Join Us for the June CUC Breakfast!

Wednesday, June 22, 2016
7:15 am - 8:30 am (Program @ 7:30)
UCR Alumni & Visitor Center
3701 Canyon Crest Drive

Don’t Get Soaked During a Drought! “The Six P’s of Water Conservation”

Ken Baerenklau
UCR Associate Provost
Associate Professor of Environmental Economics and Policy

How can water agencies convince their customers to use less water in times of scarcity? Should they raise prices? Should they require cut-backs? Should they offer rebate programs or mount education campaigns? What is your water provider doing? At the June CUC Breakfast, UCR Associate Provost Ken Baerenklau will introduce you to the “Six P’s of Water Conservation,” and describe how water agencies try, sometimes more successfully than others, to manage the demand for water. Results from recent UCR studies of local water conservation policies will be discussed along with research from other parts of the country that help us understand the nature of residential customers and their demand for water.

Ken Baerenklau is an Associate Professor of Environmental Economics & Policy in the School of Public Policy and the Associate Provost at UCR. He is also an Adjunct Fellow in the Water Policy Center at the Public Policy Institute of California. Dr. Baerenklau has fourteen years of professional experience working on a variety of policy issues related to water resource management. He holds Bachelors and Master’s degrees in Civil and Environmental Engineering from Stanford and a Ph.D. in Agricultural and Applied Economics from the University of Wisconsin – Madison.

With an Update from:
Dr. Kathryn Uhrich
Dean, UCR College of Natural & Agricultural Sciences

A Special Thank you to this month’s sponsor!
Riverside Public Utilities

$18.00/$22.00 (includes deluxe breakfast buffet & free parking in Bannockburn)
Space is Limited! Please R.S.V.P. by June 15th.

Using the enclosed envelope, please return your breakfast reservation payable to: REGENTS UC
University of California, Governmental & Community Relations – 101, Riverside, CA 92521-0153
Questions: Please call (951) 827-5184 or email robin.clark@ucr.edu R.S.V.P.’s not cancelled by June 21st will be billed.

(Please Print) Dr. Mr. Miss Ms. Mrs._

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Guest Name(s): ____________________________