



Urban Water Demand Forecasting: Demand Trends, Drivers, and Uncertainties

Presented by Dr. Jack Kiefer, Senior Associate @ Hazen & Sawyer

**Friday, January 27th 3:10 - 4pm
MSE 103**

This talk highlights the primary drivers of water demand and how they have contributed to observed trends in water use. Examples from recent research and consulting engagements will demonstrate the extent to which fluctuations in economic activity have affected demand, and how these effects can be differentiated from the effects of other factors that can influence demand. Examples of other important factors include the effects of price, long-term trends in end use water efficiency, climatic variability, and water supply shortage restrictions. The discussion will integrate observations and experiences of water utilities regarding the effects of the Great Recession, key future planning uncertainties, and methods for managing uncertainty about future water demands.

Dr. Kiefer holds a PhD in Geography/Water Resources Management Systems and an MA in Monetary Economics from Southern Illinois University in Carbondale, IL. He is currently Senior Associate with Hazen and Sawyer, a consulting company that works with water providers to ensure safe drinking water and minimize environmental impacts of wastewater.