

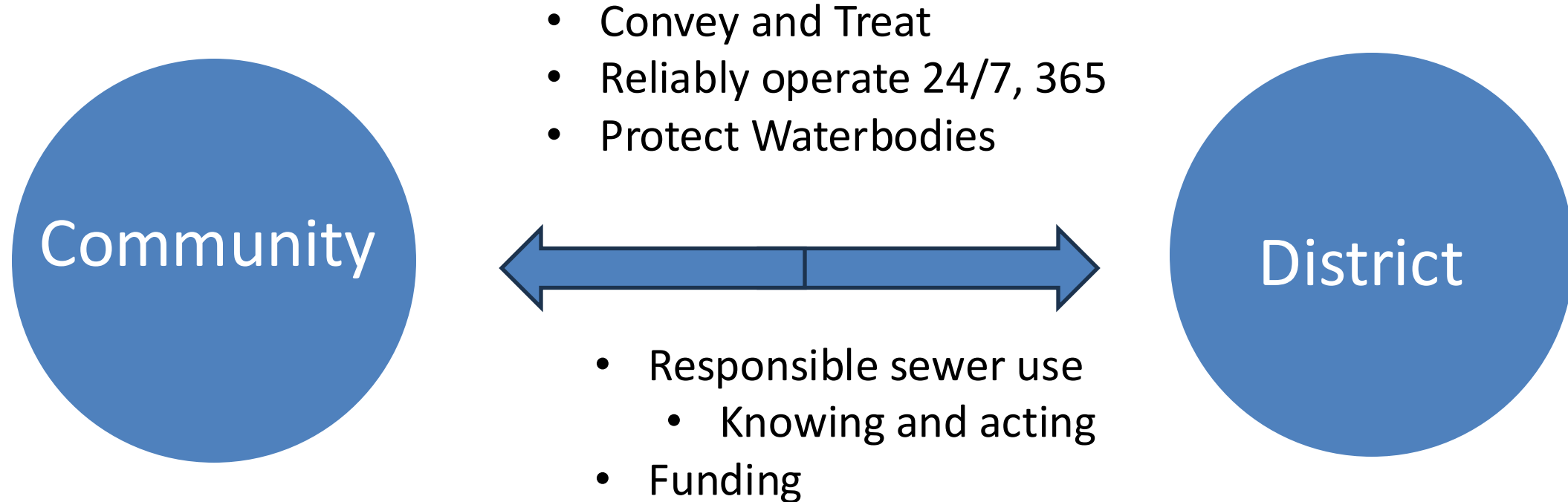
The background image shows a marina with several sailboats docked at a wooden pier. In the distance, the Madison skyline is visible, including the Wisconsin State Capitol building with its prominent dome. The entire image is overlaid with a semi-transparent blue filter.

Project Updates: District Tour Program & Bathroom Activation Madison Public Market

Madison Metropolitan Sewerage District



District and community rely on each other



Outreach & education help us meet goals:

District Performance indicators:

Regulatory Compliance

- Preventing pollution
- Resilient solutions
- System performance

Public Trust

- Community understanding of the nature and impact of District work and our dedication

Infrastructure Reliability

- Support for funding levels necessary for resilient performance
- Fewer maintenance issues from misuse of sewer

Workforce Development

- Connections and inspiration for next generation of workers



Outreach & Education - Long-term focus of the District

TREATMENT PLANT TOURS

During 1992, over 50 tours of the treatment plant were given by District personnel. Over 1,100 people participated in these tours, with about half of them being grade school and middle school students. The second largest group of individuals participating in the tours were from the University of Wisconsin, with adult/professional groups comprising the third largest group. When tours are scheduled for grade school and middle school groups, teachers are offered the use of videos developed by the Water Environment Federation. It has been found that the "Wastewater Video" provides a good introduction to the need for wastewater treatment. Many of the grade school and University groups return for tours on a regular basis.

Outreach and education work

- Raising awareness & make connections
- Make the invisible visible
- Helps understand perspectives & barriers
- People remember us!





District Tour Program

Madison Metropolitan Sewerage District



District tours are a cornerstone of outreach

Over 33,000 people



Madison Metropolitan Sewerage District

Staff tour guides are ambassadors for District

- For decades, staff across workgroups and departments have shared their knowledge and perspectives on tours.
- Positive first impression of the district.
- Tours meet the needs of different visitors based on backgrounds and areas of interest.



Tours reach diverse audiences

- K-12 students
- Youth groups
- Postsecondary students
- Trades groups
- Wastewater professionals
- Watershed organizations
- Businesses
- Customer communities
- Industries



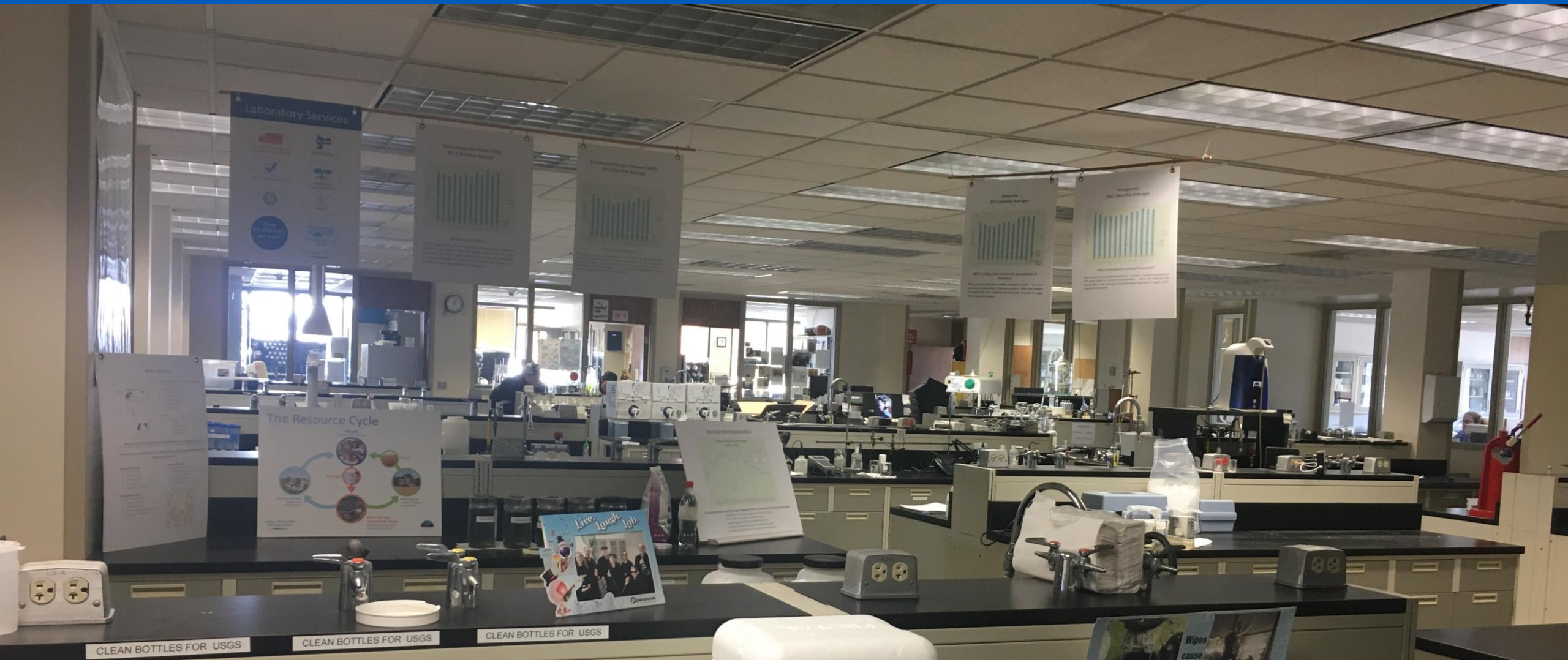
Madison Metropolitan Sewerage District

Enhancements to tour experience: Fish Room



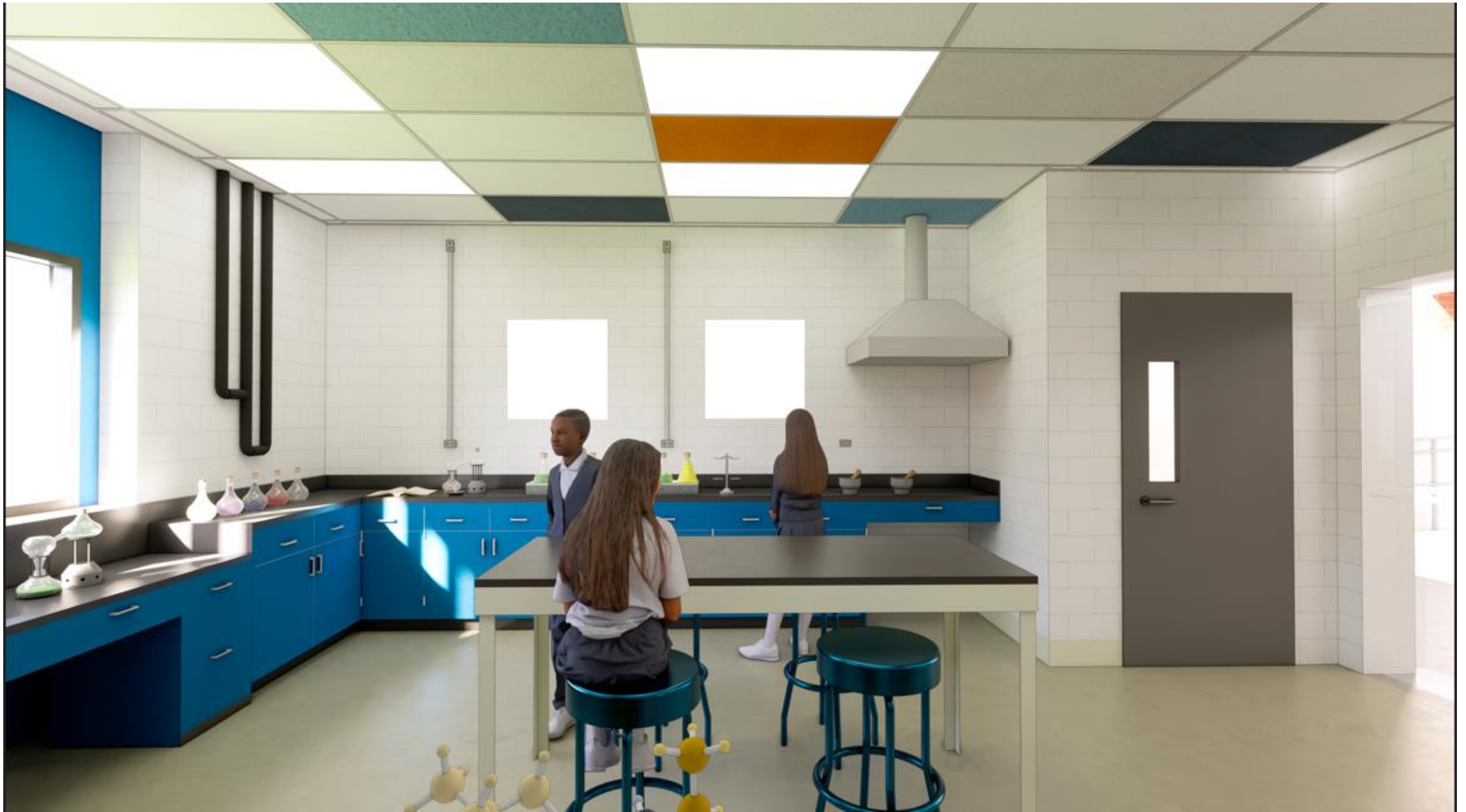


Operations (pre renovation) Lab & Control Room



Effluent Building Lab





Schedule

- Construction on-going
- Construction complete in July 2025
- Working to set up an open house and tours later this year.



Tours are a community asset

“The work you are all doing is very important, yet most of us never think about it. The tour did a nice job of helping us be connected to the water we use!”

“Thank you very much for your expertise, passion, and knowledge that you shared with us. You really made the tour work because of your delivery and knowledge in the overall process and lining up the electricians was really icing on the cake!!!

“I appreciate the continued commitment to educating the public about not only what happens at Nine Springs, but also the focus on helping the community on what they can do to be good stewards of our water resources.”

Madison Metropolitan Sewerage District



A collage of various colored sticky notes (pink, yellow, blue, purple, green, orange) with handwritten text and drawings. The notes contain water conservation tips such as "I promise to allow less hair to go down the drain", "I will... Spread the word on water conservation", "Shave information to save water", "I'm going to promise to take shorter showers", "Install a rain barrel", "Use cup for...", "I will Never flush...", "NEW WATER SOFTENER", "fix a leaky faucet!", "do not litter", "take r ers", "I will tell my friends about protecting water", "SHOVEL SIDEWALK, NO SALT!", "STOP! (FLUSHING WIPES)", "Med drop Info", "Someone", "Water Softener", "The Sp...", "poop", "Pee", "Toilet Paper", "to take Shorter showers", "I will...", "Spread the word on water conservation", "Shave information to save water", "I'm going to promise to take shorter showers", "Install a rain barrel", "Use cup for...", "I will Never flush...", "NEW WATER SOFTENER", "fix a leaky faucet!", "do not litter", "take r ers", "I will tell my friends about protecting water", "SHOVEL SIDEWALK, NO SALT!", "STOP! (FLUSHING WIPES)", "Med drop Info", "Someone", "Water Softener", "The Sp...", "poop", "Pee", "Toilet Paper", "to take Shorter showers", "I will...", "Spread the word on water conservation", "Shave information to save water", "I'm going to promise to take shorter showers", "Install a rain barrel", "Use cup for...", "I will Never flush...", "NEW WATER SOFTENER", "fix a leaky faucet!". There are also small drawings of a toilet, a shower head, and a stop sign.

Dear Kathy and Catherine,
Thank you for the interesting
and informative tour of
the Wastewater Treatment
Facility. We really appreciate
your time and kindness.
Gratefully, M (Ms) Se 204 and
205

MATT / Rachel WILL

Violet Cora Ingrid Skylar
Lucio Mikka Emilio Marie
Tyler Cedar Esie IMB
POLLY omalya



Educational Bathrooms @ The Madison Public Market

Madison Public Market Partnership

**500,000+
visitors per year**

- Bustling marketplace for local produce, food and items
- Incubator for entrepreneurs
- 130 Local businesses
- 100 jobs
- \$16 million in local sales
- Corner of 1st & Johnson





Wastewater Connection

- Adjacent to PS1
- Site of Madison's first wastewater treatment plant (opened May 1899)

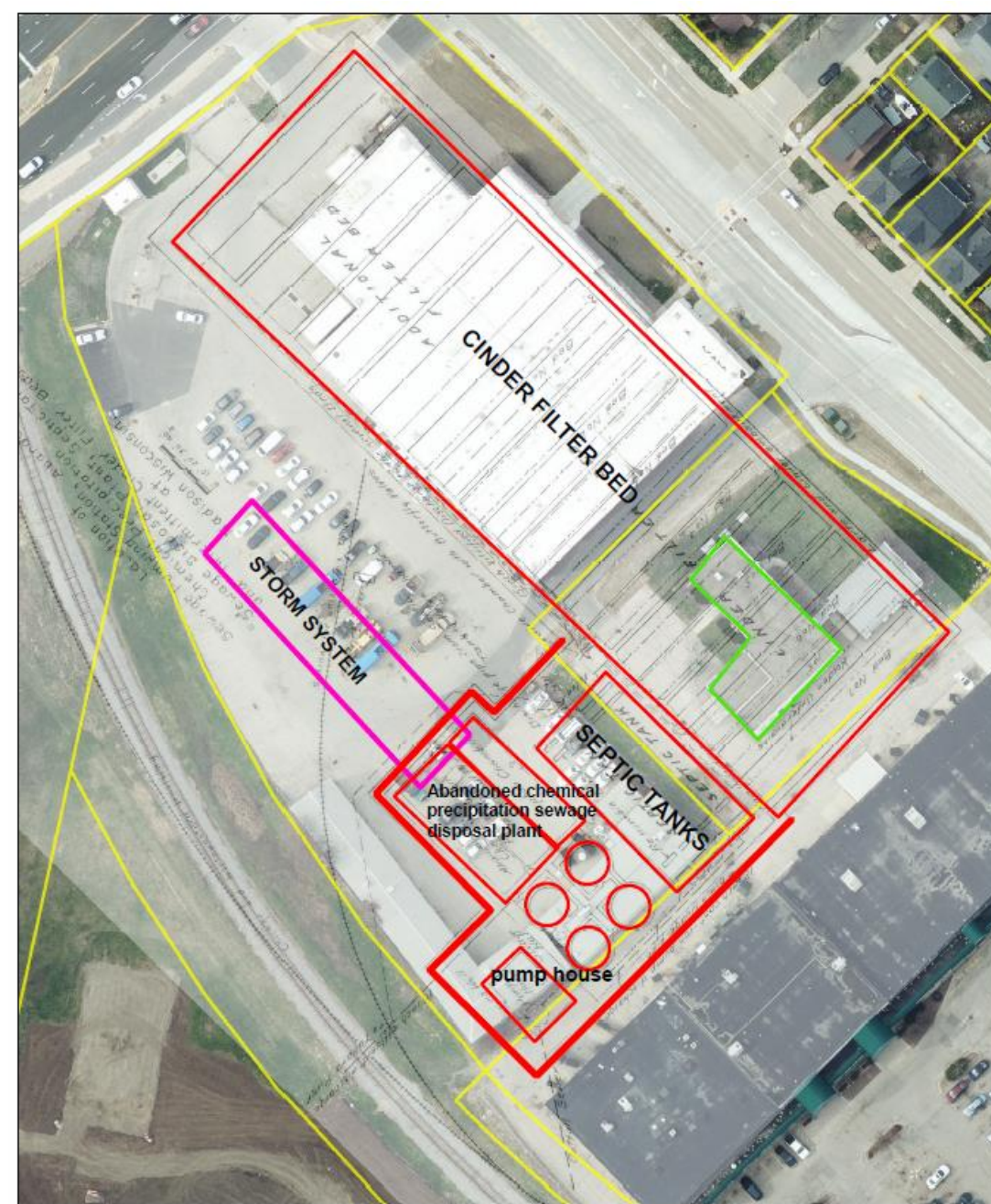


FIGURE 1

Madison's First WWTP. Opened May 1899 and operated until Jan. 1900. Septic tanks and cinder filter beds used starting July 1901.



0 40 80 120 160 Feet

1 inch = 75 feet

Awareness to Critical Infrastructure

When you use the toilet, where does it go?

The Madison Metropolitan
Sewerage District serves:
24 communities
across **190 square miles**.

The Madison Metropolitan Sewerage
District owns and operates
**18 major pumping
stations**.

Can you find the pumping station closest
to where you live on the map? Look at
how far your wastewater travels.

It typically takes about 4.5 hours, passing
through 1-2 pumps on the way, for a flush
at the public market to make it to Nine
Springs Wastewater Treatment Plant.

Push to see the path a flush at the
Public Market takes to reach the
wastewater treatment plant.



- Each stall shows a unique fact or feature of the wastewater system
- Empowers individuals to protect, conserve and reflect the value of water through their actions



WHERE WILL
YOU GO?

Connection through creative
design Bathroom area
entryway 1st floor

Pipes lead visitors to unique stalls that talk about parts of the wastewater treatment and resource recovery process.

Ever wonder what happens after you flush?

Whenever you use water – flushing, washing or drinking – you're part of the water cycle. Everything we do with water affects our community, and we each play a role in keeping it clean and safe.

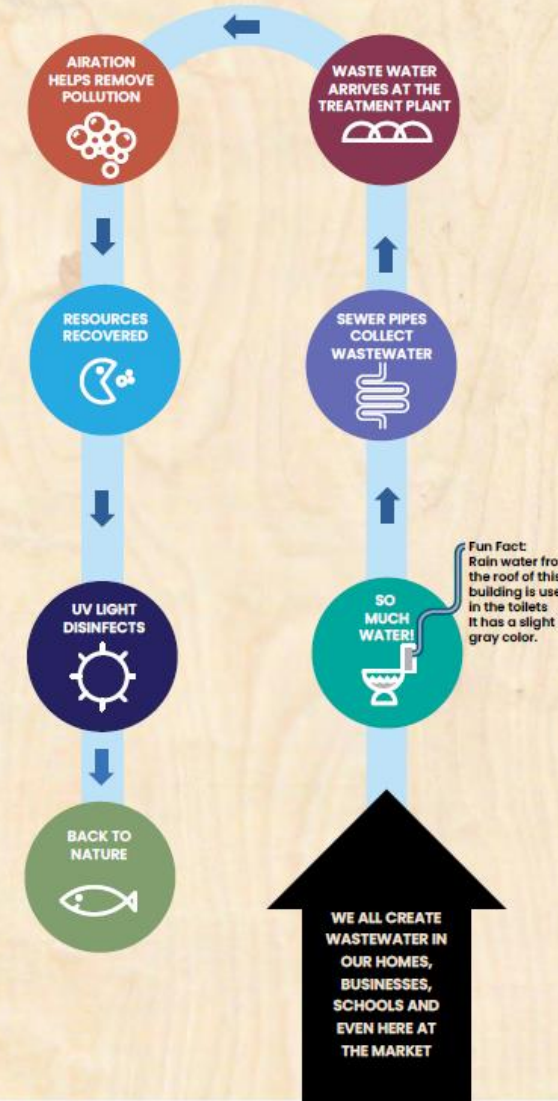
Follow the colorful pipes on this floor into stalls that show where wastewater goes and different steps in the treatment process. Used water doesn't just vanish – it travels miles underground to a treatment plant before returning to rivers as clean water.


Upstairs, the CAN bathrooms showcase how everyday choices impact water quality for everyone.

QR madsewer.org/mpm

Created in partnership with the Madison Metropolitan Sewerage District, the Madison Public Market Foundation, and the City of Madison, this exhibit raises awareness about the infrastructure and processes that protect our water. Through art and design, we aim to empower everyone to become better stewards of this vital resource.

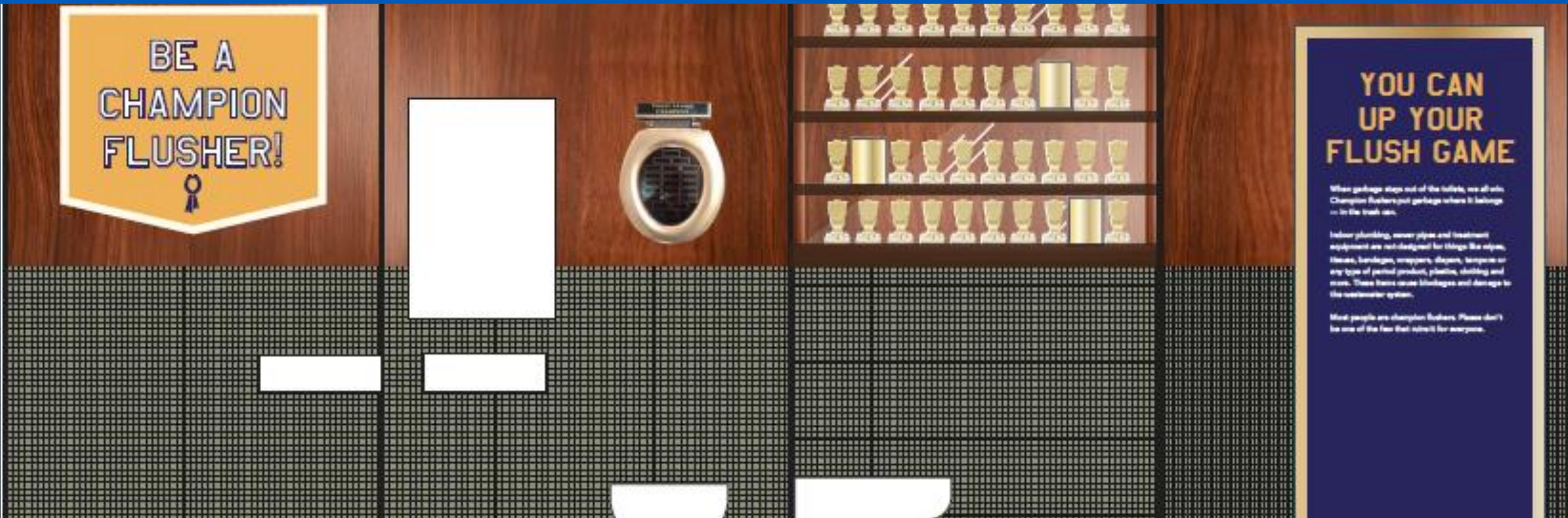
Designed by Art & Sons, Token, and Kdosi



A hallway with a white wall and a grey floor. On the left, there are four doors of different colors: orange, dark red, yellow, and blue. Each door has a small, white, cylindrical light fixture mounted above it. The ceiling is white and features a complex network of exposed, white, flexible-looking pipes that run horizontally and vertically. In the background, a white railing and a window with a grid pattern are visible.

Upstairs,
Visitors are welcomed to
“the CAN” where each
bathroom showcases
everyday actions that help
protect & conserve water

Example "CAN" stall



Themes include:

- Advocacy & civic participation
- Safe chemical disposal
- Conservation/water savings
- District careers
- Salt reduction

Thank you!

Madison Metropolitan Sewerage District

