Water UCI is sponsoring a colloquium series to provoke a thoughtful exchange of ideas and to better engage our regional colleagues regarding critical water issues facing the state, nation, and planet — and what we can do to address them.

**Coping with Water Scarcity**

**Recent Developments in Residential Demand Management**

*Presented by Dr. Ken Baerenklau*

*Associate Professor of Environmental Economics & Policy*

*UC Riverside*

Consistent with historical trends, California saw its driest year on record in 2013 and its warmest year in 2014. Water agencies across the state have been mandated to significantly reduce per-capita water use or else lose their eligibility for state grants and loans.

To help achieve these goals, researchers at UC Riverside’s School of Public Policy have partnered with local water agencies in an effort to evaluate the effectiveness of ongoing residential water conservation programs.

**March 3, 2015**

*4:00 p.m. - 5:30 p.m.*

*Donald Bren Hall, Room 6011*

**RSVP at water.ucla.edu/events-2**