


The Business of Getting to Sustainable Systems: Rate-Setting

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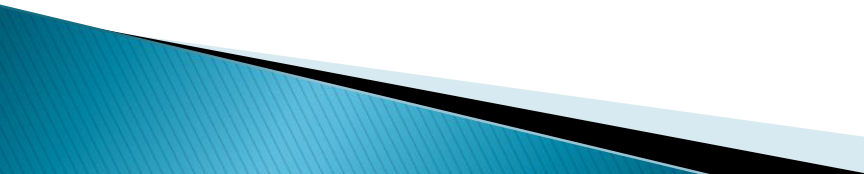


WEPGN
Water Economics, Policy
and Governance Network

Outline

1. Produce it? Price it!
 2. How demanding are your customers?
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Price each of your services:

- ▶ Output: price by volume, season and distance
 - ▶ Reliability: charge more to avoid shut-off during droughts
 - ▶ Fire-fighting services
 - ▶ Source water and pollution costs
 - ▶ Future: real-time pricing
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Consumer demands

- ▶ What drives consumption decisions?
 - ▶ Refocus conservation efforts towards reducing peak demands
 - ▶ Integrate conservation efforts, demand forecasting, infrastructure planning and rate-setting
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