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7 **BEFORE THE CALIFORNIA STATE WATER RESOURCES CONTROL BOARD**

9 **IN RE CALIFORNIA WATERFIX**
10 **CALIFORNIA DEPARTMENT OF**
11 **WATER RESOURCES AND U.S.**
12 **BUREAU OF RECLAMATION**
13 **PETITION FOR CHANGES IN**
14 **WATER RIGHTS, POINTS OF**
15 **DIVERSION/RE-DIVERSION**

PROTESTANT SAVE THE CALIFORNIA
DELTA ALLIANCE, ET AL.'s STATEMENT
OF QUALIFICATION FOR BRENT HADDAD

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Brent M. Haddad, MA, MBA, Ph.D.

Founder and Director, Center for Integrated Water Research
Founding Chair, Department of Technology Management
Professor of Environmental Studies
E-mail: bhaddad@ucsc.edu

Selected Publications and Presentations

- 2017 Haddad, B., and Levine, A. "Moving water reuse to the center of the water-food-energy trilemma: a case study of the urban/agricultural interface," presented at IWA Long Beach, September 11.
- 2017 Haddad, B. (forthcoming). "The Economics of Watershed Management," *Oxford Research Encyclopedia of Environmental Science*.
- 2015 Rozin, P., Haddad, B., Nemeroff, C., and Slovic, P. Psychological aspects of the rejection of recycled water: contamination, purification and disgust. *Judgment and Decision Making* 10(1) January, pp. 50-63.
- 2013 Kidson, R., B. Haddad, H. Zheng, S. Kasower, and R. Raucher. Optimising reliability: Portfolio modeling of contract types for retail water providers. *Water Resources Management* 27(9): 3209-3225.
- 2012 Committee on the Assessment of Water Reuse as an Approach to Meeting Future Water Supply Needs, National Research Council. *Water Reuse: Potential for Expanding the Nation's Water Supply Through Reuse of Municipal Wastewater*. Washington, D.C., National Research Council.
- 2012 Haddad, B. *Final Report of the Proposition 50 Project: Developing a Tool to Guide State and Local Desalination Planning: A Comprehensive Economic and Environmental Framework to Fully Assess the Benefits and Costs of Desalination*. Submitted to California Department of Water Resources.
- 2011 Griggs, G, and Haddad, B. *City of Santa Cruz Climate Change Vulnerability Assessment*. Monograph prepared for the City of Santa Cruz Climate Adaptation Plan.
- 2010 Haddad, B., Rozin, P., Slovic, P., Nemeroff, C., *The Psychology of Water Reclamation and Reuse: Survey Findings and Research Roadmap*, Arlington, VA, WateReuse Research Foundation.
- 2009 Kidson, R., Haddad, B., and Zheng, H. Improving Water Supply through Portfolio Management: Case Study from Southern California. Proceedings, 4th WEAS International Conference in Water Resources, Hydrology and Hydraulics, University of Cambridge, 24-26 February.
- 2007 Haddad, B. "The Professional and Intellectual Challenges of Sustainable Water Management," in *Proceedings of the 3rd Dubrovnik Conference on Sustainable Development of Energy, Water and Environment Systems*. N. Afgan, Z. Bogdan, N. Duic, & Z. Guzovic, eds. Singapore: World Scientific Publishing.
- 2006 Haddad, B. "Achieving Numerous Watershed-Management Goals in a Multi-Watershed System." Conference presentation. Extended abstract in *Proceedings*, International Conference on Forest and Water in a Changing Environment (Beijing, August 8-10).

[SCDA_201] Statement of Qualifications of Brent M. Haddad, Ph.D.

- 2004 Haddad, B. "Water," in S. Krech III, J.R. McNeill, and C. Merchant, eds., *Encyclopedia of Environmental History*. Volume 3, 1299-1303.
- 2004 Haddad, B. "The New Urban Water Customer," presented at the Biennial Meeting of The International Society for Ecological Economics, Montreal, Canada, (July 13).
- 2004 Haddad, B. "New Ways to Understand Water Customers' 'Irrational' Behavior," *WateReuse Update* (June).
- 2004 Haddad, B. "Research Needs Assessment Workshop: Human Reactions to Water Reuse," Alexandria, VA: WateReuse Foundation.
- 1999 Haddad, B., J. Brunkard, and K. Mueller. "Farmer Incentives to Utilize Urban Recycled Water in California: Report on a Survey," *Proceedings of the Annual Symposium of the WateReuse Association*, Long Beach, CA.

Professional Experience and Service

- 2016- Member, University of California Academic Senate Task Force on the Division of Agriculture and Natural Resources.
- 2014-15 Co-Chair, Chancellor's Water Task Force, UC Santa Cruz. Tasked with identifying medium-to-long term water conservation investments and practices for a 2,100-acre campus.
- 2013-16 Principal Investigator, NASA-UCSC Sustainable Water Technology Collaborative. Dedicated to improving water treatment technologies for terrestrial uses.
- 2008- Founding Director, Center for Integrated Water Research, University of California, Santa Cruz. Dedicated to research to improve urban and regional water management.
- 2004-7 Member, Research Advisory Committee, WateReuse Foundation
- 2002-5 Member, Coordinating Board, U.C. Center for Water Resources
- 1991- Consultant on water, energy, and environmental regulation, policy, and market development. Numerous public- and private-sector clients. Frequent Principal Investigator.

Courses Taught

Water and Energy Management; Introduction to Fresh Water: Processes and Policies; Fresh Water Management; Fresh Water Issues and Policy; Property Rights and the Environment; Environmental Policy and Economics.

Education

- 1996 University of California, Berkeley, Ph.D. in Energy and Resources
- 1991 University of California, Berkeley, MBA in Business and Public Policy
- 1985 Georgetown University, Washington, D.C., M.A. in International Relations
- 1982 Stanford University, B.A. in International Relations