

#### 5.4 WATER SUPPLY - THERESA

**Background:** It is projected fresh water will be an increasingly limited commodity and consequently be more costly.

**Goal:** To increase the efficiency of the delivery and consumption of natural resources (water) and stay within permitted water capacity.

**Policy:** To promote conservation of this limited resource, GRU will work towards charging the full cost of providing safe, reliable drinking water – not just the cost of treatment and distribution, but correspondingly the cost of instituted conservation measures and anticipated decrease in revenue.

#### 5.5 ECONOMIC IMPACT OF CONSERVATION MEASURES - THERESA

**Background:** Conservation measures promoted by the implementation of this policy will affect GRU's revenue streams negatively, given the current and traditional business model.

**Goal:** To promote conservation measures while maintaining appropriate revenue streams

**Policy:** GRU and the City of Gainesville will explore alternative utility operational models in order to be able to continue to provide service to their customers in a reliable, safe, environmentally responsible and economically viable way.