



Chicago Metropolitan
Agency for Planning

Regional Water Supply Planning:
*Examining Conservation as
One Tool Among Many*

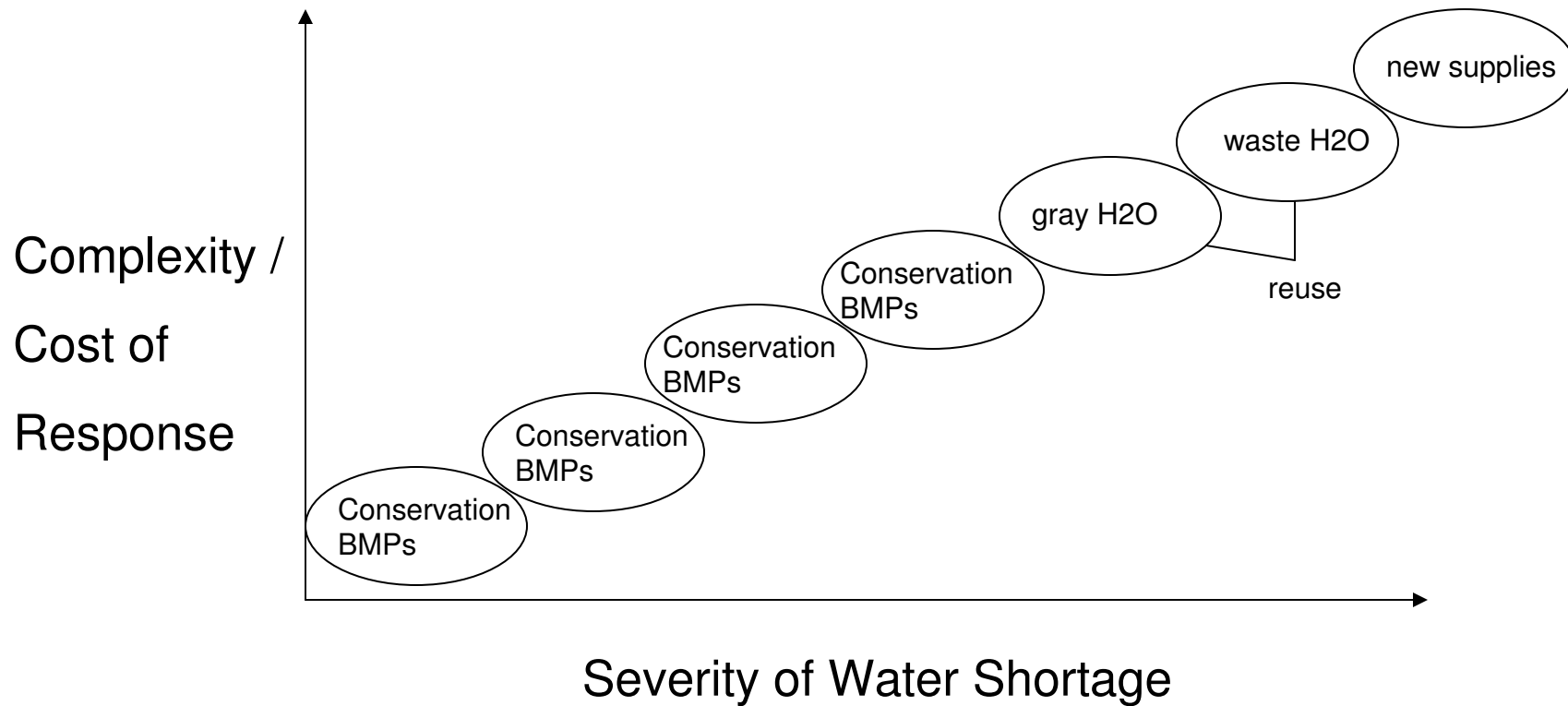
26 February 2008
Chicago, Illinois

Why Conserve Water?

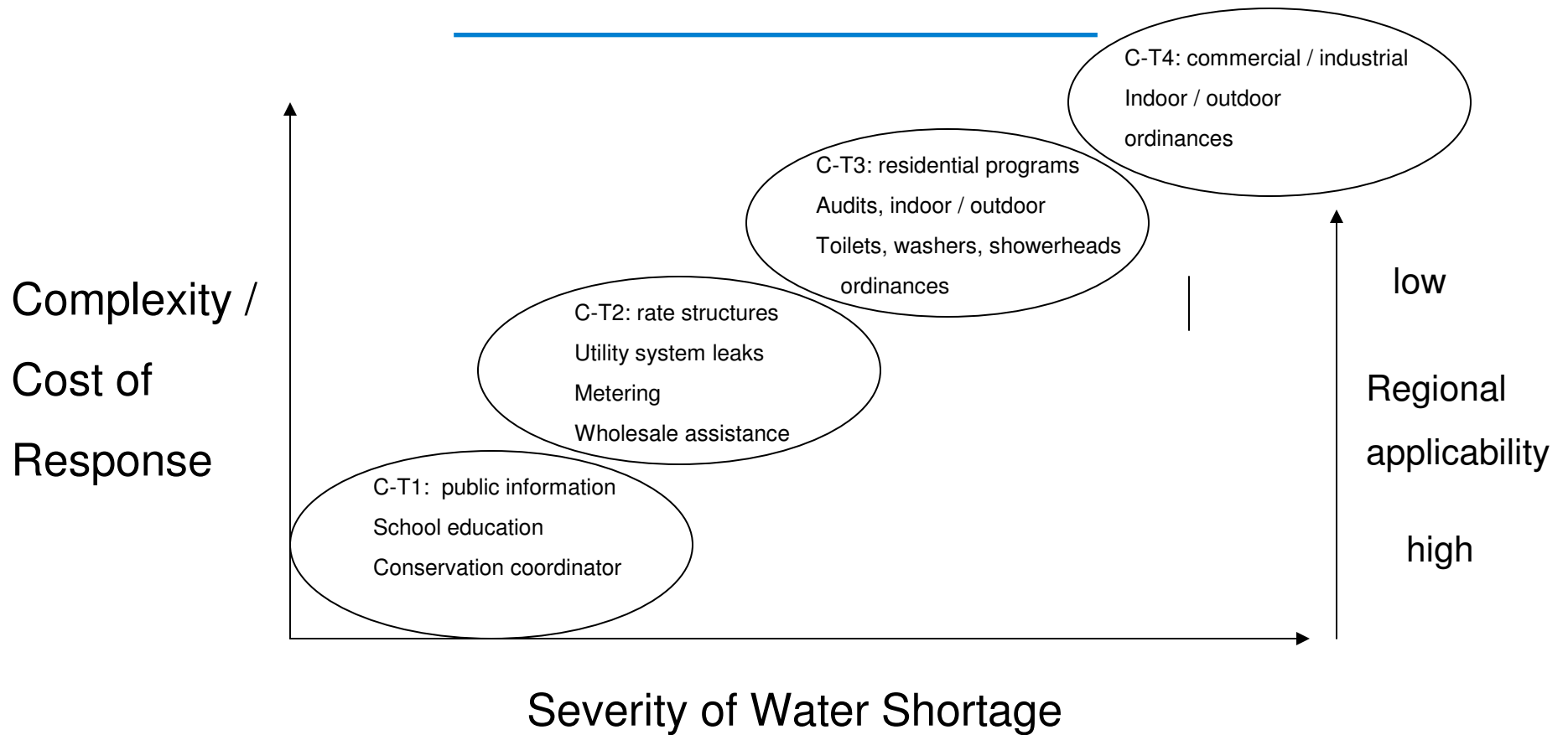
- Cost savings
- Wastewater treatment and disposal benefits
- Environmental benefits
- Competing beneficial uses
- Water supply limitations
- Utility stewardship and sustainability
- Energy savings
- Improved supply reliability
- Customer benefits
- Regulatory compliance
- Public perception



Managing Supply to Meet Water Demand



Demand Management: Conservation



Regional Heterogeneity

- Urban Areas
- Older Suburban (1945-1970)
- Mid-age Suburban (1970-1993)
- New Development
- Rural / Agricultural

