



Engage. Save. Smile.

Philip Levinson, Vice President
phil@watersmartsoftware.com

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Utility partners



**South Coast
Water District**



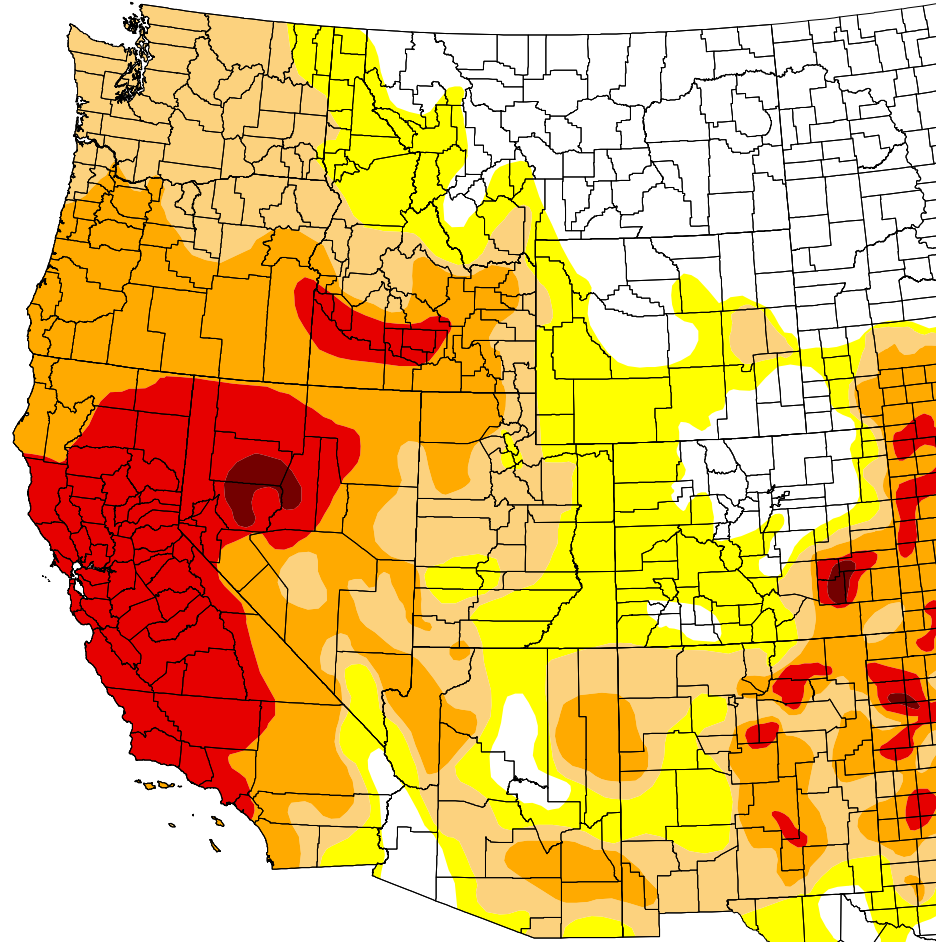
Increasing regulations

Jan 17, 2014

Governor Brown
Declares Drought State
of Emergency



Office of Governor
Edmund G. Brown Jr.



Increasing regulations

Jan 17, 2014

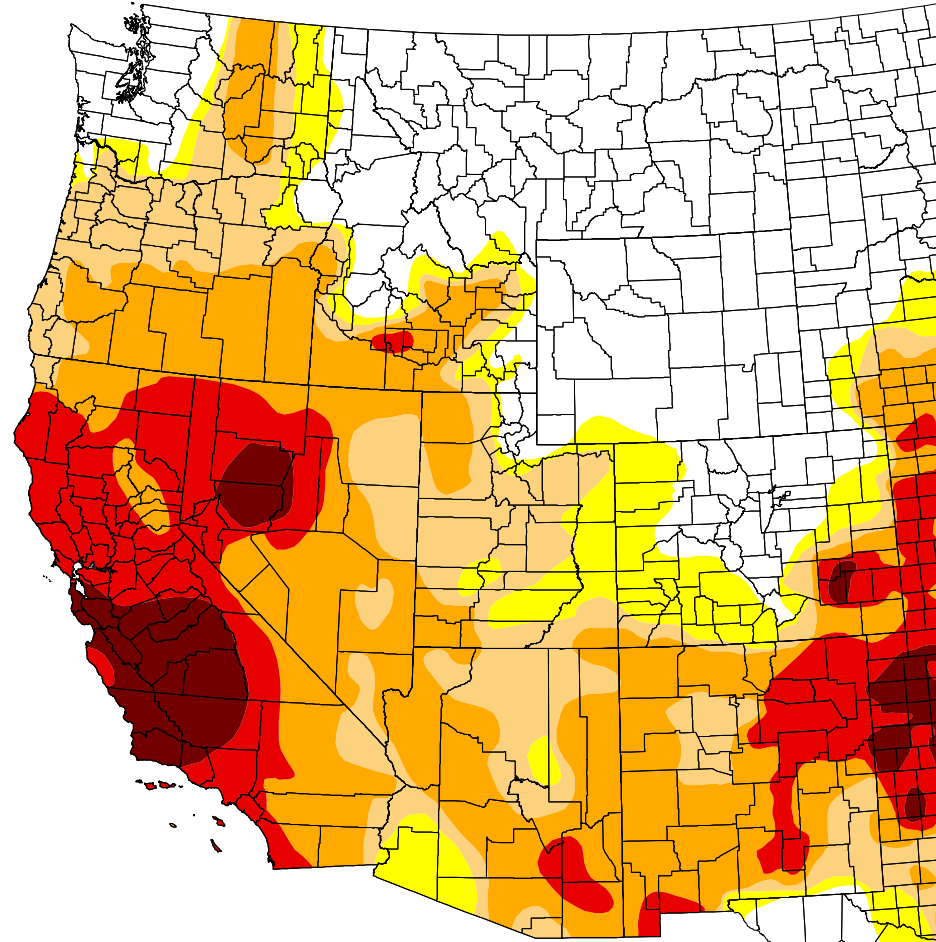
Governor Brown
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of Emergency

April 15, 2014

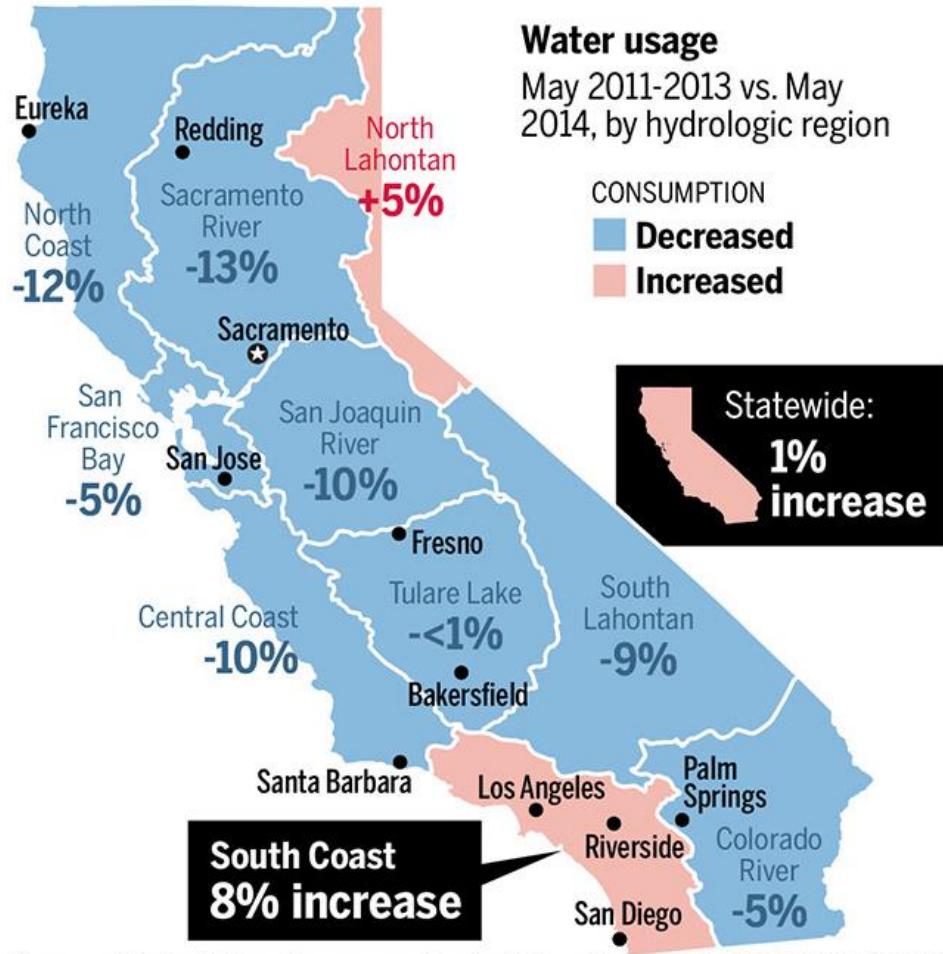
Governor Brown Issues
Executive Order to
Redouble State
Drought Actions



Office of Governor
Edmund G. Brown Jr.



Who saved, who didn't



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

Source: State Water Resources Control Board

BAY AREA NEWS GROUP

State Water Board Emergency Resolution

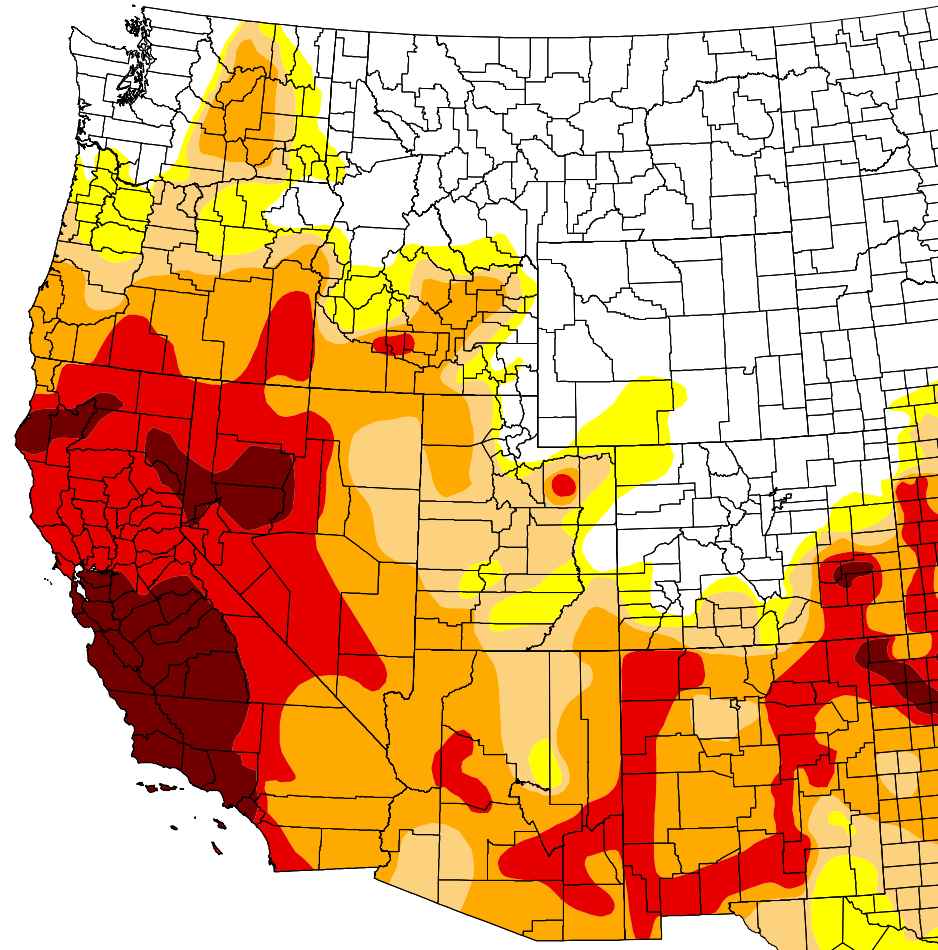
Jul 15, 2014

 CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY
STATE WATER RESOURCES CONTROL BOARD

“Water suppliers should improve their leak reporting and response programs”

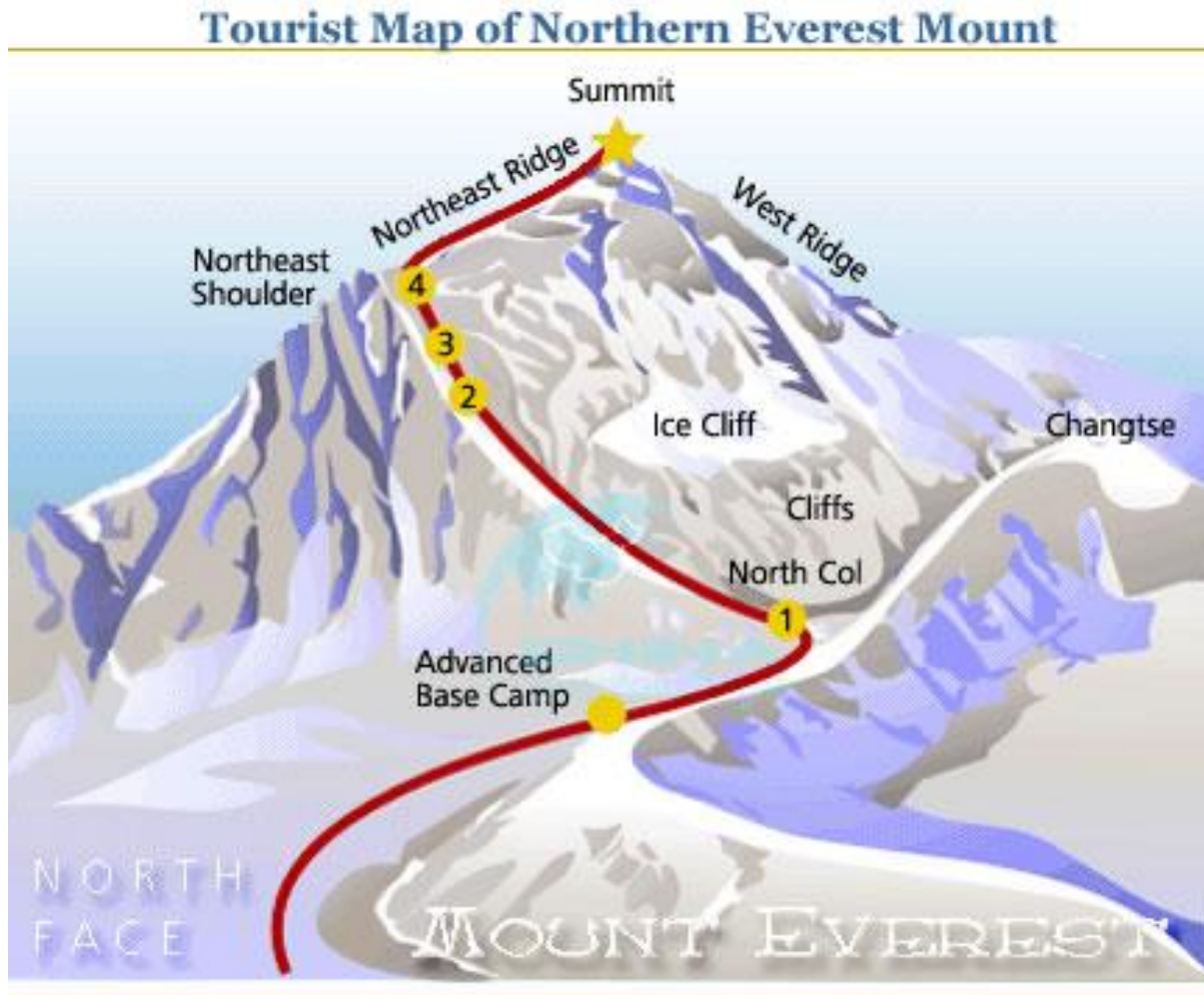
Mandatory restrictions or “an alternate plan that includes allocation-based rate structures”

“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”



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

City Water | Watersight Program
123 Main Street
Anytown, CA 98765

415.555.5555 | info@citywater.com

YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

SERVICE ADDRESS: 456 Washington St., Anytown
ACCOUNT NUMBER: 123873124-01

SIGN UP TO GET THIS REPORT VIA EMAIL:
[citywater.com](mailto:info@citywater.com)

Blair Jones
123 Washington St.
Anytown, CA 98765

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

Your WaterScore

AUG 1, 2014 - SEP 31, 2014

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

Gallons Per Day (GPD)

Efficient Neighbors	111 GPD
Average Neighbors	250 GPD
You	276 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	24 GALLONS PER DAY	\$142 DOLLARS PER YEAR
Fill up the clothes washer	18 GALLONS PER DAY	\$92 DOLLARS PER YEAR
Change natural products	82 GALLONS PER DAY	\$281 DOLLARS PER YEAR

Your Home Water Report

Redesigned to make it easier to learn about your water use and simpler to take action to reduce it.
Tell us what you think: watersmart@city.org

Home Water Report

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- WaterScore
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555 info@citywater.com

Your WaterScore

AUG 1, 2014 - SEP 31, 2014

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Category	GPD
Efficient Neighbors	111 GPD
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- Install a faucet aerator: 24 GALLONS PER DAY, \$142 DOLLARS PER YEAR
- Fill up the clothes washer: 18 GALLONS PER DAY, \$92 DOLLARS PER YEAR
- Change grass to native plants: 82 GALLONS PER DAY, \$281 DOLLARS PER YEAR

OUR HOME WATER REPORT
INFORMATIONAL REPORT AND NOT A BILL.

Blair
123 Was
Anytown, com

Are we
2 occupant
Not right? L
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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

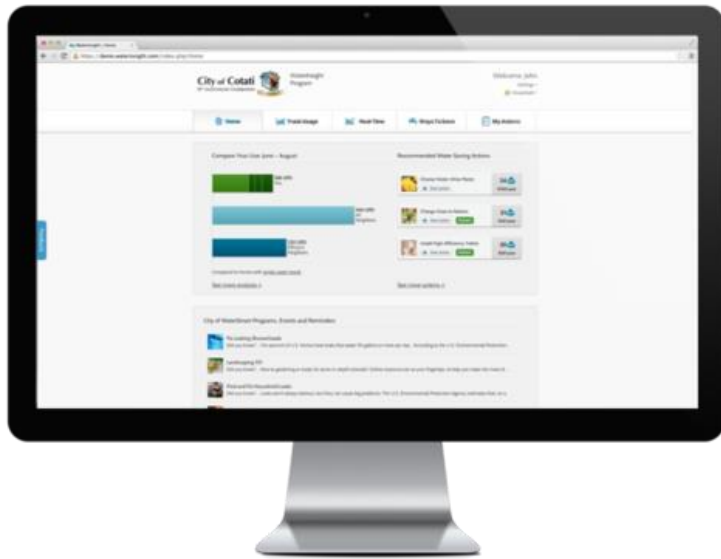
citywater.com
Registration Code: XYZXYZ
Zip Code: 98765

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

Outputs



CUSTOMER
HOME WATER REPORTS &
WATERINSIGHT PORTAL

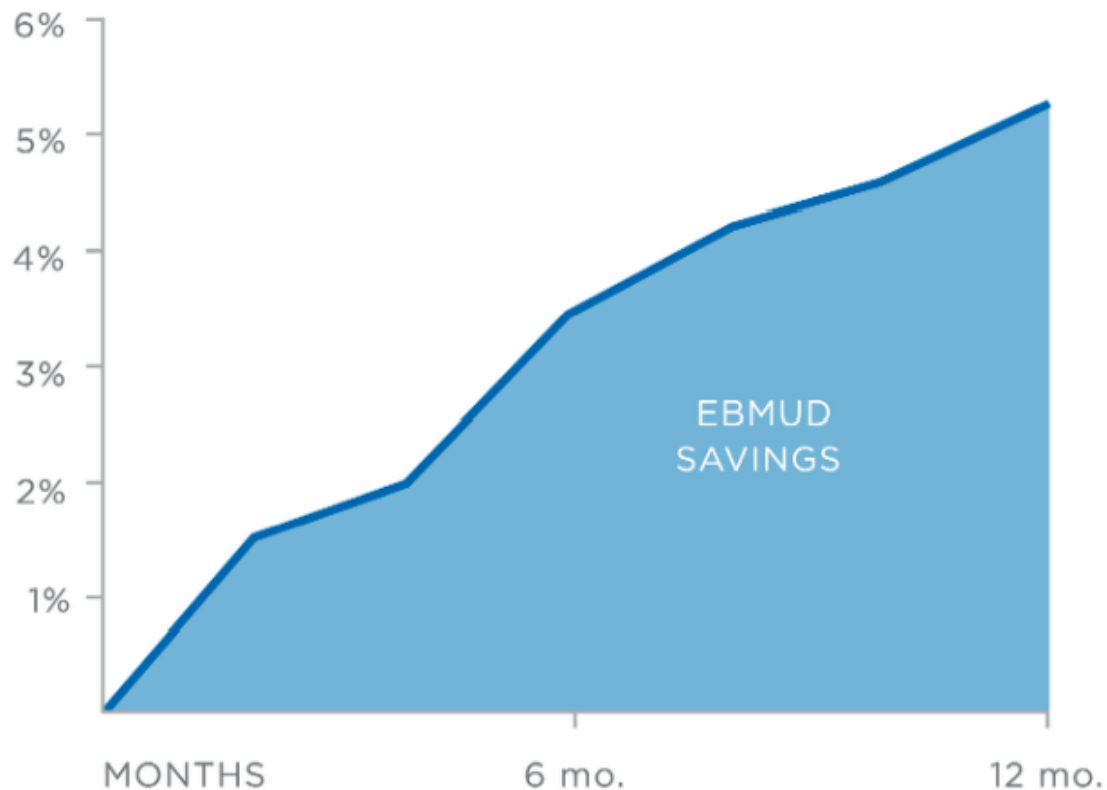


UTILITY
DASHBOARD &
PROGRAM OUTCOMES



GOAL 1

meet conservation goals



5%+

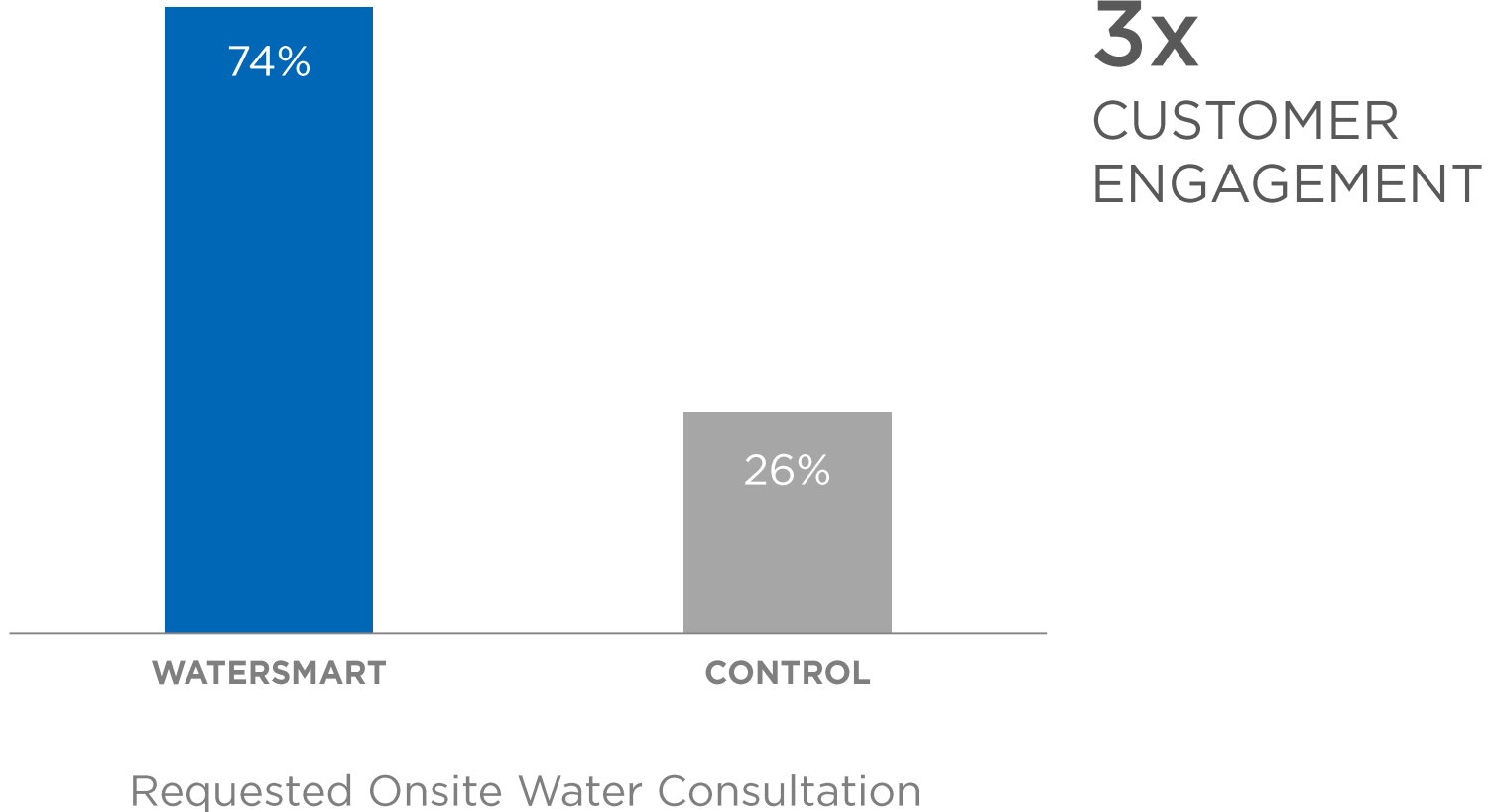
WATER SAVINGS

EBMUD Pilot Launched June 2012

Cumulative Percent Saved

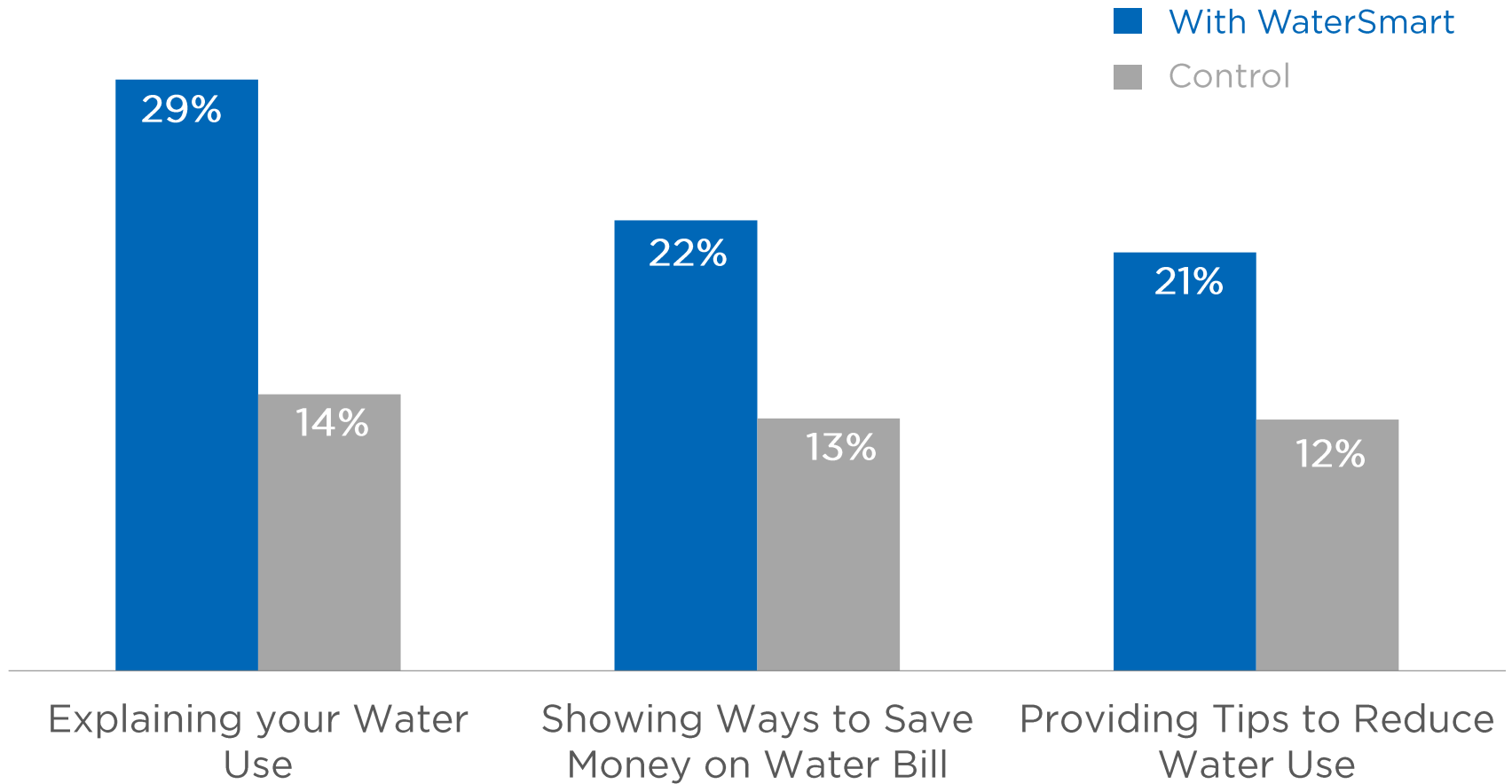
GOAL 2

increase positive engagement



GOAL 3

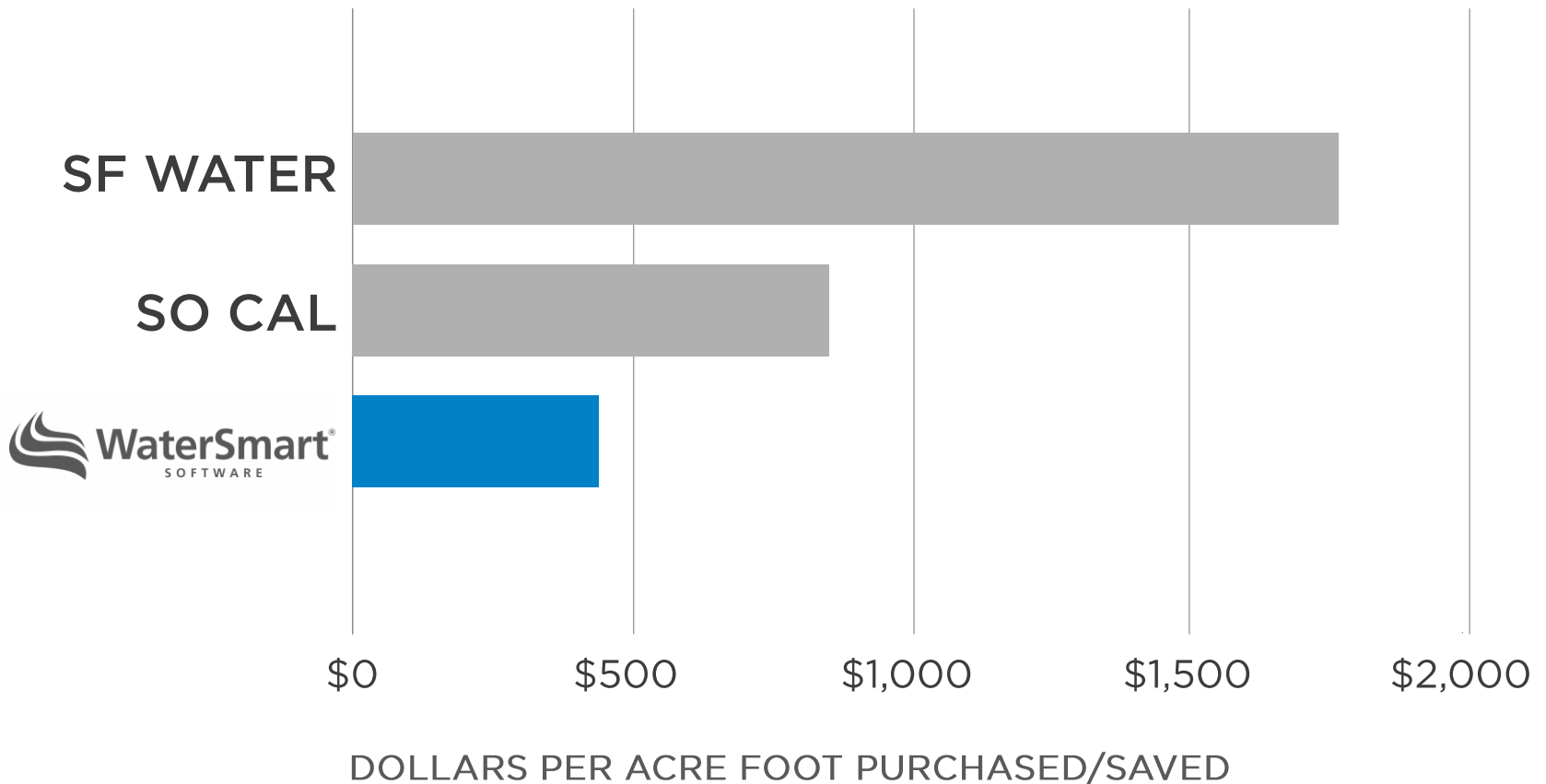
increase customer satisfaction



% CUSTOMERS WHO RATED THE UTILITY "EXCELLENT"

GOAL 4

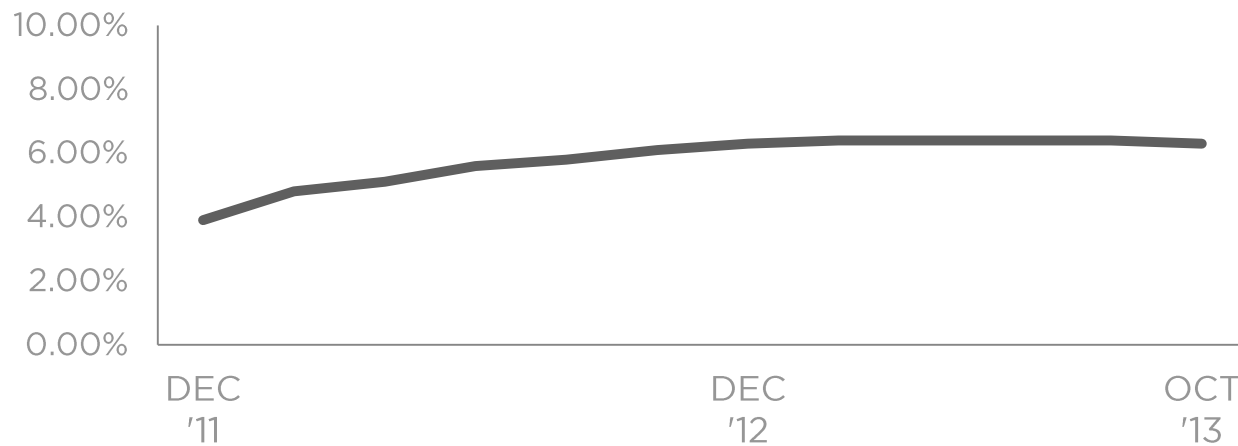
lower supply costs; supply diversification



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?”

Period	Cumulative % savings for period	Total water saved per customer	Total Annual Usage (Baseline)
Year 1	6.1 %	3,420 gallons	56,100 gallons
Year 2	6.5 %	3,665 gallons	56,100 gallons



CITY OF COTATI—CUMULATIVE % SAVINGS



Social
Comparison



Education



Easy
Actions

Philip Levinson, Vice President
phil@watersmartsoftware.com