

11. Community use of utility revenues for other programs.

In addition to the factors above, the local conservation plan must reflect the local legal institutional framework.

When cooperation is desired from local water users, it is essential to involve local interests and the public at large who will be affected by any conservation program. The degree to which public participation is required depends to a large extent on the institutional characteristics of the utility and the community setting. For example, in a small community or rural water system, ad hoc advisory committees and close coordination with elected officials can provide all the feedback needed to analyze and shape water conservation proposals. However, in large urban communities, formalized advisory committees may be required (along with considerably more time) to make detailed presentations to chief elected officials before conservation proposals emerge which can be presented to the general public.

It is highly desirable to build into the planning process the time and techniques necessary to consult with community leaders and interest groups having the largest stake in a water conservation effort. Public meetings should be scheduled with enough publicity at key points along the way to generate wide exposure and discussions of alternative conservation measures.²⁸

STEP 1: IDENTIFY PROBLEM/ESTABLISH CONSERVATION GOAL

The problem which has created the need for water conservation must be understood and accepted by local leaders if any plan to conserve water is to succeed. Therefore, it is important to convey this information to local elected officials, local government officials and