

Conservation's Role in Filling the Gap

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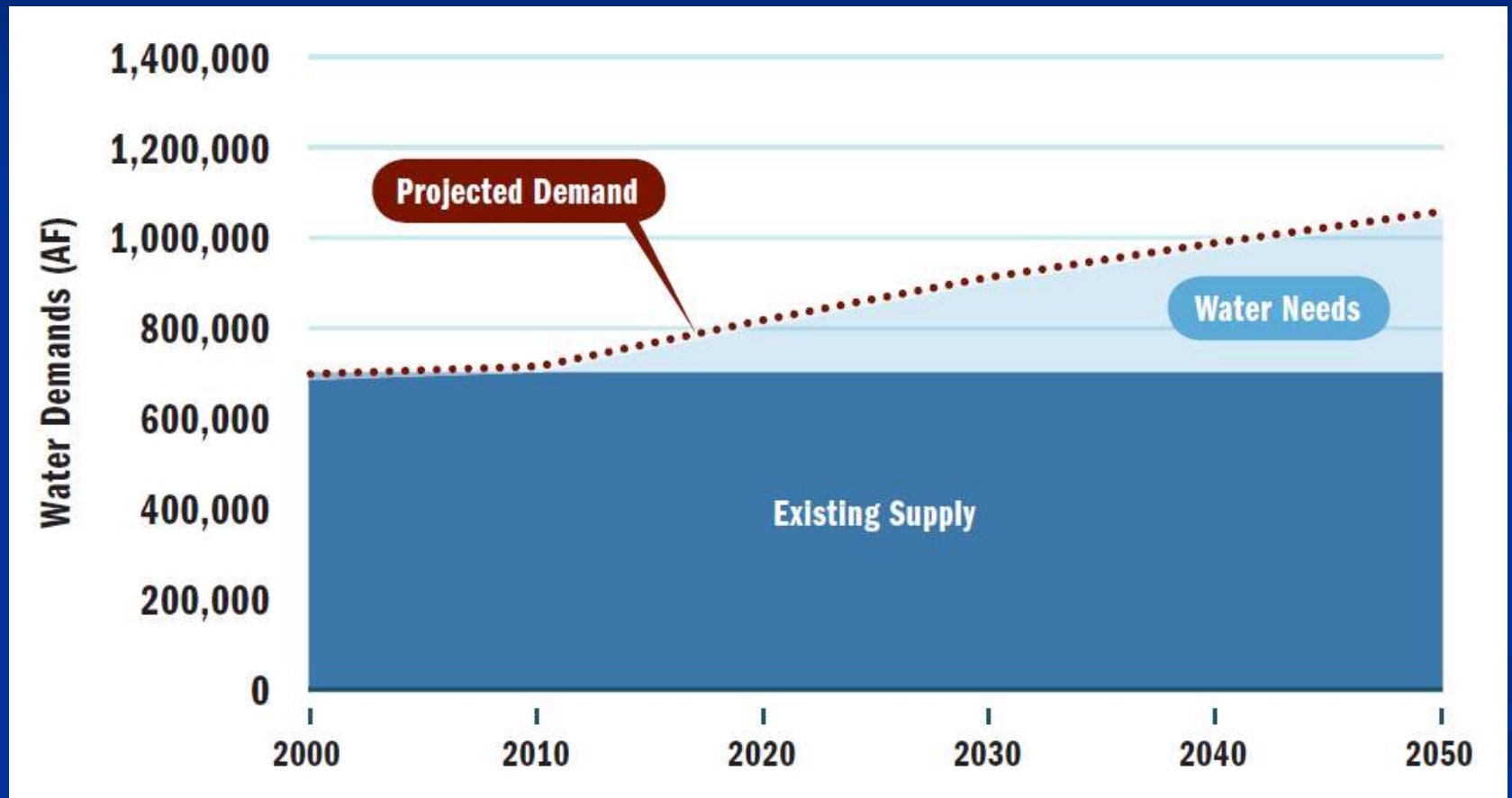
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WESTERN RESOURCE
ADVOCATES

Growing Needs



Large Structural Projects

Flaming Gorge Pipeline



- Cost
- Controversy
- Uncertainty
- Risk
- Inflexible
- Sedimentation



Ecology

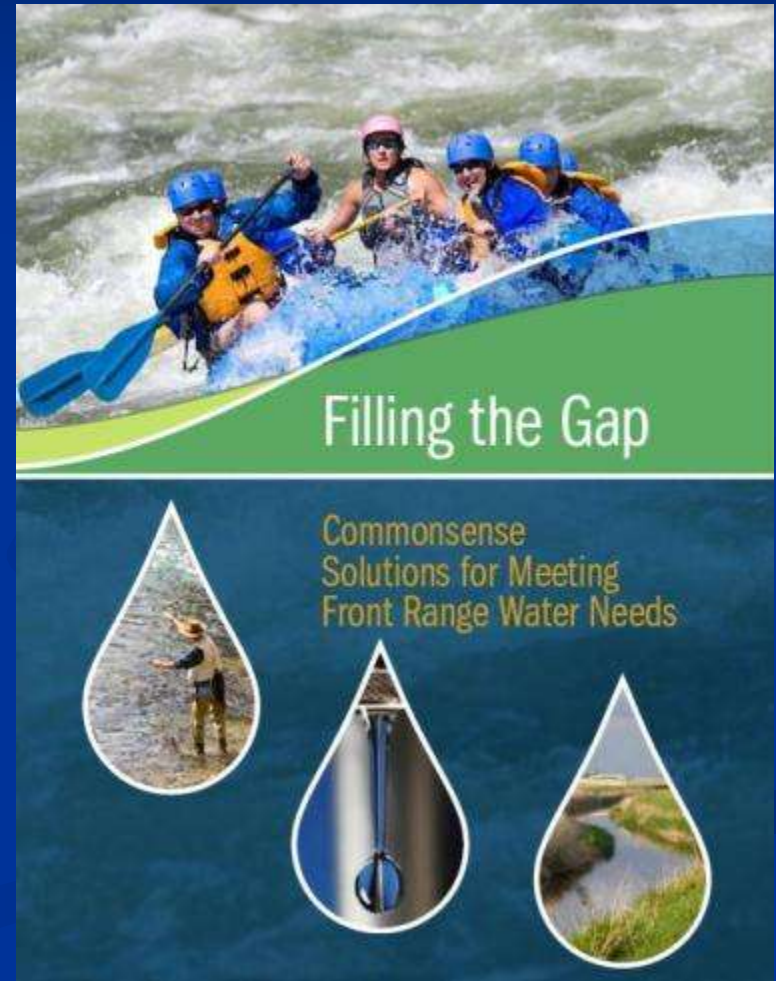
- Healthy flowing rivers:
 - Sustain the environment
 - Power the economy
 - Support local communities
 - Create quality of life



Portfolio Approach

- APPs
- Conservation
- Reuse
- Ag Sharing

- NO large transbasin diversions



Conservation's Role

- "Demand management is the future of water management" -- D. Kenney
- Cheapest
- Local control
- Customers want it
- 1% per year reduction
 - CWCB's "high" conservation strategy

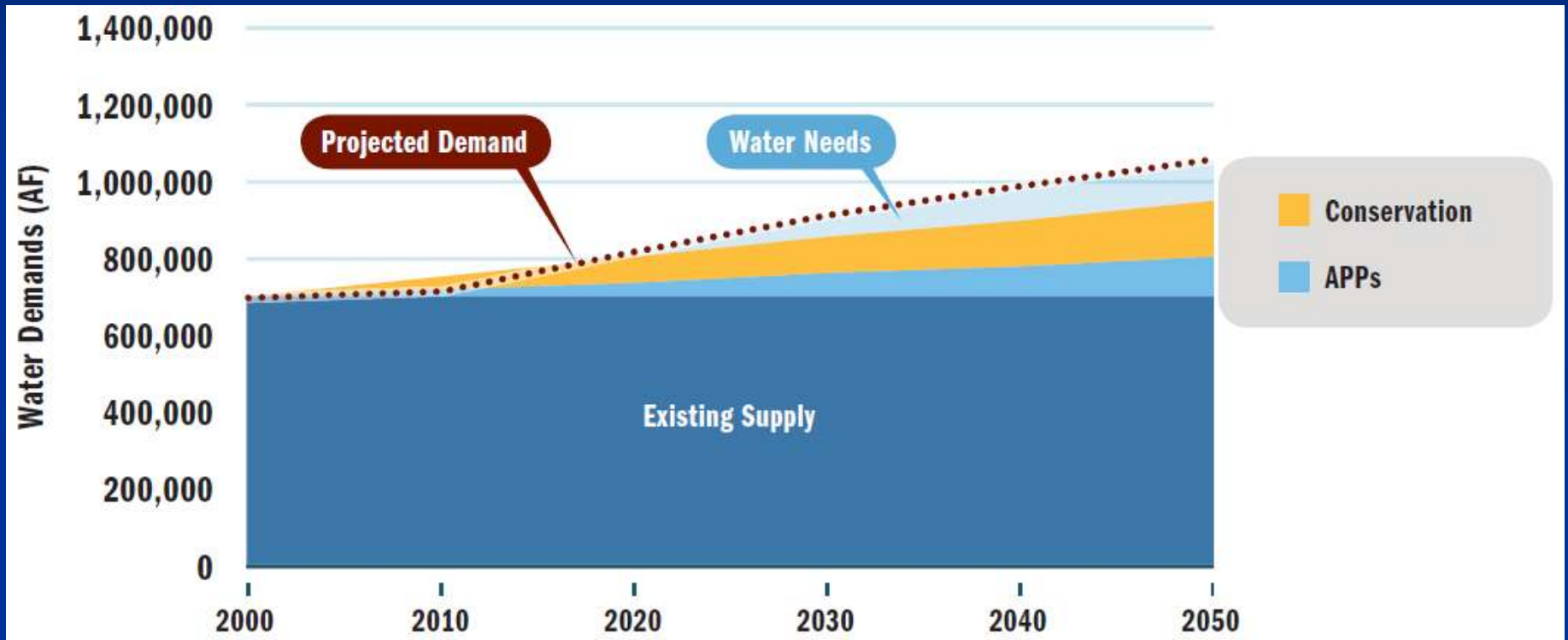


Approaches

- Customer tracking
- Loss reduction
- Rates
- Rebates
- Retrofits
- Land use
- Ordinances
- Public norming



How Much?



■ 153,000 AF by 2050



Questions & Comments

Filling the Gap is available at:

www.westernresourceadvocates.org/gap

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