

## Excerpt from the January 26, 2016 Sustainability Report

3. The adopted Conservation Plan shall be monitored and evaluated regarding progress to fulfill the goal of a 20% reduction per capita residential use of water by 2020...

MWU pumped a total of 9,977,180,000 gallons of water to the distribution system in 2015.

Average Day: 27,335,000 gpd

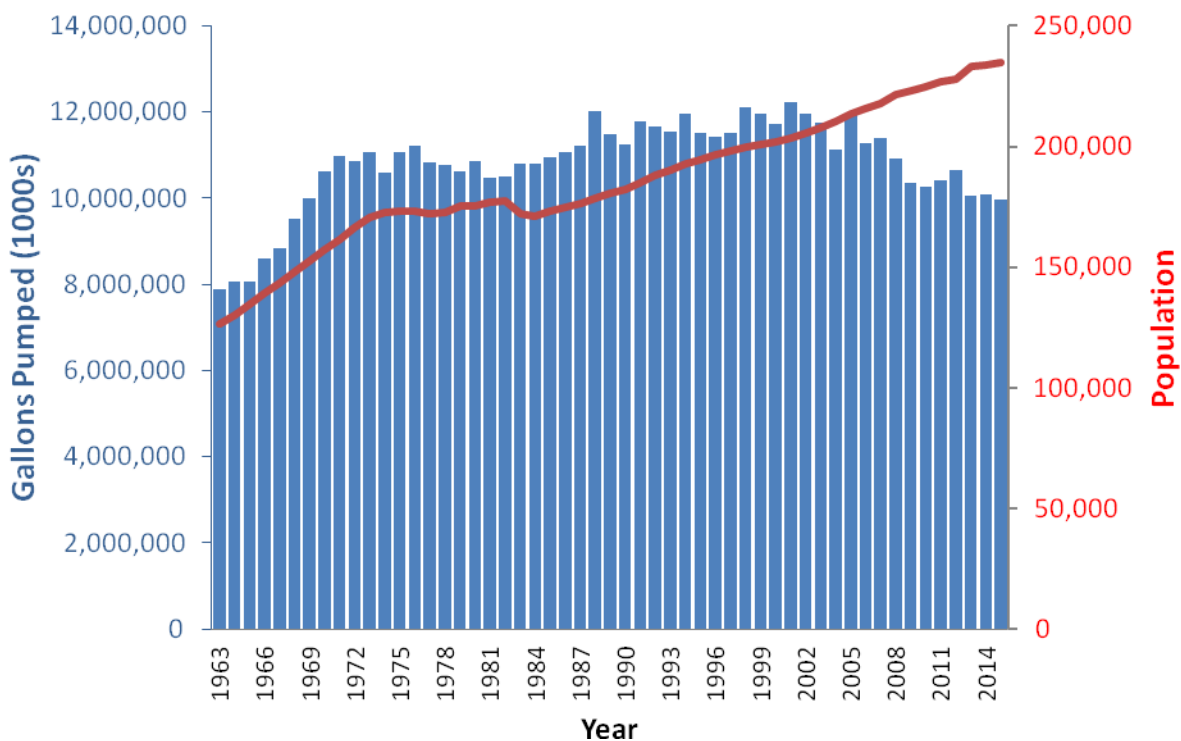
Max Day: 39,846,000 gpd (July 29)

Min Day: 19,680,000 gpd (December 27)

Precipitation for the year was above average, totaling 39.59 inches. In addition, rainfall events occurred on a fairly regular basis limiting the number of heavy pumpage days.

Although Madison's population continues to climb (241,250 in 2015), pumpage over the last decade has declined significantly. A review of past pumping totals reveals that the last time the Utility pumped less than 10 billion gallons of water was in 1968 when the City's population was 161,659.

The following graph shows Madison's pumpage vs. population through the years.



Residential consumption in gallons per capita by year:

1980-2000	81.5	2011	65.2
2002-2007	71.8	2012	70.3
2008	69.8	2013	61.0
2009	67.8	2014	62.2
2010	65.0	2015	Pending