Reservoir Evaporation Suppression

Evaporation suppression minimizes the loss of water through evaporation by covering open storage reservoirs. A program of this nature is expensive and should only be considered if evaporation losses exceed 10 percent or more of the total water supply. Although evaporation suppression is not usually recommended in the more humid areas of the country, it has been successful in protecting water quality in some cases.[22]

DEMAND MANAGEMENT

Conservation plans become somewhat more complex when it becomes necessary to involve users. In general, users need to have a good reason -- an incentive -- to reduce their water use.[23]

Demand management programs can achieve any type of conservation goal, can achieve immediate use reductions, and can be inexpensive. Table 5 summarizes the advantages and disadvantages of demand management.

TABLE 5

| ADVANTAGES | DISADVANTAGES |
|---|---|
| Versatile | Utility revenues may drop |
| Some are inexpensive | Success varies according to user cooperation |
| Some do not require a lot of labor | User opposition can develop to some programs |
| Some can be quickly implemented | Positive results tend to diminish over time |

Following is a discussion of three operational demand management programs -- water pricing, regulation, and education.