

City officials have utilized this resource and its objective conclusions to assist in making sound and justifiable decisions concerning the implementation of new projects.

While the Water Demand Survey has served and will continue to serve its purpose well, there is always a risk associated with commissioning such a study. When funds are expended to conduct a survey the results may not be worth the money and/or time invested. The study could have returned results indicating areas within the City need services that Palm Bay Utilities Department could not deliver with its current infrastructure; Or when the survey was complete, the department may have wished it had considered other factors and/or issues; Or the Water Demand Survey could have been met with resistance from members within the organization – stifling further progress. In addition, citizens may not see the value of using funds that could provide water service on such studies.

Fortunately for the Palm Bay Utilities Department, this innovative study was approved and widely accepted by City Management and the City Council. The reason for such acceptance may have been a result of the logical progression of its development. The idea for the Water Demand Study was initiated based on recommendations made in the Water Master Plan that was developed by the Utilities Department. The Palm Bay City Council approved the Water Master Plan and consequently the Water Demand Study. Each Community Investment Program presented to the City Council regarding the expansion of municipal water that has been supported by the results of the study has gained approval.

Hindsight is always 20/20 and lessons are learned when a task of this magnitude is tackled. One thing the Palm Bay Utilities Department learned was that projection costs used in the study need to be as realistic as possible. Inflated costs can alter the result of the study, negating some of its