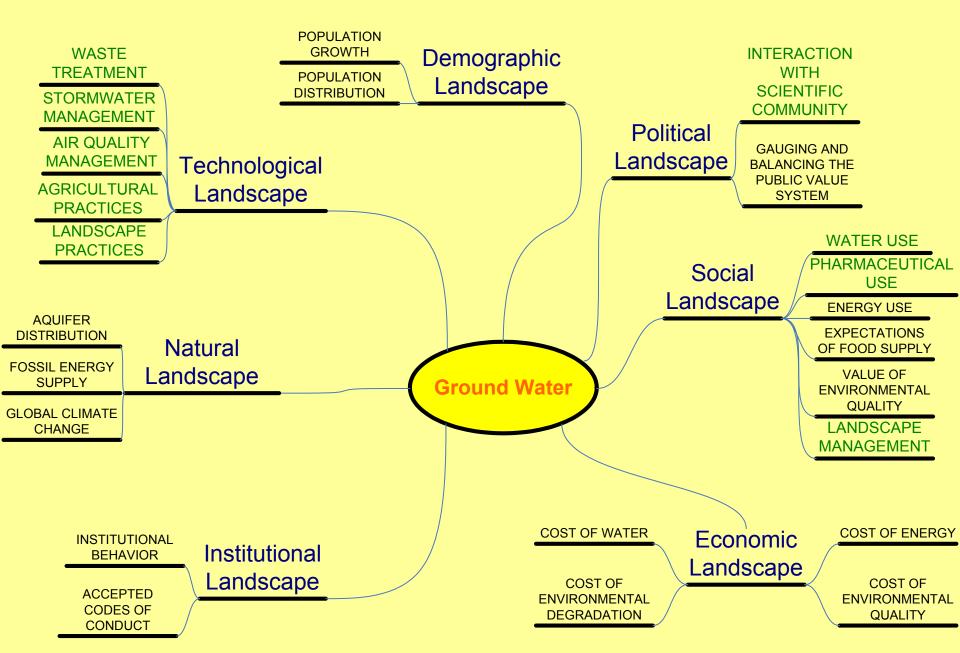
# The Long View.....



### A Macroscan of Ground Water Management



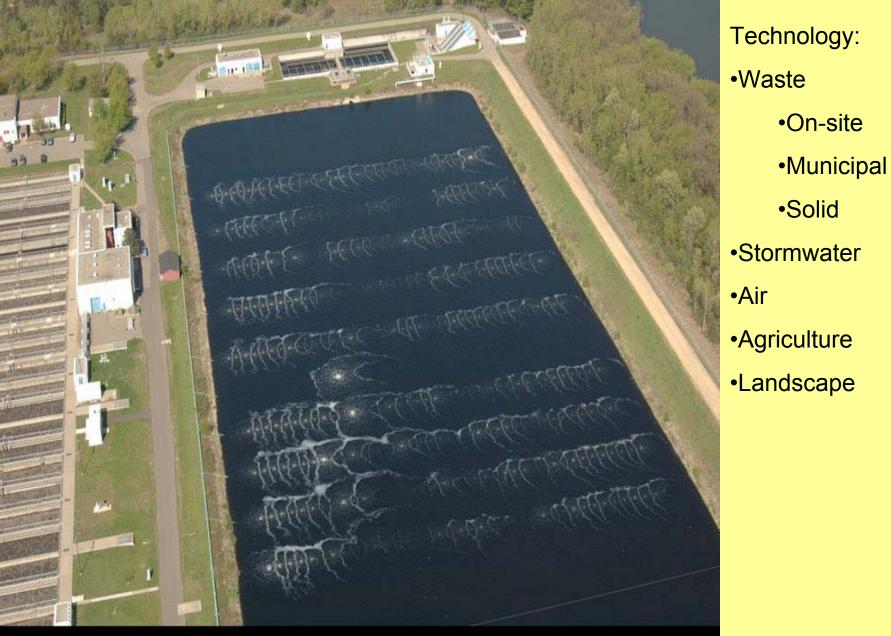


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### Demographics:

Population
characteristics

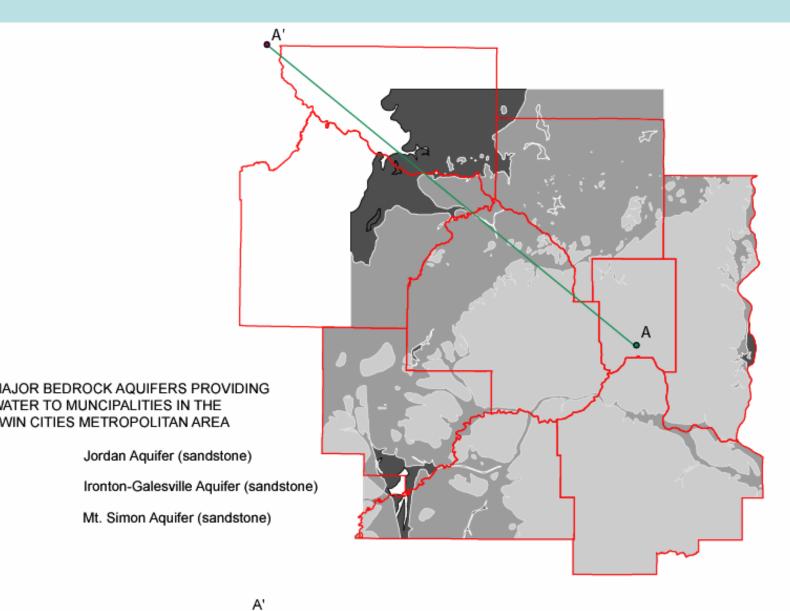
•Population distribution

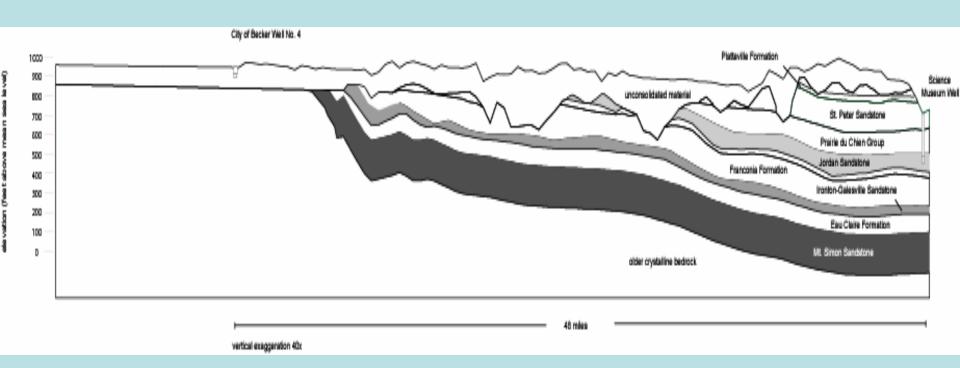
•Growth areas

•Relationship to aquifer distribution

Industry Distribution

•Relationship to aquifer distribution

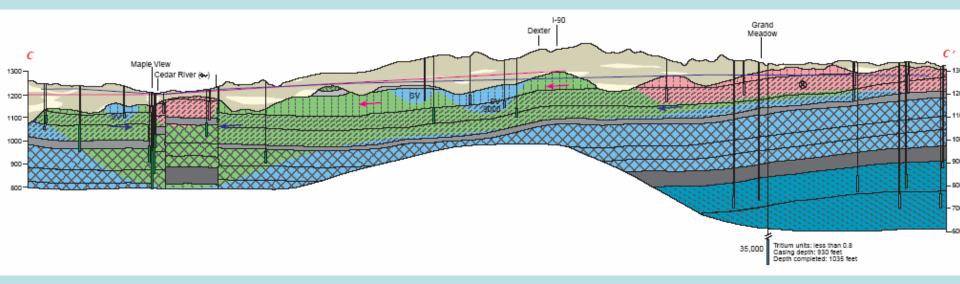




## Social Landscape

- Water Use
- Pharmaceutical Use
  "there's a pill for that"
- Landscape Management

- Energy Use
  - Change based on limitations
- Food
  - Cost
  - Quality
- Environmental Quality
  - Opinions
  - Perceptions
  - Spending habits



- Natural Landscape Trends:
- •Energy Supply vs. Demand- shift to renewables
- •Global Climate Change- storms, temperatures, drought





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#### **Political Landscape:**

 Gauging and balancing the public value system

Interaction with the scientific community

- •Funding science
- Using science
- •Directing scientific commerce