

## SPEAKER INTRODUCTIONS

IRP COMMITTEE - MAY 26, 2015

### DR. KENNETH BAERENKLAU

Dr. Baerenklau is an Associate Professor of Environmental Economics & Policy in the School of Public Policy at UC Riverside. He is also a Cooperating Faculty member in the Department of Economics and the Department of Environmental Sciences, and an Affiliated Faculty member in the Water Science & Policy Center, the Center for Conservation Biology, and the Center for Sustainable Suburban Development. He has served on the editorial boards for Land Economics, Journal of Environmental Economics and Management, and Water Economics and Policy.

Dr. Baerenklau has thirteen years of professional experience working on a variety of environmental policy issues including several related to water quality and water resource management. Representative projects include: assessing policies for reducing nutrient emissions from animal feeding operations; designing incentives to promote decentralized urban storm water capture by private landowners; characterizing optimal long-term use of an aquifer subject to salinization; assessing the effect of water pollution on beach recreation; and multiple on-going projects related to urban water pricing and conservation incentives.

Dr. Baerenklau holds Bachelors and Masters degrees in Civil and Environmental Engineering from Stanford University and a Ph.D. in Agricultural and Applied Economics from the University of Wisconsin – Madison.

<http://envisci.ucr.edu/faculty/baerenklau.html>

*Presentation Summary - In order to cope with the ongoing drought and to achieve more sustainable long-term levels of water consumption, agencies across California have been mandated to significantly reduce per-capita water use. More than ever, urban water suppliers are seeking effective strategies for managing residential demand. To help achieve these goals, researchers at UCR's School of Public Policy have partnered with local water agencies in an effort to evaluate the effectiveness of ongoing residential water conservation programs. Two general messages have emerged from these partnerships to date. First, budget-based increasing block rate pricing structures can be an effective strategy for reducing per-capita residential water use in a manner that addresses both efficiency and equity issues confronting agencies. Second, while conservation programs, including many that have been offered to Southern California residents since the early 1990s, have been relatively successful in reducing household water use, efforts to achieve further reductions in line with state mandates will likely require systematic evaluations of specific programs with the intent to better understand human behavior.*

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MARY ANN DICKINSON

Mary Ann is the President and CEO of the Alliance for Water Efficiency, a non-profit organization dedicated to promoting the efficient and sustainable use of water in the United States and Canada. The Alliance works with nearly 400 water utilities, water conservation professionals in business and industry, planners, regulators, and consumers.

Prior to joining the Alliance in July of 2007, Mary Ann was Executive Director of the California Urban Water Conservation Council. In total, Mary Ann has over 40 years of experience in the field; having worked at the Metropolitan Water District of Southern California, the South Central Connecticut Regional Water Authority, and the Connecticut Department of Environmental Protection.

Mary Ann is currently Chair of the Efficient Urban Water Management Specialist Group for the International Water Association, past Chair of the American Water Works Association National Water Conservation Division, past President of the California Irrigation Institute, past President of the Lake Arrowhead Community Services District, and currently serves as a Board member of the Green Building Initiative, U.S. Water Alliance, Texas Water Foundation, and River Network.

Mary Ann has authored numerous publications on water conservation, land use planning, and natural resources management, and has co-produced two films which have aired on public television and community cable stations.

<http://www.allianceforwaterefficiency.org/>

*Presentation summary - Metropolitan has always been a leader in Water Conservation, with great strides having been made over the past two decades in reducing per capita consumption. But now with the current mega-drought limiting water supply deliveries all over California, Metropolitan will need to consider new and innovative strategies for further reducing demand in Southern California. This presentation will cover examples of leading-edge water efficiency and conservation programs throughout the United States as well as recommendations for new initiatives that Metropolitan might want to consider incorporating into its IRP.*