

DAVID ZETLAND

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CONTACT INFORMATION

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PROFESSIONAL PHILOSOPHY

I began my PhD in development and ended in environmental and natural resources. Throughout, I studied market and government failure using institutional and experimental methods. Since I finished my PhD, I have spent most of my time communicating economics to the public — blogging at aguanomics.com, giving public talks, meeting with policymakers, and writing my book, *The End of Abundance: economic solutions to water scarcity* (2011). I am currently employed on a project to study the economics of water management in Europe.

ACADEMIC EMPLOYMENT

- Lecturer UNESCO-IHE (July 2011): Economics module (8 course hours) for 65 students in the “Watershed and River Basin Management course.” [videos]
- Researcher Wageningen University, Environmental Economics & Natural Resources (2011-2013): Senior water economist working on an EU-funded project, “Evaluating Economic Policy Instruments for Sustainable Water Management in Europe.”
- Simon Fellow Property and Environment Research Center (August 2010) while writing *The End of Abundance*.
- Instructor UC Berkeley, Agricultural & Resource Economics (Fall 2009): Environmental Economics and Policy 100 (90 students). [Here] are course materials, lecture recordings, and YouTube lectures (subtitled in 50 languages) with about 15,000 views each.

- Wantrup Fellow UC Berkeley (2008–2010): S.v. Ciriacy-Wantrup Postdoctoral Fellowship in Natural Resource Economics and Political Economy, working with Michael Hanemann.
- Visiting Fellow Mercatus Center (May/June 2008): Research on regulation and water management with Richard Williams and Karol Boudreaux.
- Research Asst. UC Davis, Agricultural & Resource Economics (6 quarters) for Richard Howitt: Performed research on various water issues and assisted in preparation of manuscript on positive mathematical programming.
- Teaching Asst. UC Davis, Agricultural & Resource Economics: Development (3 qtrs), Intermediate Micro (3 qtrs) and Capital Budgeting (1 qtr): Prepared and led weekly discussion sections, held office hours and review sessions, and graded exams and homework.
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EDUCATIONAL HISTORY

- Apr 2008 Ph.D. (Agricultural and Resource Economics), University of California, Davis.
 Dissertation: Conflict and Cooperation within an Organization: A Case Study of the Metropolitan Water District of Southern California [LINK] under the guidance of Richard J. Sexton (chair), Stephen R. Boucher, Richard E. Howitt and Stephan Kroll.
 Fields: Economics of Development, Environment & Resources, and Industrial Organization. Overall GPA = 3.65
- Dec 2003 M.S. (Agricultural and Resource Economics), University of California, Davis.
- Mar 1991 B.A. (Economics and Business, *Phi Beta Kappa*, *Magna cum Laude*, Departmental Honors, Honors College), University of California, Los Angeles.
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PUBLISHED PAPERS

- Sep 2011 "Water Markets in Europe" in *Water Resources IMPACT* 13(5): 15–18.
- Jan 2011 "Intra-organizational conflict: Origin and cost" in *The Economics of Peace and Security Journal* 6(1): 12–21.
- Jan 2011 "How markets can end persistent intraorganizational conflict" in *The Economics of Peace and Security Journal* 6(1): 22–27.
- Dec 2010 "Save the poor, shoot some bankers" in *Public Choice* 145(3–4): 331–337.
- Dec 2010 "An auction market for journal articles" (with Jens Prüfer) in *Public Choice* 145(3–4): 379–403.
- Fall 2010 "The Real Estate Market Index" in *The Real Estate Finance Journal* Fall 2010: 77–91.
- Spring 2010 "Teaching economic principles: algebra, graph or both?" (with Carlo Russo and Navin Yavapolkul) in *The American Economist* 55(1) 123–131.

- March 2010 "Water Reallocation in California: A Broken Hub Will Not Wheel" in *Journal of Contemporary Water Research & Education* 144: 18–28.
- October 2009 "The end of abundance: How water bureaucrats created and destroyed the southern California oasis" in *Water Alternatives* 2(3): 350–369.

BOOKS, CHAPTERS AND REPORTS

- 2011 *The End of Abundance: economic solutions to water scarcity*. ISBN: 978-0615469737. Aguanomics Press, Mission Viejo, CA.
- 2011 Overall Assessment Framework [password protected] with co-lead author, Hans-Peter Weikard. Deliverable D2.1 for "Evaluating Economic Policy Instruments for Sustainable Water Management in Europe," an EU FP7 project.
- 2011 "Do Water Managers Cooperate in Public Goods Games?" [SSRN link] in *Handbook on Experimental Economics and the Environment* (2011), edited by John List and Michael Price. ISBN: 978-1847206459. Edward Elgar, Northampton, MA.
- 2011 Entries on the "Colorado River Aqueduct" [PDF], "Metropolitan Water District of Southern California" [PDF], and "Water, Population and Growth" [PDF] in *Encyclopedia of Water Politics and Policy in The United States* (2011), edited by Steve L. Danver and John R. Burch. ISBN: 978-1604266146. CQ Press/SAGE, Washington, DC.
- 2011 "Property rights to water for all" in *Water Security: The Water-Food-Energy-Climate Nexus. The World Economic Forum Policy Initiative* (2011), edited by Dominic Waughray. ISBN: 978-1-59726-736-6. Island Press, Washington DC.
- 2009 *Conflict and Cooperation within an Organization: A Case Study of the Metropolitan Water District of Southern California*. ISBN: 978-3639142815. VDM Verlag, Saarbrücken.

WORKING PAPERS

Titles are hyperlinks. Click to download PDFs. "*" = submitted; "*" = revise and resubmit

- Apr 12 What would Julian Simon say about water policy? [planned]
- Apr 12 The impact of water on urban land values [planned]
- Mar 12 Rewarding operational excellence with performance benchmarking [in process]
- Mar 12 When worlds collide: the interface of business and bureaus in the water sector [in process]
- Feb 12 Water and land grabs in Africa [in process] (with Jennifer Möller-Gulland)
- Jan 12* I see what you're doing: the role of gender in cooperation (with Marina Della Giusta)
- Nov 11 Payment by the drop: The move to water metering in England and Wales [DRAFT DOC] (with Hans-Peter Weikard)

Nov 11	Groundwater tax in the Netherlands [DRAFT DOC] (with Marianne Schuerhoff and Hans-Peter Weikard)
Sep 11	Creating utility competition via performance-focused insurance
Aug 11*	A survey of global water tariffs — are they sustainable, efficient and fair? (with Christopher Gasson) [no link]
May 11*	All-in-Auctions for Water
Feb 11*	Water rights and human rights: The poor will not need our charity if we need their water
Sep 07	The Effects of Endogenous Exchange Rates on Behavior in Public Goods Experiments (with Stephan Kroll)
Jun 03	Killing the Golden Goose? Tourism and Deforestation in Nepal
Jan 03	Markets for Afghan Opium and US Heroin

POPULAR/INDUSTRY PRESS

Oct	"Southern California's real water problem – pricing" in <i>The San Diego Union Tribune</i> .
Sep	"Global water tariffs continue upward trend" in <i>Global Water Intelligence</i> 12(9): 35–40.
Sep	"Irrigation: Not as wasteful as it seems" in <i>WaterCanada</i> September/October: 28–30.
Jul 2011	"Regulation: an acceptable cost for frackers" in <i>Petroleum Economist</i> .
Nov	Do smaller water footprints lead to bigger profits? in <i>The Guardian</i> .
Jul	"Water Rights and Human Rights: The Poor Will Not Need Our Charity if We Need Their Water" in <i>Global Water Program Magazine</i> 1(1).
Apr 2010	"Water Rights and Human Rights" in <i>Forbes</i> 185(6): 24.
May	"Market profile: California's Water Crisis" in <i>Global Water Intelligence</i> 10(5): 29–32.
May	"Can We Rely on Technology to Guarantee Future Water Resources?" in <i>Canadian Water Treatment</i> May/June: 18.
Jan 2009	Interviewee at Bloomberg on the Economy
Sep	Guest blogger at Freakonomics
Aug	Guest blogger at Environmental Economics (also May 2008)
Jul	Guest appearance on Fox Business News: Neil Cavuto, July 17.
Jul 2008	"The Water Shortage Myth" at forbes.com
Oct 2005	"Free Trade Can Be Fair Trade". <i>Natural Choices: The Davis Co-Op Newsletter</i> October: 7. International version at <i>Global View</i> 2005/IV: 20–21.

POST-PHD PRESENTATIONS

Also see [this page] for public talks and media interviews and [water chats] posted to my blog.

- 16 Apr Talk ("Water resources, land grabs and risk of social upheaval") at Water Security, Risk and Society (Oxford).
- 14 Mar Talk ("Water Efficiency") at World Water Forum (Marseilles).
- 2 Feb Keynote ("Barriers and Gains from Trade") at Water Rights and Trading Summit (Scottsdale, AZ).
- 1 Feb Talk ("California's Water Future") at The Commonwealth Club (San Francisco)
- 7 Jan 2012 Talk ("I see what you're doing: the role of gender in cooperation") at ASSA (Chicago).
- 8 Dec Talk ("The End of Abundance") at LEI (Den Haag).
- 22 Nov Panelist ("Sustainable Water") at Ofwat (London).
- 21 Nov Talk ("The End of Abundance") at Reading University.
- 17 Nov Participant at Water, Energy and Food Security Nexus – Solutions for the Green Economy (Bonn)
- 9 Nov Talk ("A Tale of Marketing Irrigation Water: California's IID and PVID") at American Water Resources Association (Albuquerque)
- 3 Nov Talk ("Rewarding operational excellence with performance benchmarking") at Benchmarking conference of International Water Week (Amsterdam)
- 3 Oct Panelist ("Authors' forum") at NAWC Annual Water Summit 2011 (La Jolla)
- 28 Sep Webinar ("Agricultural Flows and Water Markets") on the Water Channel.
- 19 Sep Keynote ("Bottom-Up Water Management: From Economic Incentives to Innovative Outcomes") with Jamie Workman at Water Summit V: Achieving Harmony through Water (Milwaukee)
- 14 Sep Talk ("A few thoughts on fair, efficient and sustainable management of agricultural water") at Conference on Water pricing in Agriculture: On Track for a Fair and Efficient Policy in Europe? (Warsaw)
- 19 Aug Talk ("Focal Points and Gender") at TIBER-X (Tilburg)
- 14 Jul Workshop ("All-in-Auctions") at the Foreign Services Institute (Alexandria)
- 12 Jul Panelist ("The Future of Drinking Water") at the Institute for the Future (Palo Alto)
- 16 Jun Talk ("The economics of the environment: markets vs. regulations") at European Environmental Agency (Copenhagen)

- 9 Jun Talk ("Bad ideas and rad ideas for regulated utilities") at SBGI meeting (London)
- 21 Apr Talk ("All-in-Auctions") at Wageningen University.
- 19 Apr Debate ("Is cost recovery pricing the best way to ensure the poor have access to good water services?") at the Global Water Summit (Berlin)
- 15 Mar Talk ("All-in-Auctions") at IWR, US Army Corps of Engineers (Alexandria)
- 15 Feb Talk ("All-in-Auctions") at IVM, Free University (Amsterdam)
- 28 Jan 2011 Webinar ("Politicians and regulators managing water supplies") hosted by The Water Risk and Strategy Working Group
- 8 Dec Talk ("Footprints or Mis-steps?") at Water and Business Conference (London)
- 29 Oct Workshop ("Property rights in aquifers") at the Competitive Enterprise Institute (Washington DC)
- 28 Oct Seminar ("Water scarcity and agriculture: turning threats into opportunities") at the International Food Policy Research Institute (Washington DC)
- 28 Oct Seminar ("Water and agriculture: ideas for policy reform") at USDA's Economic Research Service (Washington DC)
- 27 Oct Keynote ("Bridging Knowledge Gaps in Water Management") at the Center for Strategic and International Studies (Washington DC)
- 14 Oct Seminar ("Water policy failures in California") at TU Delft
- 9 Sept Talk ("Economics vs. Engineers") to HDR Inc. (Walnut Creek)
- 24 Aug Talk ("The Case for Effective Water Pricing") via teleconference to Water Innovations Alliance
- 16 Aug Seminar ("All-in-Auctions") at PERC (Bozeman)
- 27 May Lecture ("on water") to the Presidio Graduate School's MBA class (San Francisco)
- 4 May Talk ("Monopoly, corruption and misinformation: The three problems with water managers") at HP Labs (Palo Alto)
- 16 Apr Seminar ("The politics and economics of big infrastructure: How to dig ourselves out of the hole") at the Environmental Engineering Seminar, UC Berkeley
- 10 Apr Conference ("Joseph Jensen and the Metropolitan Water District of Southern California") at Oil + Water Conference (Santa Barbara)
- 5 Apr Talk ("Water and human rights") via teleconference to Global Environmental Policy class (Trent University).
- 25 Mar Seminar ("Do water managers cooperate in public goods games?") at the University of Canterbury (New Zealand)

19 Feb 2010 Conference ("All-in-Auctions") at Asia-Pacific ESA (Melbourne)

7 Dec Conference ("Sustainability and the End of Abundance") at Sustainable Silicon Valley (Mountain View)

20 Oct Talk to BEACN group (pro-green non-profit consulting group @ UC Berkeley)

15 Oct Talk ("Personal, Communal, and Political Dimensions of Sustainability") at Rhodes College (Memphis)

7 Oct Conference ("The Political Economy of Water Pricing") at AWWA-CA-NV (Las Vegas)

26 Jun Conference ("All-in-Auctions") at EAERE (Amsterdam)

20 Jun Conference ("All-in-Auctions") at ISNIE (UC Berkeley)

18 Jun Conference ("All-in-Auctions" and "Conservation Pricing") at ACE09 (San Diego)

7 May Conference ("All-in-Auctions") at Water Rights Sales and Transfers Workshop (Phoenix)

4 May Conference organizer ("Discussion: Climate Change Dynamics in Theory, Experiments and Reality") at Economic Games and Mechanisms to Address Climate Change (MSRI, Berkeley)

27 Apr Talk ("Natural Resources, Markets and You") at Liberty on The Mind Conference: California's Bankruptcy and Its Economic Future (Santa Clara)

21 Apr Conference ("Sector Showcase: Emerging Opportunities in Water") at the Investors' Circle Conference (San Francisco)

10 Mar Seminar ("Water Utilities and Insurance") at Hydrolunch and ERE Workshop (18 Mar), UC Berkeley

27 Feb Seminar ("All-in-Auctions") to the Scotts River RCD

19 Feb Talk at the Business Council on Climate Change, San Francisco

6 Feb 2009 Seminar ("The Decline of Engineers and Rise of Economists") at Stanford Engineering

9 Dec Seminar ("All-in Auctions") to California Coastal Conservancy (also presented to ARE/hydrolunch @ UCB)

13 Nov Conference ("All-in Auctions" and "Focal Points and Gender") at ESA in Tucson

22 Oct Keynote ("Coping with Carbon Costs: The Good, Bad and Ugly of Cap and Trade") National Association of Water Companies in Santa Fe

23 Sep Panelist at IBM's Global Innovation Outlook Deep Dive (Freshwater) in Atlanta

6 Aug Conference ("PPIC report on the Future of the Delta") at UC Davis

31 Jul 2008 Panelist at Summer Graduate Workshop on Climate Change at MSRI, UC Berkeley

REVIEWER

AAEA/ASSA sessions, American Economist, Copenhagen Consensus Center, Ecological Economics, Environmental and Resource Economics, H-Water Reviews (x3) at H-Net, Journal of Environmental Economics and Management, Journal of Environmental Management, Journal of Law, Economics, and Organization, National Science Foundation (x3), Routledge Press, Water Alternatives, Water Resources Research, Wiley Press, US Army Corps of Engineers

CONSULTING AND ADVISING

Serving: Aquacue Inc., Aquiva Foundation, and Great Lakes Virtual Water Project Advisory Committee,

Contract: California American Water, RMC Water and Environment, Scott River Water Trust

Students: Marianne Schuerhoff (MSc)

REFERENCES

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