



**Madison
Water Utility**

2025
**ANNUAL
REPORT**

Madison Water Utility

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This reporting period covers 2025 financial statements (unaudited), 2025 water quality monitoring, and 2025 projects, events, operations, and Utility accomplishments.

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.”

Madison Water Utility Board of Governance

The Madison Water Utility Board is described by Wisconsin state statute and the City of Madison ordinance. The Board is charged with authority for managing and operating Madison Water Utility under the general direction of the Common Council.

The Board is typically made up of eight voting members appointed by the Mayor and confirmed by the Common Council. The Director of Madison and Dane County Public Health (or their designee) is an ex officio, non-voting member. The Board has adopted policies that define the benefits Madison Water Utility provides to the residents of Madison, establish financial and ethical boundaries, and describe how the Board carries out its own tasks. Board meetings are public and generally held on the fourth Tuesday of every month.

Madison Water Utility Board

Patrick E. Delmore, PhD. – *President*

Debra R. Simon – *Vice President*

Robert J. Abrahamian – *Secretary*

Alder Regina Vidaver

Eric Callisto

Curtis Witynski

Brandon Macomber – *ex officio*

History of Madison Water Utility

Founded as a public utility in 1882, Madison Water Utility is proud to bring safe, high-quality water to more than 270,000 people across the Madison area. Madison Water Utility has always been a groundwater system, despite being surrounded by lakes; a deep, high-quality aquifer beneath the city is the source of our drinking water supply.

Madison Water Utility’s Mission

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 resource for present and future generations.

System Overview

25 Million Gallons of water delivered daily	270K+ People served in the Madison area	21 Drinking water wells operating in our system
~0.5¢ Average cost per gallon of water delivered	928 Miles of water pipeline maintained	100% of drinking water comes from underground aquifer

Fiscal Year 2025 in Review

 \$61.7 Million Adopted Operating Budget	 \$12 Million Adopted Capital Budget
 \$56.8 Million Revenue from Water Sales	 \$326.6 Million Value of Capital Assets in System

REVENUE	\$
Water Sales	55,759,968
Investment Income	2,722,312
Water Tower Revenue	371,031
Other Operating Revenue	667,061
Other Non-Operating Revenue	108,949
TOTAL:	\$59,629,321

EXPENDITURES	\$
Investment in Infrastructure	18,484,293
Operations & Maintenance	21,090,503
Principal & Interest	19,304,542
PILOT (Payment in-lieu of Taxes)	7,163,544
Reserves	(6,413,561)
TOTAL:	\$59,629,321

How is Each Rate Dollar Used?

32¢ Debt Service (Principal and interest)	35¢ Operating Expenses (Facilities, Vehicles, Security)	12¢ PILOT (Payment to City)	20¢ Infrastructure & Reserves
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Upholding High Water Quality

Madison's drinking water is closely regulated by both the EPA and DNR. Our testing experts conduct more than a thousand tests every month to continuously monitor water quality and safety.

Madison's drinking water more than meets all strict Federal and State drinking water standards.

Madison Water Utility routinely monitors drinking water quality for well-studied and emerging contaminants by conducting more than 32,000 chemical and bacterial tests combined.		32,703 Drinking water quality tests conducted in 2024
PFAS	Madison's water was tested for 29 different PFAS. PFAS limits were not exceeded at any active wells.	29,316 Chemical Tests + 3,387 Bacterial Tests
Lead	Our water supply does not contain significant amounts of naturally occurring lead or copper.	
Salt	Road salt application likely contributes to elevated sodium levels found at multiple wells.	
		32,703 Total water quality tests

Key Capital Investments



**Municipal Well 15
 PFAS Treatment Project**

Design of PFAS treatment facility at Well 15 to remove PFAS, PCE and TCE.

Total project costs (estimate): \$5.9M*



**Municipal Well 19
 Well Treatment Project**

Treatment facility at Well 19 to remove iron, manganese, and radium.

Total project costs (estimate): \$9.1 M*



Water Main Rehabilitation

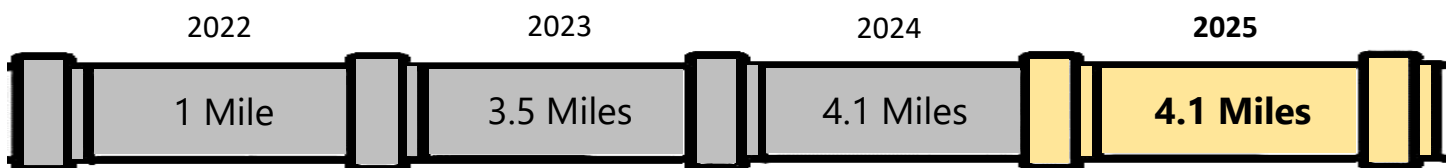
Tech used to rehabilitate aging water mains back to full structural strength.

Total project cost: \$1.2M

*Total project costs; not all allocated to 2024

Pipeline Replacements/Rehabilitations Completed

Madison was the first city in WI to rehabilitate aging water mains using the Cured-In-Place Pipe (CIPP) relining method; this is a cost-effective technique used to rehabilitate aging water mains back to full structural strength.



Customer Service

30,175

Calls fielded by
 Customer Service
 Representatives



577,635

Payments made
 using online bill
 pay system



633

Rebates availed
 through Toilet
 Rebate Program



800+

Households aided
 through Project Home
 (*Total through 2025)



Community Outreach & Engagement

Preserving water supply for future generations is key to our mission at Madison Water Utility but can only be achieved if the community shares that same goal. MWU is committed to educating and engaging our community. Our **Community Advisory Process** is utilized to keep the community informed and involved.

Outreach & Engagement

Water Wagon

A fun, mobile station that serves up clean, cool, refreshing water at community events across the city during the warm weather months.

Water Facility Tours & Presentations

The Utility offers facility tours and presentations to schools (elementary through graduate school), and other interested community groups throughout the year.



Programs & Partnerships

Madison Customer Assistance Program (MadCAP)

MadCAP assists income-eligible households by providing up to a \$30 monthly credit (discount) on their Municipal Services Bill (program discontinued in 2026).

Toilet Rebate Program

MWU offers bill credits of up to \$100 to customers who replace their toilets with EPA WaterSense-rated models. The program is a key part of Madison Water Utility's sustainability initiative to protect the deep-well aquifer.

Home Water Conservation Program

Provides water improvements at the homes of income-eligible customers.

