Engage. Save. Smile.

Philip Levinson, Vice President
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Utility partners

EBMUD

IRVINE RANCH WATER DISTRICT

City of Santa Monica®

CITY OF NEWPORT BEACH

CITY OF GLENDALE

CITY OF SACRAMENTO

FOUNDED IN 1849

CITY OF PALO ALTO

South Coast Water District

PARK CITY

Davis California

CITY OF ROSEVILLE

City of Greeley

Great. From the Ground Up.
Increasing regulations

Jan 17, 2014
Governor Brown Declares Drought State of Emergency
Increasing regulations

Jan 17, 2014
Governor Brown Declares Drought State of Emergency

April 15, 2014
Governor Brown Issues Executive Order to Redouble State Drought Actions
Who saved, who didn’t

Perception vs. Reality
How Bay Area News Group portrays the problem

Water usage
May 2011-2013 vs. May 2014, by hydrologic region

CONSUMPTION
- Decreased
- Increased

Statewide: 1% increase

Source: State Water Resources Control Board
BAY AREA NEWS GROUP
The Board commends water suppliers that have increased conservation messaging and adopted innovative strategies...that let customers compare their water use to water use by others.

Mandatory restrictions or “an alternate plan that includes allocation-based rate structures”

“Water suppliers should improve their leak reporting and response programs”
Addressing Fundamental Conservation, Meter & Rate-based Issues

WaterSmart and How to Summit Mt. Everest
Home Water Report

Contents

- WaterScore
- Water use in GPD
- Comparative consumption
- Rotating message modules
- Personalized water-saving actions
- Prominent URL placement
Home Water Report

Contents

• WaterScore
• Water use in GPD
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• Prominent URL placement
Outsputs

CUSTOMER
HOME WATER REPORTS & WATERINSIGHT PORTAL

UTILITY
DASHBOARD & PROGRAM OUTCOMES
GOAL 1
meet conservation goals

Ebmud Pilot Launched June 2012
Cumulative Percent Saved

5%+
WATER SAVINGS

Independent Evaluation by California Water Foundation, December 2013
GOAL 2

increase positive engagement

74%

3x

CUSTOMER ENGAGEMENT

26%

Requested Onsite Water Consultation

Independent Evaluation by California Water Foundation, December 2013
GOAL 3
increase customer satisfaction

- Explaining your Water Use: 29% (WaterSmart) vs 14% (Control)
- Showing Ways to Save Money on Water Bill: 22% (WaterSmart) vs 13% (Control)
- Providing Tips to Reduce Water Use: 21% (WaterSmart) vs 12% (Control)

% CUSTOMERS WHO RATED THE UTILITY “EXCELLENT”
GOAL 4
lower supply costs; supply diversification

![Bar graph showing comparison between SF WATER and SO CAL costs.]

- **SF WATER**: $0 to $2,000 per acre foot purchased/saved
- **SO CAL**: $0 to $1,000 per acre foot purchased/saved

**DOLLARS PER ACRE FOOT PURCHASED/SAVED**

*Source: WaterSmart Software*
The continuation effect

“We see that there is significant Savings effect during Year 1, but what about Year 2 and beyond? What is the continuation effect after Year 1?”

<table>
<thead>
<tr>
<th>Period</th>
<th>Cumulative % savings for period</th>
<th>Total water saved per customer</th>
<th>Total Annual Usage (Baseline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>6.1 %</td>
<td>3,420 gallons</td>
<td>56,100 gallons</td>
</tr>
<tr>
<td>Year 2</td>
<td>6.5 %</td>
<td>3,665 gallons</td>
<td>56,100 gallons</td>
</tr>
</tbody>
</table>
Social Comparison

Education

Easy Actions

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