



**Saving Water. Engaging Customers.**

Peter Yolles, CEO

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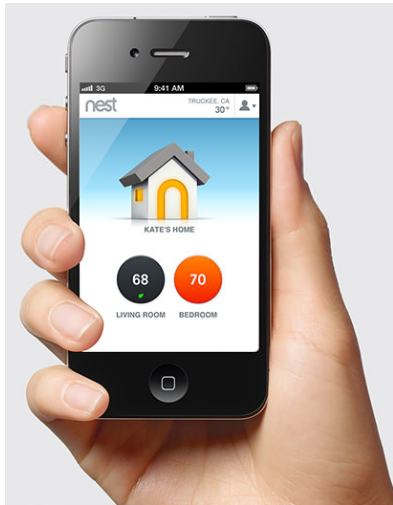
415.789.1216

# Information-based efficiency

## Tapping the Power of Information & Social Norms

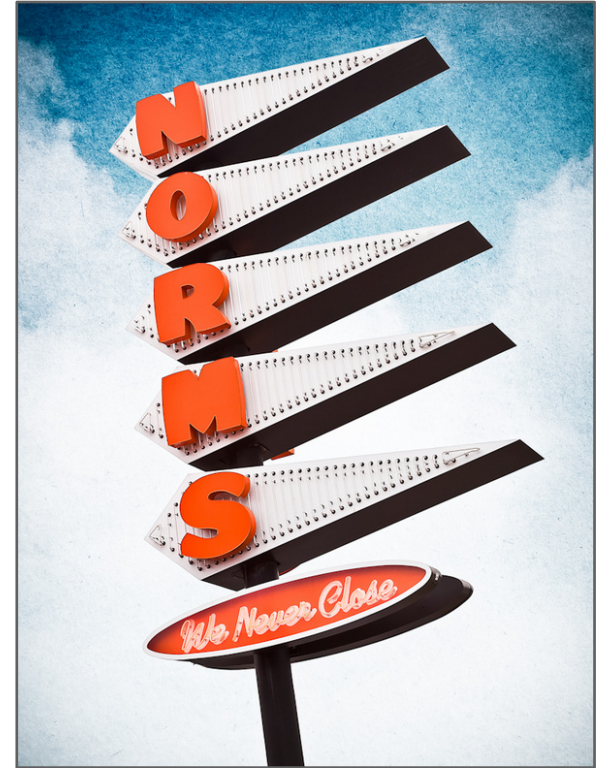
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### Information



Increasingly, customers are expecting their utilities & services to provide information and smart control

&



Self reporting and comparison to others in peer groups provided the incentive to be proactive.

-- Todd Camp

# data inputs

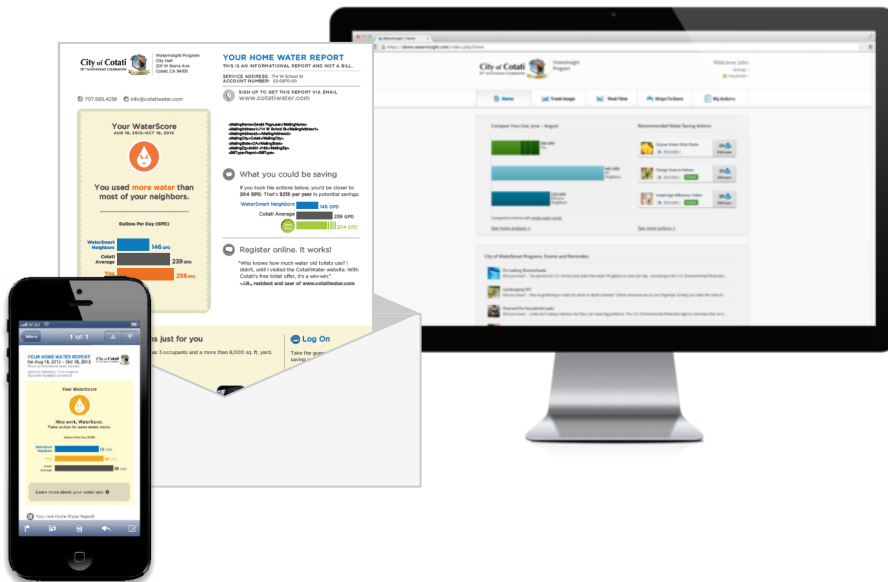


# outputs




**CUSTOMER**  
HOME WATER REPORTS &  
WATERINSIGHT PORTAL

**UTILITY**  
DASHBOARD &  
PROGRAM OUTCOMES



# Home Water Reports

 WaterInsight Program  
123 Main Street  
Anytown, CA 98765

**YOUR HOME WATER REPORT**  
THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.


SERVICE ADDRESS: 456 Washington St., Anytown  
ACCOUNT NUMBER: 123673124-01

415.555.5555 info@citywater.com

SIGN UP TO GET THIS REPORT VIA EMAIL:  
[citywater.com](http://citywater.com)

Blair Jones  
123 Washington St.  
Anytown, CA 98765

**Your WaterScore**  
AUG 1 to SEP 31, 2014



You used **more water** than most of your neighbors.

**Gallons Per Day (GPD)**  
22 CCF = 276 GPD

Efficient Neighbors	111 GPD
Average Neighbors	250 GPD
You	276 GPD




Are we comparing you fairly?  
2 occupants and a 2,000 to 4,000 sq. ft. yard.  
Not right? Log on to correct us. Your comparisons and recommendations will adjust accordingly.  
[citywater.com](http://citywater.com)

How much you could be saving  
If you took the actions below, you'd be closer to **152 GPD**. That's **\$515** per year in potential savings.

Efficient Neighbors	111 GPD
Average Neighbors	250 GPD
New You!	152 GPD

**Water-saving actions just for you**  
Selected assuming your home has 2 occupants and a 2,000 to 4,000 sq. ft. yard.  
[Log on to correct us!](#)

Potential savings if you:

 Install a faucet aerator	 Fill up the clothes washer	 Change grass to native plants
24 GALLONS PER DAY \$142 DOLLARS PER YEAR	18 GALLONS PER DAY \$92 DOLLARS PER YEAR	82 GALLONS PER DAY \$281 DOLLARS PER YEAR

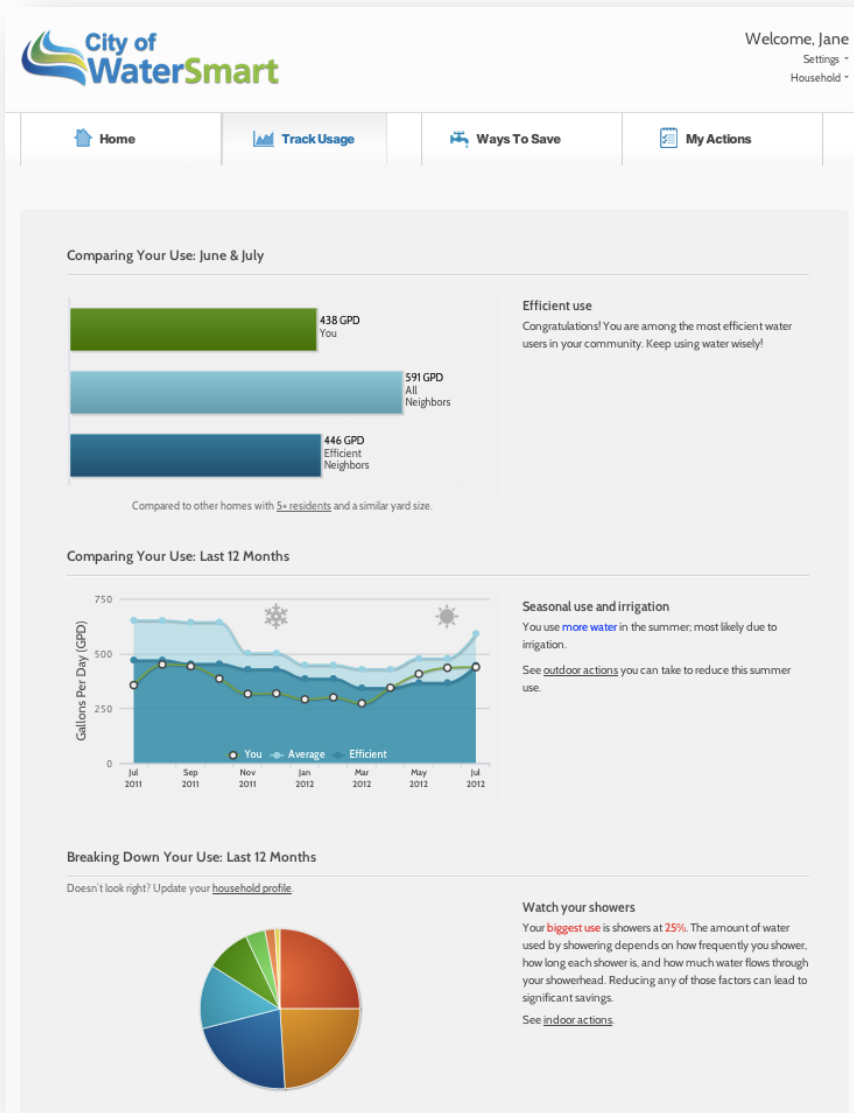
**Log On**  
Take the guesswork out of saving water. See:  
• Where you're using the most  
• All actions relevant to you  
• Step-by-step tips and rebates  
[citywater.com](http://citywater.com)  
Registration Code: XYZXYZ  
Zip Code: 98765

A free service offered by your water utility and powered by WaterSmart Software®

## Home Water Reports

- Water Consumption & Score
- Social “Neighbor” Comparisons
- Personalized Recommendations
- Program Promotions
- Targeted Messaging

# WaterInsight Customer Portal



- Historic Trend Analysis
- Targeted Recommendations
- Seasonal Use Comparison
- Estimated End Use
- Personalized Savings Plan
- Real-Time Use (if AMI)

# personal and relevant analysis



### Compare Your Use: December – January

303 GPD  
You

CALscapes: Plants That Belong  
Save up to 33 Gallons Per Day (GPD)


280 GPD  
Your IRWD  
Allocation

### Recommended Water Saving Actions

	CALscapes: Plants That Belong <a href="#">+ Start action</a> <a href="#">Rebate!</a>	33 <small>gpd</small> \$20/year
	Take a WaterSmart Shower <a href="#">+ Start action</a>	23 <small>gpd</small> \$14/year
		22 <small>gpd</small> \$14/year

**CALscapes: Plants That Belong**

[+ Start action](#) [Save for later](#) [I completed this](#) [Not for me](#) Savings up to... 33 gpd \$20/year



**Did you know?...**  
Native plants are those that occur naturally in your region and therefore are perfectly suited to your climate and soil. They generally grow better, require less maintenance, and use less water, fertilizers and pesticides.

If your yard is covered with turf or grass, those species may not be native. By replacing your lawn with native species, you can reduce the amount of necessary

### Comparing Your Use: Last 12 Months

Gallons Per Day (GPD)

Consistent year-round use  
You use **about the same** amount of water in the summer as the winter. It looks like you may be irrigating your lawn year-round.  
See [outdoor actions](#) you can take to reduce your use.

# visual actions, quantified savings



Welcome, Jane

Settings ▾

Household ▾



Track Usage

Ways To Save

My Actions 4

Recommended (6) Cash Back (0) Yard (11) Home (15) All (22)

## Recommended Actions

The most effective water savings actions for your household based on your profile.

### Irrigation Controller Rebate

Get started

Save



Savings up to... **97 gpd** | **\$340/year**

### Take a WaterSmart Shower

Get started

Save



Savings up to... **57 gpd** | **\$198/year**

### High-Efficiency Toilet Rebate

Get started

Save



Savings up to... **26 gpd** | **\$93/year**

### Raise Lawnmower Blades

Get started

Saved [undo](#)



Savings up to... **14 gpd** | **\$50/year**

### Brushing Teeth? Water Off!

Get started

Save



Savings up to... **9 gpd** | **\$32/year**

### Fill Your Bathtub 1/3 Full

Get started

Save



Savings up to... **5 gpd** | **\$18/year**



# personal action plan



Welcome, Jane



Settings ▾

Household ▾

Track Usage

Ways To Save

My Actions 4

Started

Saved

Completed (0)

Ignored (0)

Water saving actions you have started.



Mulch Under Shrubs, Bushes and...

Expert  
Advice



Wash Your Car at Home Respon...

1 gpd  
\$5/year



Clothes Washer Rebate

18 gpd  
\$61/year



Hello Natives, Goodbye Grass

365 gpd  
\$1274/year

## Mulch Under Shrubs, Bushes and Trees

I completed this

Not for me

Started on Oct 26, 2012. [undo](#)

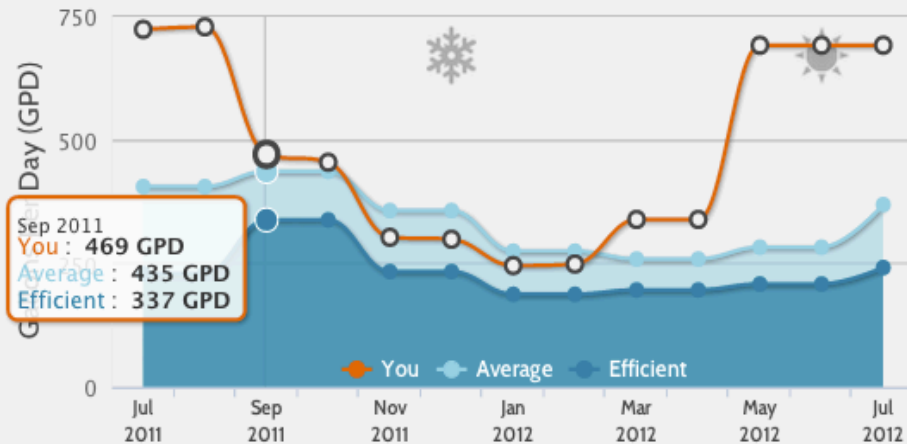
A 2-3" layer of mulch around the base of shrubs, bushes and trees helps to:

- Retain soil moisture;
- Provide essential nutrients; and
- Reduce weed germination and growth.

Remember to place mulch around your annuals, vegetable and flower gardens, too.

# tracking usage and end-use

## Comparing Your Use: Last 12 Months



### Strong seasonal use

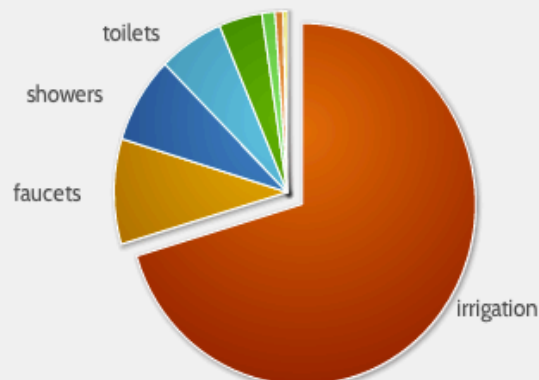
Seasons can have a strong effect on water use. You use **+155% more** when it's dry, likely due to outdoor watering.

### Savings in summer

With high outdoor use, summer presents a great opportunity for savings.

## Breaking Down Your Use: Last 12 Months

Estimated based on your [household profile](#).



### Watch your irrigation

Your **biggest use** is irrigation at **70%**. The amount of water used by irrigation depends on climate, lot size, landscape, and your controller. Grass requires much more water than shrubs or plants, and a modern irrigation controller can help. [See outdoor recommendations.](#)

# find and be alerted to leaks

Home

Track Usage

Real-Time

Ways To Save

My Actions 1



## Possible Continuous Leak

You used at least 3 gallons per hour continuously since Wed, Jul 10 2013.  
That's 1,277 gallons!

Investigate Possible Leak

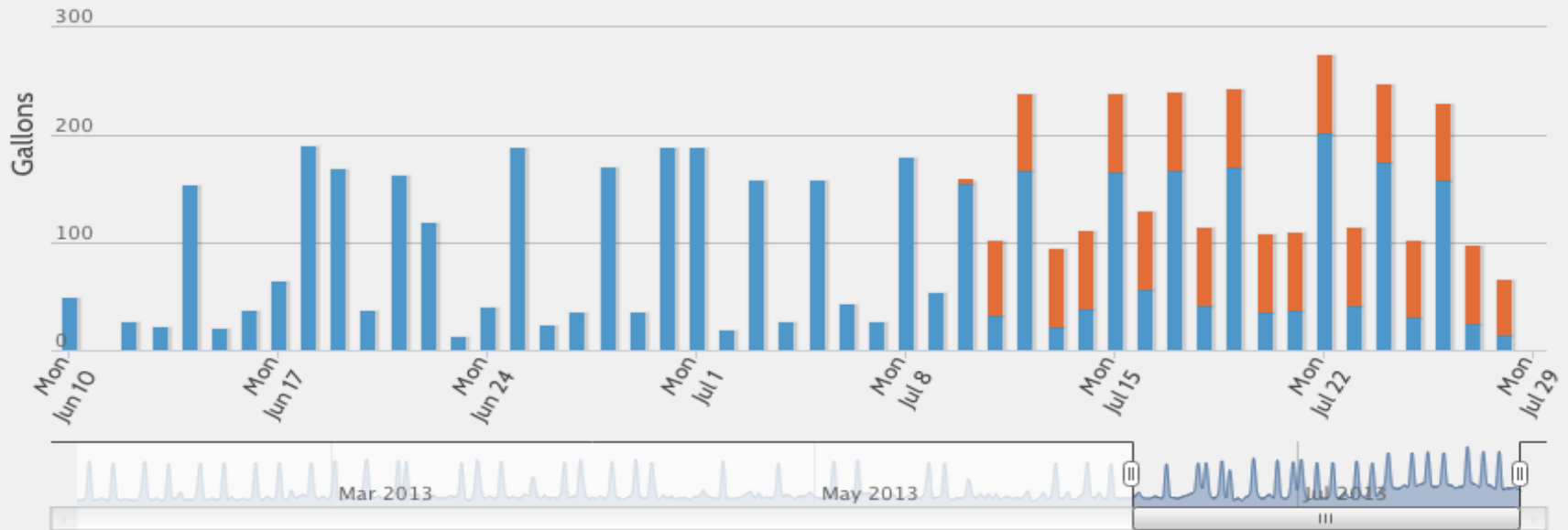
Day Week **2 Weeks** 2 Months Year

From: Jun 9, 2013 To: Jul 28, 2013

## Your Water Use

Normal use Possible leak

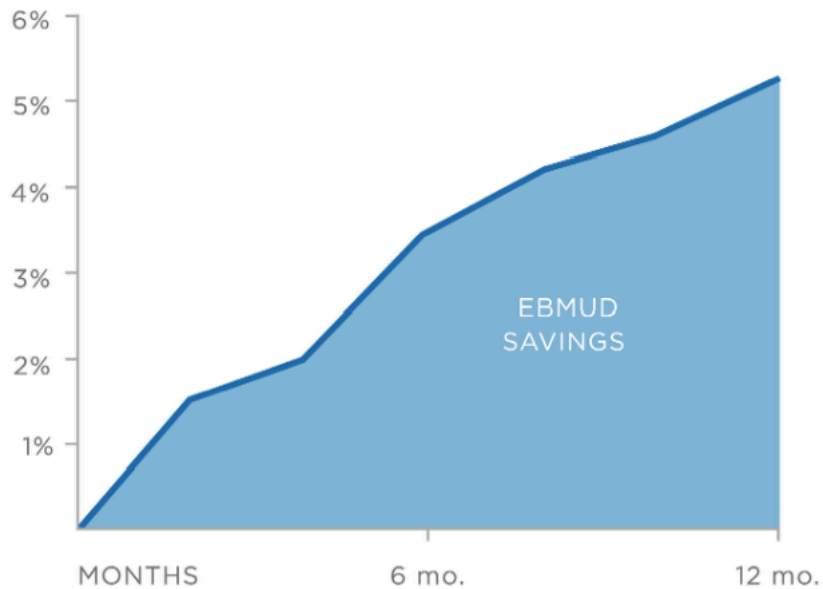
Last updated Sunday, Jul 28, 2013, 4pm



# outcomes

## 5%+

### WATER SAVINGS

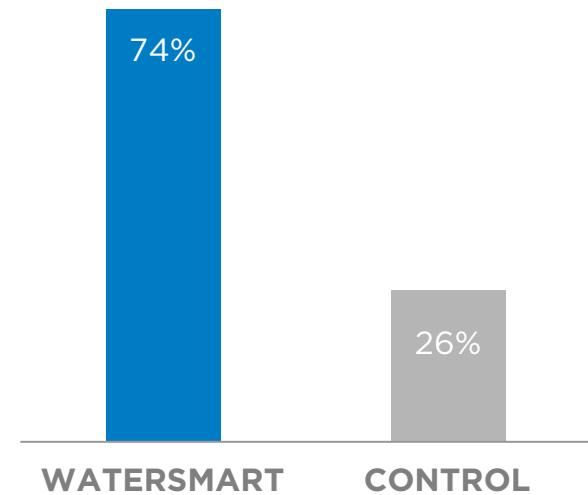


**EBMUD Pilot Launched June 2012**

Cumulative Percent Saved

## 3x

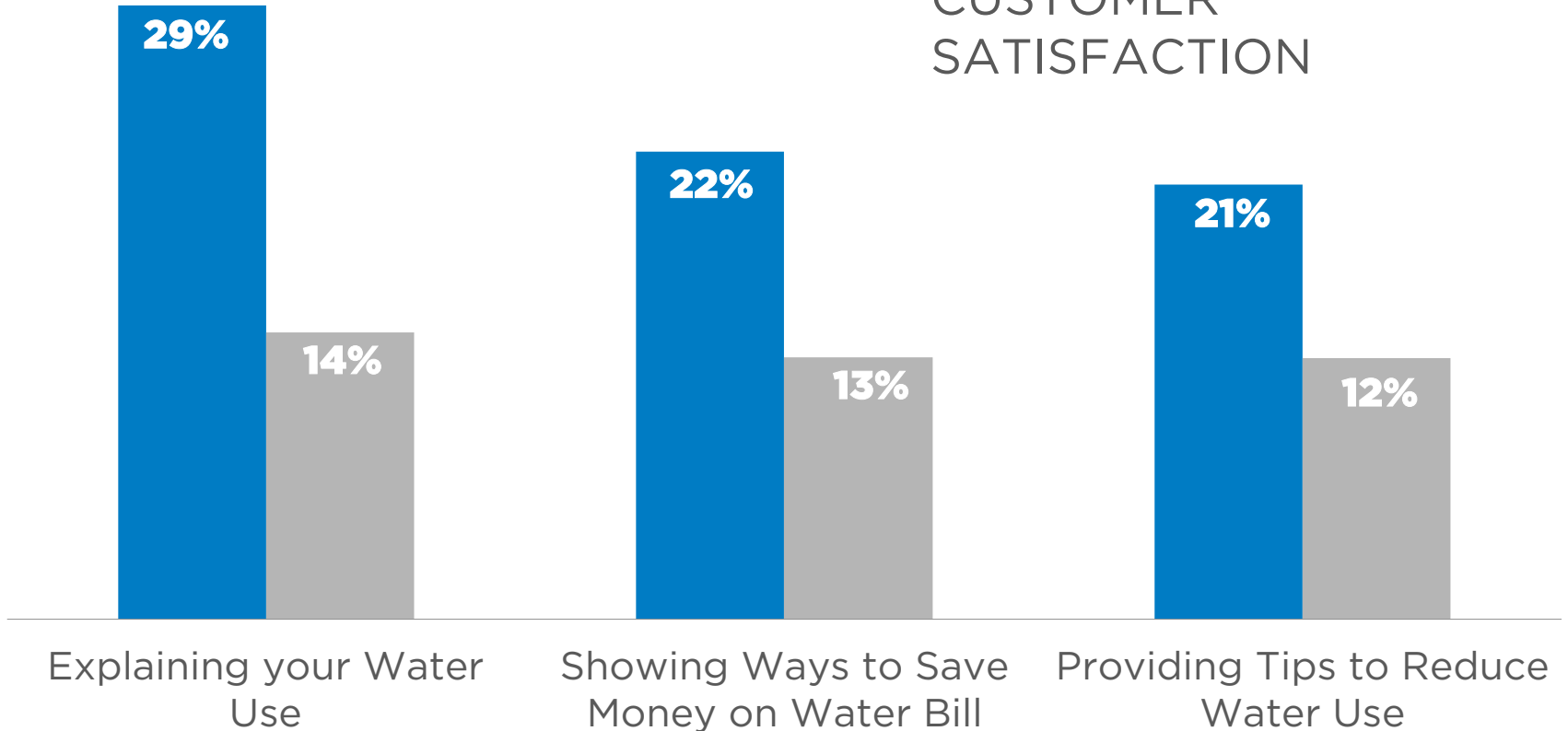
### CUSTOMER ENGAGEMENT



**Participation in Existing Programs**

# results

**2x**  
CUSTOMER  
SATISFACTION



■ With WaterSmart  
■ Control

**% CUSTOMERS WHO RATED THE UTILITY "EXCELLENT"**

visit [watersmartsoftware.com](http://watersmartsoftware.com)  
thank you



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