

### **Regional Water Supply Planning:**

Examining Conservation as One Tool Among Many

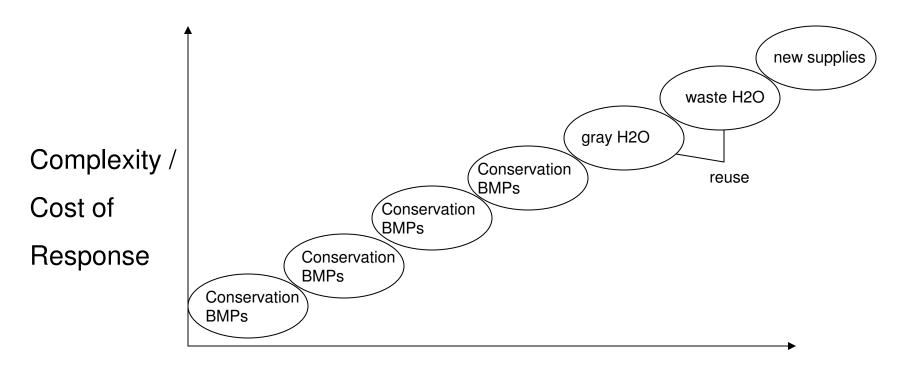
> 26 February 2008 Chicago, Illinois

## 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



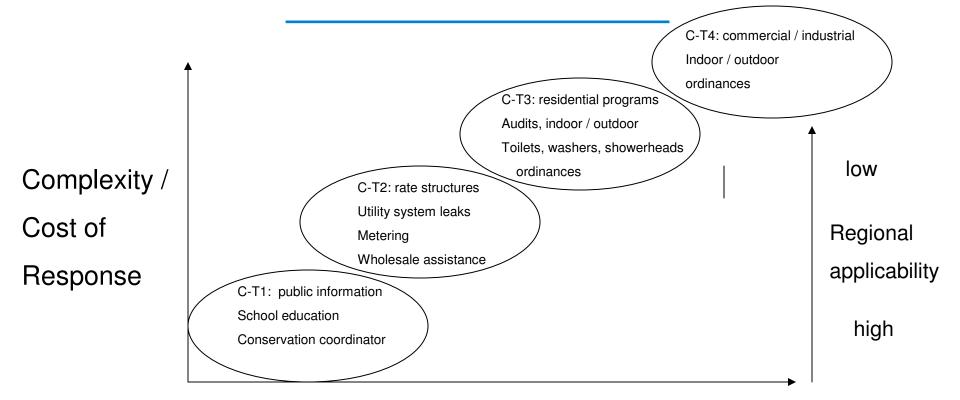
## Managing Supply to Meet Water Demand



Severity of Water Shortage



# **Demand Management:**Conservation



#### Severity of Water Shortage



## Regional Heterogeneity

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

