



**MEMORANDUM**

Date: April 26, 2023  
To: Water Utility Board  
From: Marcus Pearson, Public Information Officer  
Subject: 2023 Water Wagon Schedule

**RECOMMENDATION**

Review and provide feedback on the attached 2023 Water Wagon Schedule.

**BACKGROUND**

Madison's one-and-only Water Wagon serves up clean, cool, refreshing Madison water at community events across the city during the warm weather months. It also serves as Madison Water Utility's primary in-person outreach initiative, focused on opening dialogues with customers about conservation, sustainability and source water protection.

City departments, community groups and organizations can request the Water Wagon for their community event by completing a Water Wagon Request Form (online).

The Water Wagon is considered an in-kind sponsorship, as Madison Water Utility does incur costs to maintain, set up, and staff the Wagon. When the Water Wagon is brought to events, at a minimum, Madison Water Utility must be included as a sponsor on all event marketing materials.

The Water Wagon season typically runs from May through September.

**ATTACHMENTS:**

1. 2023 Water Wagon Schedule