Do we have a water crisis or a water management crisis?

What role does pricing play in water's waste?

Can the needs of communities be coordinated through smart economics?

Please join us for a public forum on water pricing:

Three easy steps to sustainable water management in Southern California.

1. Price for scarcity
2. Pay for quality
3. Integrate local management via exchanges

Steady increases in population and lifestyle-based consumption risk our region's quality of life. One of the greatest threats comes from a decrease in the quality and quantity of available water. The increasing scarcity of clean water threatens lifestyles, the environment, business and agriculture. This talk will focus on the origins of water scarcity, the impacts of mismanaged water and suggest three easy steps to restoring balance in the water system and in our lives.

Dr. David Zetland

David Zetland is a senior water economist in the Department of Environmental Economics and Natural Resources at Wageningen University in the Netherlands. He received his PhD in Agricultural and Resource Economics from UC Davis in 2008, and was a post-doctorate Fellow in Natural Resource Economics & Political Economy at UC Berkeley until 2008 to 2010. He blogs on water, economics & politics at aguanomics.com & is the author of The End of Abundance: Economic Solutions to Water Scarcity (2011).

Please RSVP to: water@surfridersd.org. Sponsors may or may not support Zetland's views, but are committed to a continuing dialogue on water supply.