



Decision Center for a Desert City Water/Climate Briefings

A place where multiple perspectives on issues meet

The Economics of Water Demand: The Dynamics of Water Use and Price



Price is often suggested as a simple straightforward tool to encourage people to be more efficient in how they use water. However the economics of water demand are not that simple.

Water

Meets the basic necessity of life, consumption and hygiene. creates an atmosphere that suits our lifestyles, landscapes and pools, and perhaps long hot showers. Water is used for economic gain, from creating places attractive to customers to washing silicon chips. The sale of water is also used to finance the infrastructure and costs associated with making water available to a community.

Each of these water uses has its own economic dynamics based on behaviors and motivation for water use which can vary among the consumers in each category. At the same time, the economics for each of these water uses are related, such that changes in one can affect the other. Thus, decision making about the price of water is not as clear as it may initially appear.

The goal of this Water/Climate Briefing is to increase the awareness of the complexities associated with the price of water by facilitating a discussion about the differences and relationships that exist in the economics of different water uses.

**Tuesday, April 17, 2012
12:00–1:30 p.m.**

**Decision Center for a Desert City
21 East 6th Street, Suite 126B, Tempe**

Map: <http://dcdc.asu.edu/about-us/contact/>

Lunch will be served. RSVP: estella.ohanlon@asu.edu

Panelists:

Doug Frost, Principal Planner, Water Services Department, City of Phoenix

Gary Niekerk, Director of Corporate Citizenship, Intel Corporation

V. Kerry Smith, Distinguished Sustainability Scientist, Global Institute of Sustainability, Regents' Professor, W. P. Carey Professor of Economics, Department of Economics, W. P. Carey School of Business

<http://dcdc.asu.edu>

WATER/CLIMATE BRIEFINGS ARE

- An informal lunch forum where the water policy community, scientists and students gather to exchange knowledge and ideas.
- A venue for open discussions that bring together multiple perspectives—from the corporate sector, the policy sphere and the sciences—to broaden understanding of decision-making processes in the field of water resource management.
- A place to explore the potential for research collaboration to effectively address the sustainability challenges of our time.

The Decision Center for a Desert City (DCDC) is one of several interdisciplinary National Science Foundation-funded centers exploring human decision-making under climate uncertainty. DCDC research teams work with the public policy community to investigate water, climate, decision-making and vulnerability in the urbanizing desert of Central Arizona.

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