

of water, such as hookups to an unmetered fire line. Pricing may increase revenues; education and regulation usually decrease them.

Costs to Implement Program

Costs of implementation will vary depending on the scope and objectives of the program. As mentioned earlier, supply management is generally more expensive than demand management.

Effect of Reduced Water Use Within the Community

With reduced water use within a community, variable costs of water production and delivery will decrease, new source development may be postponed, reduced or eliminated, new connections may become available, and potential damage to landscape and community aesthetics (parks, fountains and water-related recreation areas, etc.) may result.

Public Reaction to Conservation Program

The degree of acceptance of the program will likely depend on the public's concept of its "fairness."

STEP 4: IDENTIFY ACTIONS TO MINIMIZE ADVERSE EFFECT

At this point in the procedure, all management options have been identified and analyzed. Preliminary findings should be reviewed with local elected officials and representatives of key groups in the community. It is important that the individual (s) presenting the information highlight the costs and relative effectiveness of the various approaches, indicating which could be eliminated based on their cost in relation to the amount of water to be saved. Conservation approaches that have the most adverse consequences should be noted along with appropriate efforts to minimize these impacts. A concerted effort