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**PUBLIC POLICY  
INSTITUTE OF CALIFORNIA**

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## **David Mitchell**

**ADJUNCT FELLOW**

**EXPERTISE:** Water policy

David Mitchell is an adjunct fellow at the PPIC Water Policy Center and a consulting economist with the firm M.Cubed. His practice areas include benefit-cost analysis, regional economic impact assessment, utility rate setting, natural resource valuation, water demand forecasting, and water conservation program evaluation and planning. He has more than 25 years of experience using statistical and economic methods and models to help guide water resources management and investment decision-making. He served as the director of research for the California Urban Water Conservation Council for 15 years. During his tenure with the CUWCC he had a direct hand in shaping many of the policies and technical publications used today to guide urban water conservation programs.

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Public Policy Institute of California  
500 Washington Street, Suite 600  
San Francisco, CA 94111  
Phone: (415) 291-4400  
Website: [ppic.org/water](http://ppic.org/water)

PPIC Sacramento Center  
Senator Office Building  
1121 L Street, Suite 801  
Sacramento, CA 95814  
Phone: (916) 440-1120