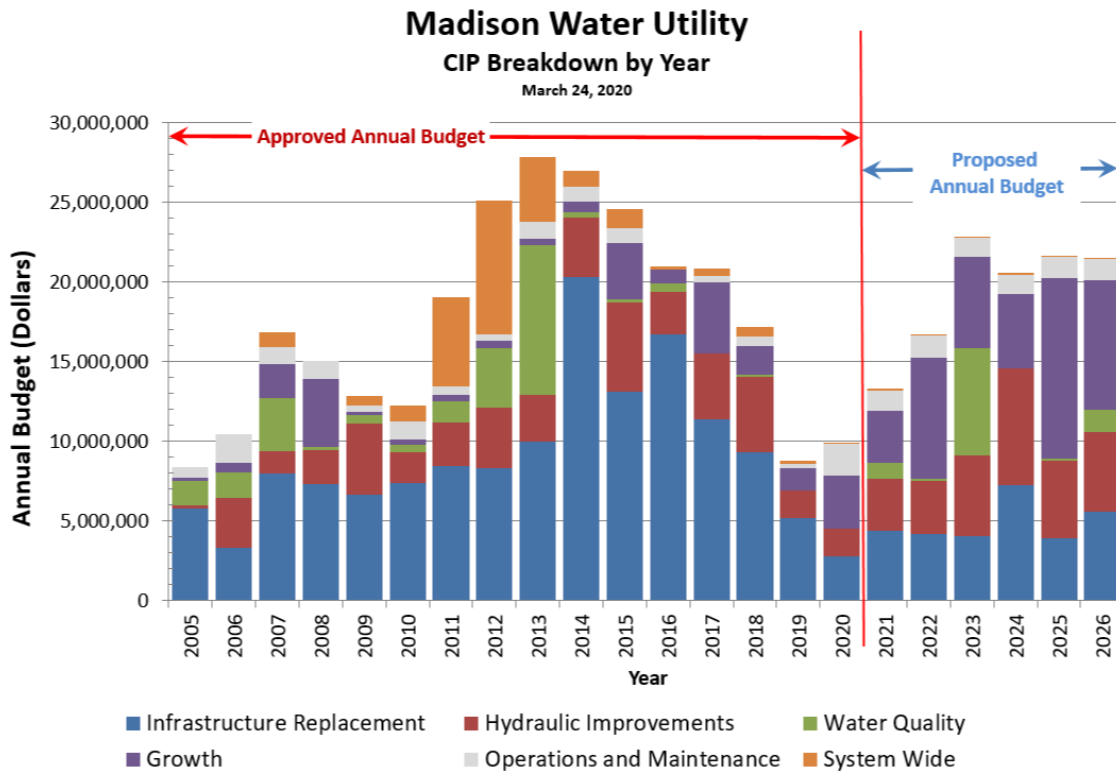
Usage per billing month	Cost per 1,000 gallons
First 3,000 gallons	\$3.41
Next 3,000 gallons	\$4.55
Next 3,000 gallons	\$5.46
Next 5,000 gallons	\$7.85
Over 14,000 gallons	\$9.40

The base charge for most residential customers is \$11.74.

The current rates went into effect on November 2, 2018. MWU submitted an application to increase rates to the Public Service Commission of Wisconsin in July of 2019; new rates are expected to go into effect in 2020.

Capital Improvement Program and Budget

MWU has been committed to renewing and rebuilding aging infrastructure, improving water quality, and providing reliable service both now and in the future. Reflecting that effort, funding of our Capital Improvement Program (CIP) increased over the last decade to over \$20 million per year. Proposed annual budgets for 2019 and 2020 significantly reduce spending in order to keep the utility's debt load and rate increases in check.



2018 Financial Highlights

- Total operating revenues increased \$180,000 or 0.5% from 2017 to 2018, while pumpage decreased 2.1% for that same time frame.
- Income before capital contributions and transfers decreased \$1,000,000 or 23.9% from the prior year. The decrease was due largely to an increase in depreciation expense of \$600,000 in 2018 compared to 2017 and an increase of \$340,000 in expense associated with the closing of preliminary test well sites.
- The utility added \$29,900,000 in capital assets during 2018 which were financed with the issuance of 2018 revenue bonds. Revenue bonds in the amount of \$41,600,000 were issued to cover capital projects from 2017 through 2019.
- The utility implemented GASB Statement No. 75 during 2018 which revised the actuarial method of calculating the city's other postemployment benefits. The new standard increased the water utility's liability by \$1,700,000 from 2017 and decreased the beginning net position as of January 1, 2018 by \$1,800,000.

Long-Term Debt

The vast majority of MWU's facility and infrastructure projects are funded through the sale of revenue bonds. The utility's last borrowing was late in 2019 to refund debt and cover capital budgets for 2019 and 2020. This borrowing is not included in the table below, which reflects long-term debt as of 12/31/2018.

Date	Purpose	Final Maturity	Interest Rates	Original Amount	12/31/18 Amount Outstanding
REVENUE BONDS					
12/09/09	Refunding debt and system improvements	1/01/30	2-5%	\$48,540,000	\$35,520,000
11/10/10	System improvements	1/01/31	0.90-5.25%	\$13,250,000	\$9,300,000
12/22/11	System improvements	1/01/32	2- 4%	\$19,370,000	\$14,750,000
12/19/12	System improvements	1/01/33	2- 4%	\$21,095,000	\$16,725,000
12/18/13	System improvements	1/01/34	3-5%	\$24,335,000	\$20,680,000
12/17/15	System improvements	1/01/36	2.85-5%	\$41,610,000	\$38,555,000
12/28/16	Refunding debt and system improvements	1/01/37	1.24-3.82%	\$38,420,000	\$36,255,000
12/20/18	System improvements and operations	1/01/39	3- 4%	\$40,155,000	\$40,155,000
	Totals			\$246,775,000	\$211,940,000
ADVANCE FROM MUNICIPALITY					
10/03/10	Payoff unfunded pension liability	10/01/24	3.41%	\$1,404,052	\$818,474
4/23/08	Advance from City, Burke Utility District #1	n/a	0.83%	\$393,762	\$455,638
LOAN FROM MUNICIPALITY					
08/04/05	Advance from City of Madison ¹	n/a	See note below.	\$4,573,000	\$1,274,000

¹ In 2005, the Common Council approved a loan from the City of Madison to MWU to be used as financing with interest charged monthly at 0.25% higher than the monthly rate earned through the city's investment pool. MWU is making payments of \$765,000 a year plus interest.

WATER QUALITY

The [Annual Water Quality Report](#) was issued in June 2020; the data in the report is from 2019. Madison drinking water meets all primary (health-based) drinking water standards. MWU routinely collects more samples and runs more tests than are required by the EPA and DNR. Online, customers can find out [which wells serve their address](#) and receive detailed water quality information for those well(s).

Disinfection

[Chlorine](#) is used in very small amounts (generally 0.3 milligrams per liter) to destroy harmful water-borne viruses, bacteria and microbes. The chlorine disinfects the water and a residual amount continues to offer protection from bacteria and viruses after water leaves our well facilities and travels through miles of pipeline to people's homes. The rarity of samples that show the presence of coliform bacteria is an indication of the adequacy of MWU's disinfection.

Fluoride

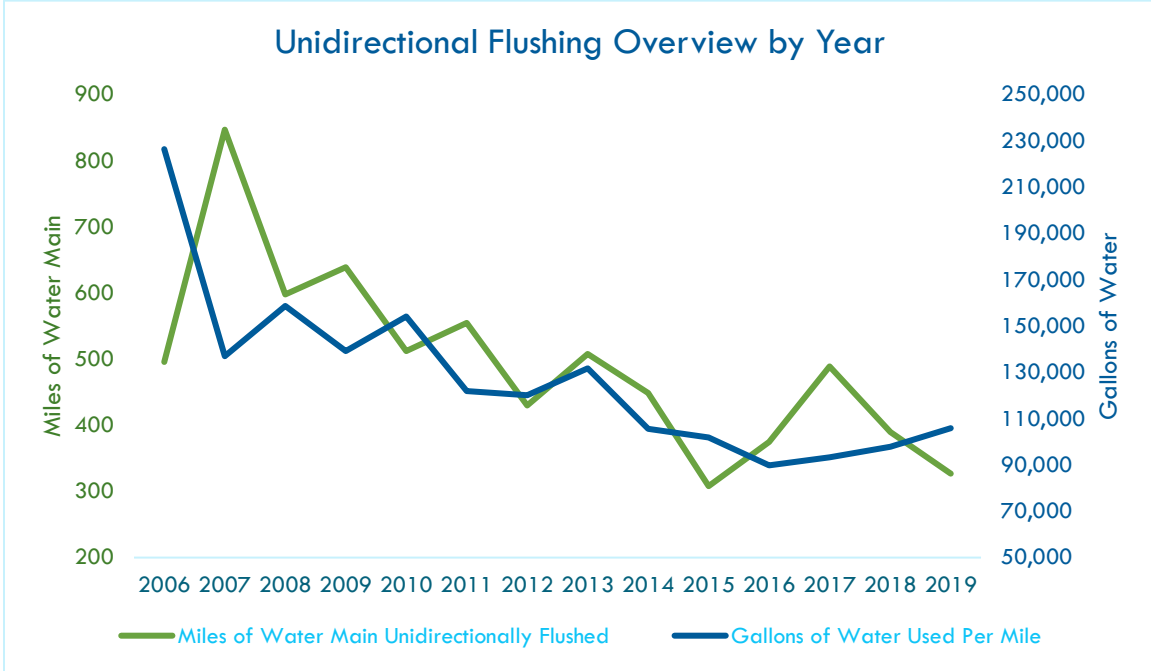
MWU began adding fluoride to Madison's water in 1948 at the direction of the Common Council. The move was part of a city policy to reduce the risk of dental cavities, particularly for children with little access to routine dental care. Madison Water Utility currently follows the [recommendation of Public Health Madison Dane County](#) (PHMDC) with regard to fluoride levels added to drinking water.

Water Main Flushing

To improve water quality and minimize discoloration, water mains are [comprehensively flushed](#) by a technique known as unidirectional flushing. The procedure is performed in warm-weather months and involves systematically opening hydrants and valves to force the water through at high velocity. This cleans the pipes by removing accumulated mineral sediment. In 2018, 390 miles of water main were flushed unidirectionally.

As the graph below illustrates, MWU has improved the water efficiency of its flushing program over the years. From 2007-2012, MWU's collaborative research partnership with UW-Madison's Department of Civil and Environmental Engineering was focused on optimizing flushing

operations. Based on this research, MWU has developed data-based annual flushing plans that have resulted in significant cost and water savings.



Each year, MWU also does some conventional water main flushing. Conventional flushing also removes accumulated sediment from pipes, but it involves the flushing of multiple hydrants at a time and does not include the valving off of individual sections of main, thereby diminishing the “scouring” efficiency. Conventional flushing is used in areas of the city where fewer minerals build up in the mains.

Flushing operations and disturbances like fire suppression, flow tests, and main breaks can cause temporary low pressure and discolored water. If discoloration occurs, customers should open the cold tap nearest the water meter—usually a basement sink—to full flow until the water runs clear. In some situations, this may take 5 to 10 minutes. If discoloration continues, customers should contact Water Quality at (608) 266-4654.

Source Water Protection

Protecting our groundwater resources requires the combined efforts of many entities including MWU, regulatory agencies, and individual customers and businesses. Potential sources of groundwater contamination include:

- Hazardous chemical spills and leaks.
- Improper use and disposal of chemicals, including fertilizers and pesticides.
- Unused or improperly abandoned private wells.

MWU’s [Wellhead Protection Program](#) identifies land areas that contribute groundwater to our drinking water wells as well as potential contamination sources. City of Madison ordinances

allow the restriction of future land uses within these zones in order to reduce the risk of water supply contamination.



A SIGN ON UNIVERSITY AVE. SIGNALS THE WELLHEAD PROTECTION AREA FOR WELL 14.

Road salt

Madison relies on road salt to maintain safe conditions on our roads, sidewalks, parking lots and driveways during our Wisconsin winters. But oversalting leads to irreversible environmental damage, especially for our waterways. Road salt is contaminating local water bodies and the aquifer, our drinking water source. Salt infiltration has been observed in at least six of Madison's 22 drinking water wells.

Well 14 on University Ave. has shown the most dramatic rise in chloride levels. MWU launched [a series of studies](#) of how salt is contaminating groundwater that supplies Well 14, evaluate potential impacts of well reconstruction such as bore hole casing extension on overall water quality, and investigate ways to reduce chloride levels.

Treatment to remove salt, like reverse osmosis or ion exchange, is costly to install and even more expensive to operate. However, it is possible to dramatically lower road salt use while maintaining winter safety. The City of Madison Streets Division has been pre-treating some roads with a brine solution before winter storms hit, which can reduce salt use by up to 70 percent. The City of Madison has also implemented a voluntary [Winter Salt Certification Program](#) open to all in Dane County. This program encourages winter maintenance professionals to use the least amount of de-icing material necessary in order to keep parking lots, roads, sidewalks and driveways safe while protecting our water resources.

More information about the road salt issue and how to make a difference is available [on MWU's website](#) and at [WiSaltWise.com](#).

Per- and Poly-fluoroalkyl Substances / PFAS

In 2019, Madison Water Utility tested all 23 drinking water wells for up to 30 chemicals collectively known as “[PFAS](#)” or per- and polyfluoroalkyl substances. This testing is not required by US EPA or the State of Wisconsin. PFAS are a widely-used class of chemicals found in non-stick cookware, food packaging, water-resistant clothing, upholstery, carpeting, and firefighting foams. Thousands of types of PFAS have been manufactured and many are still used. These chemicals are not regulated under the Safe Drinking Water Act.

At least one PFAS was found in 14 Madison wells. Well 15, which had the highest levels, was taken out of service in March 2019. Every well currently operating in Madison meets every PFAS standard set by any state in the U.S., including New Hampshire and Vermont, which have the toughest standards. Testing of all Madison wells will be repeated in 2020.

Cross Connection Control Program

A cross connection is an actual or potential connection between the public water supply system and a source of contamination or pollution. The most common cross connection is a garden hose, which is easily connected to the water supply system and is often used for the application of potentially dangerous substances like chemicals and fertilizer. Under certain conditions, backsiphonage or backpressure could be created in a water line, which may pull, siphon or force contaminant-laced water back into the building’s piping system or our drinking water supply.

MWU’S [Cross Connection Control Program](#) safeguards public health by ensuring that contaminated water cannot backflow into our clean drinking water supply. This program includes the following components:

- **Cross Connection Control Inspections** – Commercial, industrial, and residential plumbing systems are inspected to determine if any cross connections exist. Inspections occur on varying frequencies based on the hazard level of a given facility. Higher-risk facilities receive a comprehensive inspection every two or three years.
- **Installation of Protective Devices** – Backflow prevention devices or assemblies are installed by the owner where unprotected cross connections are found to exist.
- **Annual Testing of Testable Backflow Devices** – Customers must have all testable backflow prevention assemblies tested once a year by a certified tester.
- **Public Education Materials** – We provide our customers with brochures, bill inserts, and access to additional public education and awareness on our website.

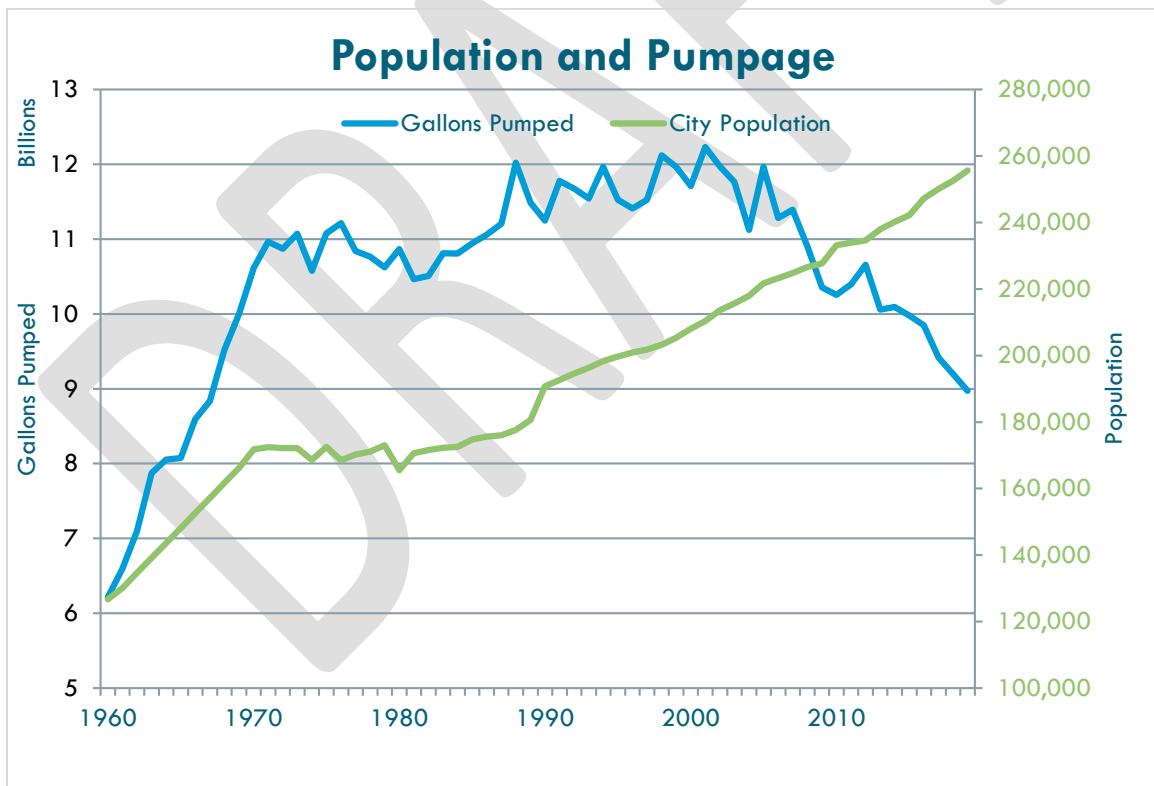
Madison Water Utility has been performing comprehensive inspections for commercial and industrial facilities since 1994. In 2018, the program was expanded to include single and multi-family residential surveys coordinated with our water meter replacement program, which has significantly increased the total number of inspections performed each year.

WATER SUPPLY & OPERATIONS

Pumpage

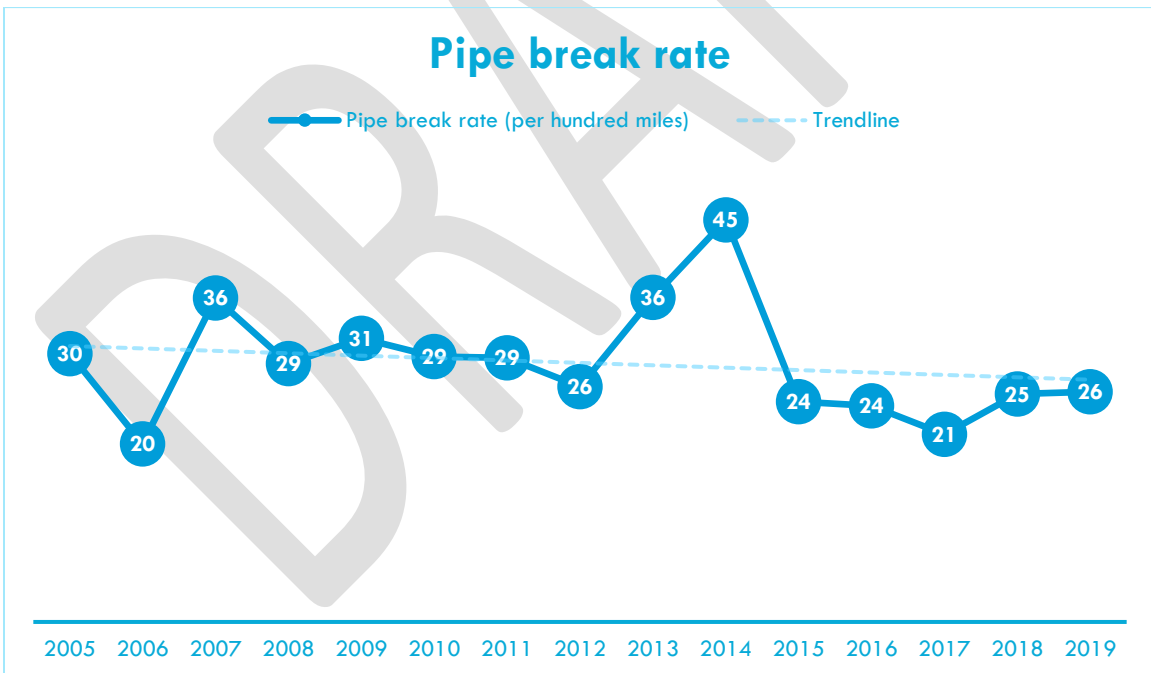
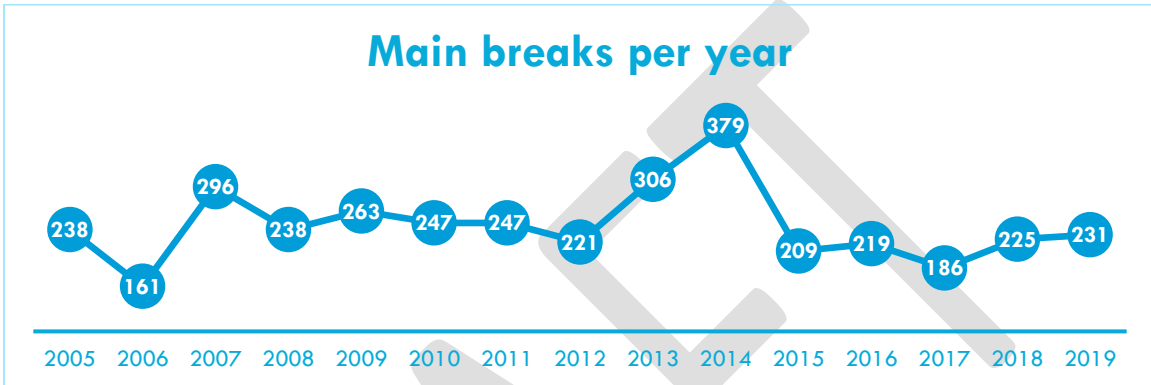
MWU pumped 8.9 billion gallons of water to homes and businesses across the city in 2019, the lowest amount since 1967. This is also a billion gallons less than the utility pumped just five years ago.

Per-capita water use for customers living in single-family homes has dropped to the lowest level in the last 20 years. Residential customers used 53 gallons per-person per day in 2018. Back in 1988, that number was 80 gallons per person. Housing, demographic, and industrial trends have also impacted Madison's water use. Nine out of ten new households added since 2007 in Madison have been renters, and Madison has been a majority-renter community since 2011. Industrial use in Madison is down 73 percent from seven years ago. Madison's last remaining dairy operation closed its doors in 2009, and Oscar Mayer recently left Madison. When the Oscar Mayer plant was at full production, it was MWU's biggest industrial customer using 400 million gallons of water a year.



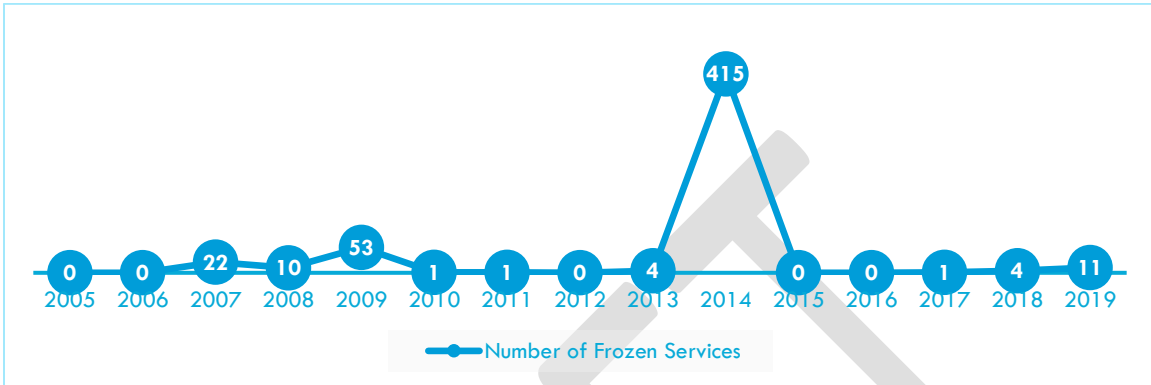
Water Main Breaks

There were 231 main breaks in 2019. Main breaks are caused by a combination of winter weather and an aging piping system. In 2013 and 2014, extreme cold caused record numbers of water main breaks. Over the past ten years, MWU has experienced an average of 247 main breaks per year. MWU is undertaking the aggressive goal of replacing or relining more than half our water mains as part of our [infrastructure renewal program](#). As pipe is replaced, the risk of main breaks is reduced.

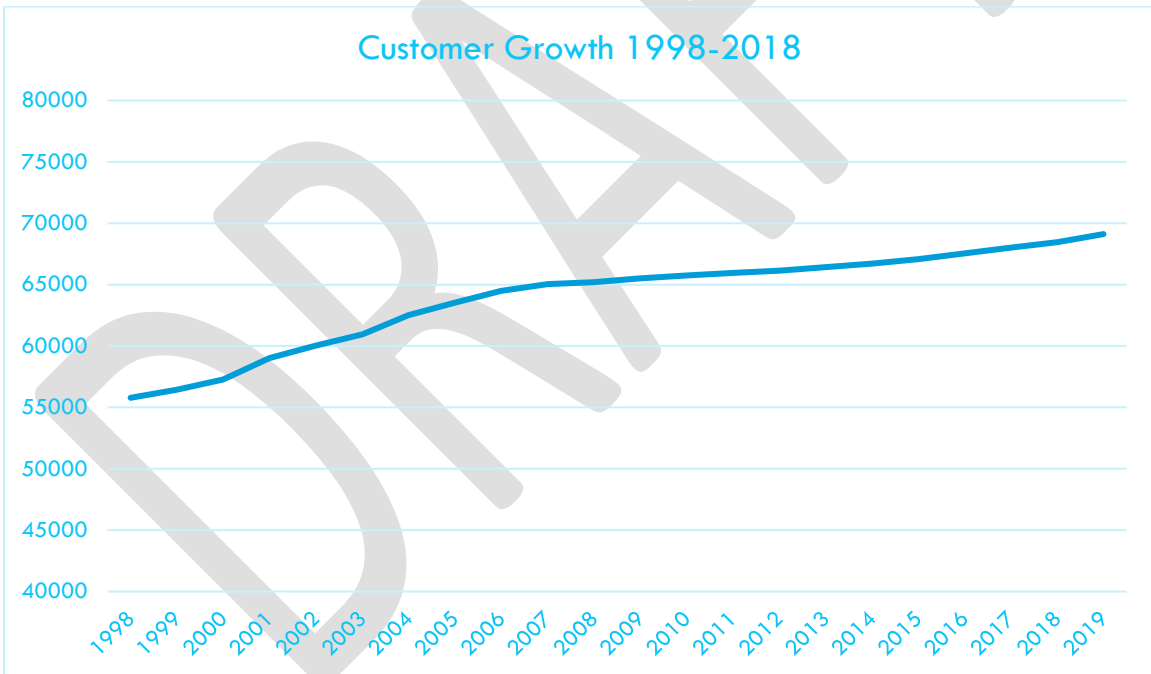


Frozen Service Laterals

Four frozen service laterals (the pipe running from a water main to a home) were thawed by MWU in 2018. In early 2014, prolonged, extreme cold caused the frost line to plunge over six feet deep in parts of the city, causing hundreds of water outages as service laterals froze.

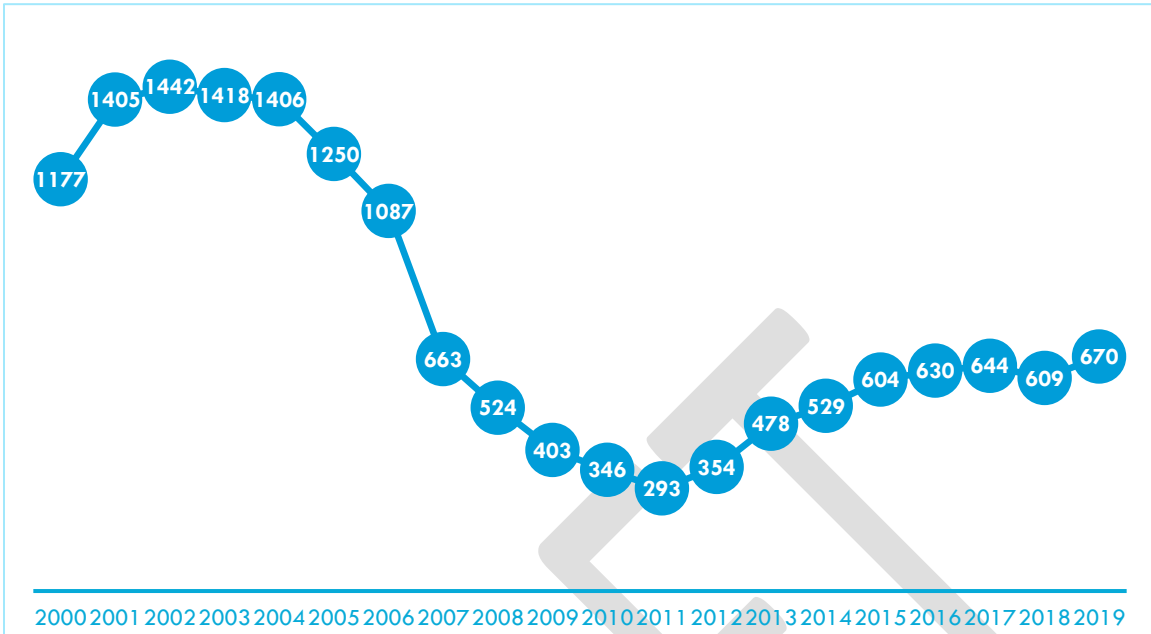


Customer Growth



In 2019, the utility received 670 new applications for service, compared with 609 received in 2018. 2018 was the first year since 2011 that the number of applications declined from the

previous year.



EDUCATION & OUTREACH

MWU continues its focus on community outreach and education to raise awareness, broaden public understanding, and increase community engagement in source water protection and water conservation.

Key Outreach Initiatives

Got Water Initiative

Since 2015, Madison Water Utility has partnered with the Healthy Kids Collaborative of Dane County and Madison Metropolitan School District on the “Got Water” initiative. The joint initiative works to provide hydration stations and reusable water bottles to schools. As part of the program, students also learn where Madison’s tap water comes from, why it’s important to stay hydrated, and participate in celebration activities that promote healthy habits.



THOREAU STUDENTS USING BOTTLE FILLING STATION PROVIDED THROUGH THE “GOT WATER” PROJECT

In 2019, five Madison elementary schools and one middle school were “Got Water” recipients. Since the program started, more than 11,000 children in 21 elementary schools and four middle schools now have access to bottle filling stations because of the program.

Water Wagon

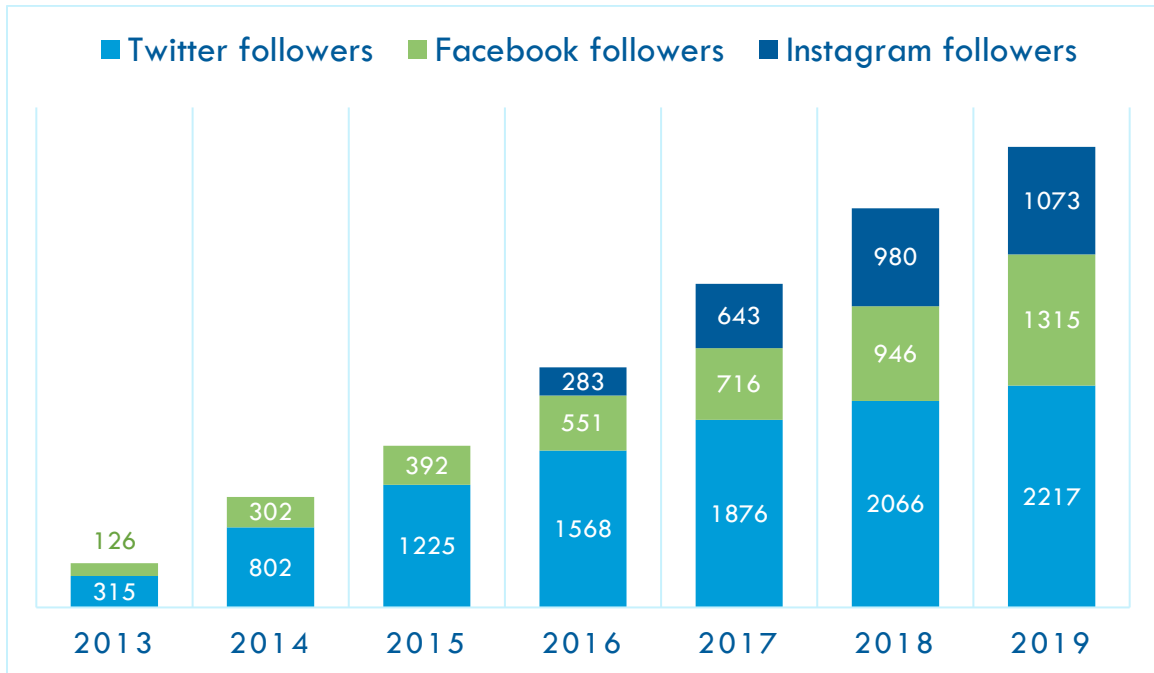
MWU's [Water Wagon](#) continues to be a popular outreach tool. There were 35 Water Wagon events in 2018 and 45 in 2019. Many of those events were at local schools. Other events included Juneteenth, Ride the Drive, All City Dive and Swim Meets, and the OutReach Magic Festival.



WATER WAGON AT THE REAP FOOD GROUP/ MADISON METROPOLITAN SCHOOL DISTRICT SUMMER KICK-OFF PARTY

Social Media and other Communication Tools

Madison Water Utility continues to see significant growth in social media followers since its first tweet in 2012. Instagram launched in 2016.



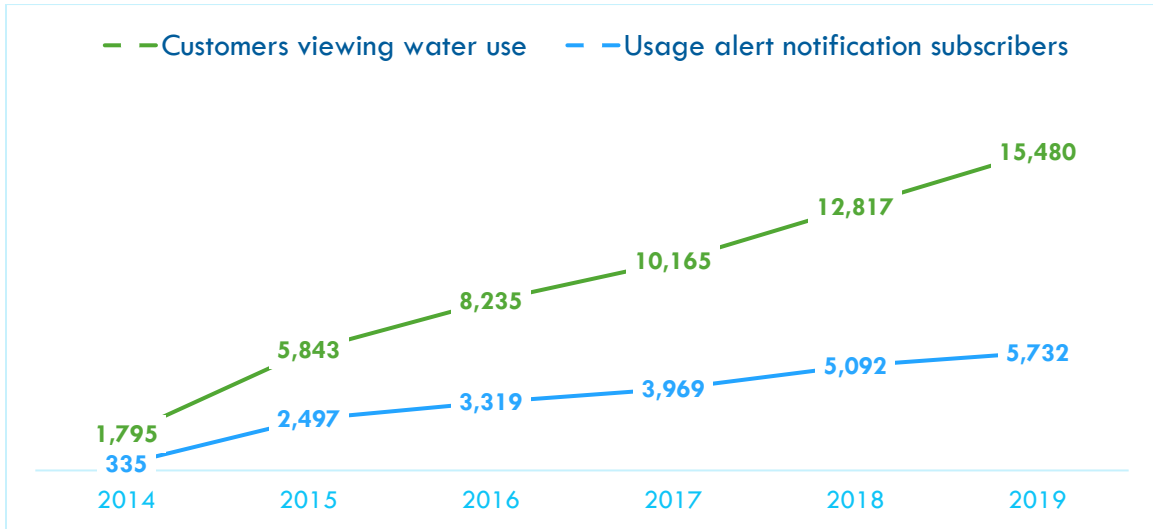
The utility’s web article series, [Inside MWU](#), continues to be popular with over 10,000 views in 2018 and many articles picked up by external media. MWU also has a [YouTube channel](#) featuring over 20 videos with over 48,000 views.

Conservation & Sustainability

It may seem counterintuitive for a utility that sells water to plan for conservation, but a sustainable rate of pumpage is necessary to ensure clean and abundant water supplies for future customers. Additional benefits of water conservation include improved water quality, a reduced burden on surface water quality as less wastewater is generated, and reduced greenhouse gas emissions as less energy is spent pumping water.

Online conservation tool

In 2014, Madison Water Utility unveiled Wisconsin's first [online conservation tool](#), which allows customers to view their monthly, daily, and even hourly water use online. It also allows customers to set up water use alerts—they choose the number of gallons they want to use on a daily, weekly, or monthly basis, and if they go over that number they receive an email alert.



Toilet Rebate Program

Toilets account for nearly 30 percent of residential indoor water consumption, and older toilets are a major source of wasted water due to leaks and inefficiency. In 2009, MWU launched a [toilet rebate program](#) for residential customers. In 2010, the program was expanded to include apartment buildings, and in 2016 it was further expanded to include all other customers (businesses, nonprofits, etc.). This program offers bill credits of up to \$100 to customers who replace existing toilets with EPA WaterSense-rated models. Over 18,000 toilets have been

replaced through this program, resulting in estimated water savings of over a billion gallons citywide since 2009.

Year	Toilet Rebates
2009	1724
2010	2504
2011	2466
2012	1536
2013	2298
2014	1399
2015	1292
2016	1485
2017	910
2018	983
2019	1416

Project Home Water Conservation Partnership

In 2016, Project Home and Madison Water Utility launched the first water conservation program in Wisconsin aimed at helping low-to-moderate income homeowners reduce water waste, increase efficiency and save money on their water bills.

This program is focused on:

- Installing high-efficiency toilets (1.28 Gallons Per Flush or less)
- Fixing plumbing leaks (in the U.S., a trillion gallons of drinking water are lost every year because of plumbing leaks)
- Installing water saving devices (faucet aerators and low-flow shower heads can save thousands of gallons of water a year)

Since the launch of the program, Project Home has completed water conservation work at 164 homes of Madison Water Utility customers. 309 Low-to-moderate income residents have been impacted including senior citizens (50%), single women homeowners (33%), and people with disabilities (25%). Project Home also applied for and received 129 toilet rebates from Madison

Water Utility and has put those funds back into the program to help more low-to-moderate income customers with water conservation. Funding was renewed for the program in 2020. Madison Water Utility customers can contact [Project Home](#) to determine if they are eligible for this program.

Every Drop Madison

In 2019, Madison Water Utility was a recipient of a Project Accelerator Grant from the WaterNow Alliance for its [Every Drop Madison](#) initiative. Recognizing that conservation is water supply, Madison Water Utility and its customers have demonstrated commitment to using water efficiently. After surpassing a 2008 goal (one year early!) to reduce residential per-capita water use by twenty percent by 2020, MWU is updating its Water Conservation and Sustainability Plan to further improve efficiency. Every Drop Madison seeks community input on new conservation incentives and programs that will bring a new era of water stewardship and source water protection to our city.

ADDITIONAL RESOURCES

- [Annual Drinking Water Quality Report](#)
- [Inside MWU](#)
- [Project News](#)
- [2019 Annual Report to the Public Service Commission of Wisconsin](#) (pdf)
- [2018 Annual Report to the Public Service Commission of Wisconsin](#) (pdf)
- [2018 Madison Water Utility Financial Statements](#) (pdf)