

1. Pricing - changing the water rate to encourage users to conserve to save money;
2. Regulation - issuing a restriction on the use of water, thus encouraging users to conserve to comply with the law; and
3. Education - informing users of the need to conserve, emphasizing that conservation will help the community solve its problems and help users save money.

In selecting the most effective program for a public water supplier, the cost-effectiveness and potential impacts associated with each aspect of the program should be analyzed.

A cost-effectiveness analysis weighs the costs of implementing a program against the expected results. If the results are worth the investment, the program is cost-effective. Some of the factors that are considered include the following:

1. Can this program save money?
2. Can the program ease the community over a water shortage?
3. Is the program fair?

Most supply management programs are cost-effective because they improve system efficiency. Some programs are capable of recovering lost revenues.³¹

The success of each management program depends on the characteristics of the community. The impacts listed below are common to all types of utilities and should be considered during the planning of any local conservation plan.

Change in Revenues

Metering and leak detection repair can recover revenues that have been lost through the under-registration of flow or the unauthorized use