

**Pricing Objectives Prioritization Results - 02/19/09
Rates Advisory Committee**

Classification	Rank	Objective	Score
Essential	1	Conservation/Demand Management	34
	2	Financial Sufficiency	33
	3	Rate Stability	27
Very Important	4	Revenue Stability	26
	5	Equitable Contributions from New Customers	25
	5	Affordability to Disadvantaged Customers	25
Important	7	Cost of Service Based Allocations	23
	8	Minimization of Customer Impacts	21
	9	Simple to Understand and Update	18
Least Important	10	Legality	16
	10	Ease of Implementation	16
	12	Economic Development	15

Conservation/Demand Management Objectives

Surcharge Nonessential and Non-efficient Water Use	1
Reward Economically Efficient Water Users	2
Reduce Peak Consumption	3
Reduce Seasonal Consumption	4
Reduce System Consumption	4
Communicate Conservation Consciousness	4

**Pricing Objectives Prioritization Results - 2003 Rate Study
Rates Advisory Committee**

Classification	Objective
Essential	Financial Sufficiency
	Conservation/Demand Management
	Revenue Stability
Very Important	Legality
	Cost of Service Based Allocations
	Rate Stability
Important	Affordability to Disadvantaged Customers
	Equitable Contribution from New Customers
	Economic Development
Least Important	Consistency of Customer Impacts
	Ease of Implementation
	Simple to Understand and Update