

situation. They are likely to be used more frequently in the future despite their expense (both capital and operation) and the resistance from residential users.

User Habit Changes

User habit changes should not be relied upon to achieve long-term goals since it is difficult to change people's habits permanently. For the same reason, user habit changes should not be relied upon to achieve high percentage reduction goals, even for a short time, unless there is a severe crisis. During crises, users are generally much more cooperative and are willing to alter their normal patterns of behavior. In cases where utilities have relied upon user habit changes to reduce water use during a crisis, it has been found that people usually return to their water wasting habits when the crisis was over.⁴¹

While user habit changes may be the least expensive way of reducing water use, they will in most cases be limited to use for short-term problems.

STEP 7: SUMMARIZE FINAL PLAN

To ensure that the conservation plan is complete, it should be summarized as follows:

1. Conservation Goal
2. Supply Management Programs
3. Demand Management Programs
4. Public Involvement

As a last check, it is advisable to make a formal presentation to the local elected officials, and have the Advisory Council (if organized for your community) report on the process and give their perception of