

Brenda Garcia

From: Mark Day [chilerico@gmail.com]
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To: Brenda Garcia
Subject: Re: demand management

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Although these steps are constructive, the concepts of managing demand through changing the built environment, and modifying behaviors with educational programs, appear severely limited in their potential to identify the scope of potential demand for water, or to permanently and significantly modify water use behavior.

Even the concept of using data to track trends appears to shy away from directly addressing water economics, which addresses consumer behavior. Instead, this demand management focuses mainly on reducing demand through the design of the built environment -- a tangible means approach which does not concern itself with the full scope of water use decisions.

There should also be investment in data gathering and research that studies the behavior of water users. Careful estimation of household income, among other household factors and conditions, is very important in understanding water use behavior. Studies should attempt to correlate water demand with all factors faced by water users. Many studies of this type, including in Tucson, have demonstrated economic factors as most important for inducing and maintaining conservation of potable water. Without data for this research, and comission of econometric studies, demand management is operating largely in the dark.

Economics concerns should not be limited to encouraging specific industrial development, as much as that is needed.