

**From:** Farhad Tabarsi [<mailto:farhad.tabarsi@rockwellcollins.com>]

**Sent:** Tuesday, October 11, 2016 8:25 AM

**To:** Tracy, Esther@Waterboards

**Subject:** Usage Based Pricing

Good Morning,

I believe water consumption fees and pricings should be done solely based on Gallons used per household.

The municipal fees are the biggest portion of a family such as ours where we use 2400 gallons of water per month at the cost of about \$6 and pay 7 times that amount in connection and service fees. (water is still way too cheap)

Pricings must be based on gallons of water used to truly encourage reduction in wasteful practices.

Our neighbors, watering their lawns have little incentives to change their practices where price per gallon is so cheap.

Price per gallon should reflect annual estimated supply vs. annual estimated consumption....per district.....until balance is reached between supply and demand.

Best pricing practices would present prohibitive fee structure that would reflect the past 2, 3, or more years of consumption practices/experience by consumer until desired behaviors are noted.

One rainy year must not change our view of what we are trying to accomplish. We should sell the excess based on nationwide pricing and always maintain a balanced supply vs. demand and insist on integrity of the price balance at any given time and under any changing circumstances.

This is how we can build a culture where water is valued. Water is LIFE! we value life, but not water....because we have not yet made the connection between the two in our minds....and we won't until it hits our pocketbooks.

Thank you,

Farhad

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*If words come out of the heart they will enter the heart*

*Rumi, 1207 A.D.*