

## **WHY Conservation? -- Discussion at September 1, Operating Board**

From your perspective, what are the primary reasons for continuing the regional water conservation program? These will result in objectives for regulators and our customers.

The next steps for the Operating Board in October will be to define the conservation program and how to measure it.

The following list for your consideration, in no particular order, was generated from discussions with 9 wholesale customers in July and SPU's retail customers in August. It is intended to be a starting point for the Operating Board discussion.

1. Preserving customer water conservation ethic and align with sustainability education
2. Meeting stakeholder and contractual expectations
3. Helping customers use water wisely and manage their bills
4. Maintaining good stewardship of our water resources
5. Ensuring that conservation capacity is available - staff expertise and industry partnerships – to deliver conservation services as well as respond to droughts and supply disruptions
6. Meeting regulatory requirements
7. Providing access to historically underserved populations who may have faced barriers to participating in earlier programs
8. Capturing lost opportunities for long-term savings such as new construction
9. Meeting potential future challenges from climate change
10. What else?