

should be made to approach those groups that conservation will affect negatively.

Involvement of others at this point in time in the planning procedure (e.g. various interest groups) will offer a valuable reexamination of some conservation approaches. A second look (or third or fourth) is preferable to prematurely eliminating or selecting a program which still presents major questions regarding its costs, reliability and impacts.

Media coverage can also be valuable at this juncture. Public meetings or television coverage is encouraged of panel discussions which discuss why the conservation plan is needed, what alternatives are being reviewed, how long they will benefit the community, as well as any impacts.<sup>32</sup>

An education program can help almost any kind of conservation plan. Education is well received by users and can greatly improve their understanding, which in turn assists a public water supplier get the cooperation needed in implementing a successful conservation campaign.

#### STEP 5: DESIGN THE MANAGEMENT PROGRAM

Having analyzed the impacts, necessary modifications, and the cost-effectiveness of the many conservation programs, administrators of a water supplier should be able to select the programs that will be most effective in their service area.

Supply management programs should be selected which have the fewest adverse impacts. Each program should again be reviewed to verify it has the potential to meet the conservation goal established. Once this has been accomplished, local planners can proceed with Step 6.