

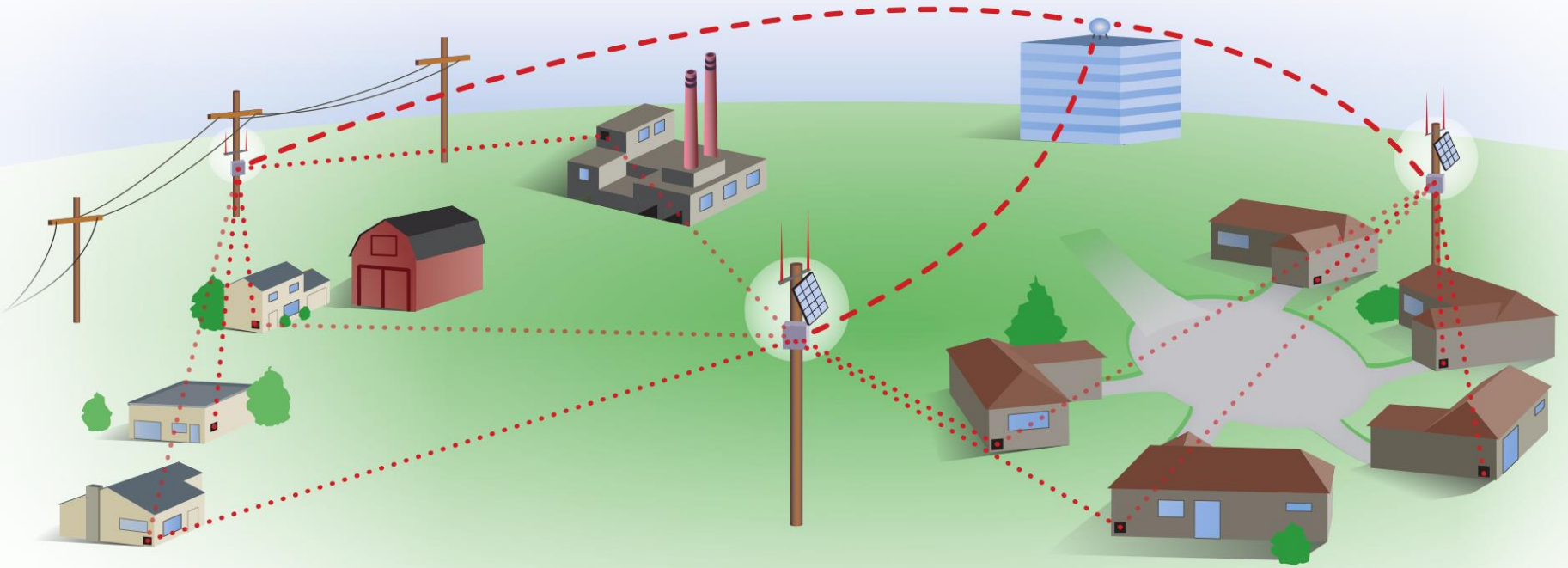
You Have Lots of Data Already... Let's Use It!



Brett Foreman, Client Solutions
brett@watersmart.com



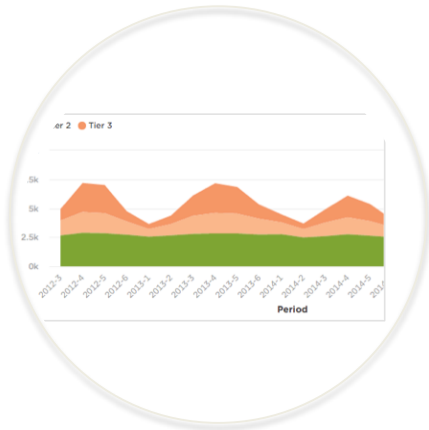
How many read meters like this?



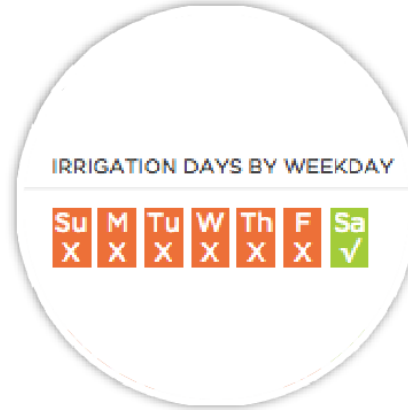
How many read like this?



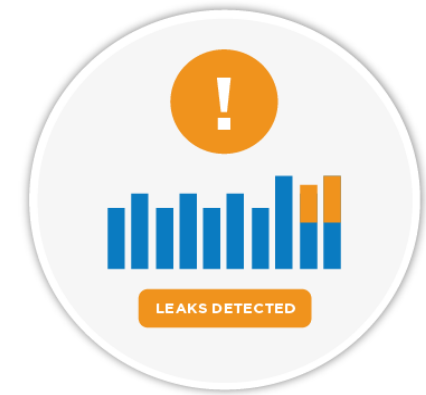
Insights for 3 inefficient areas



High Users



Over Irrigators



Leaks

WaterSmart Software

WaterSmart empowers utility managers with actionable insights to increase customer satisfaction, reduce water loss, and improve operational efficiency.

Our award winning software is designed, developed, and delivered in the United States.

HEADQUARTERS

San Francisco

FOUNDED

2009

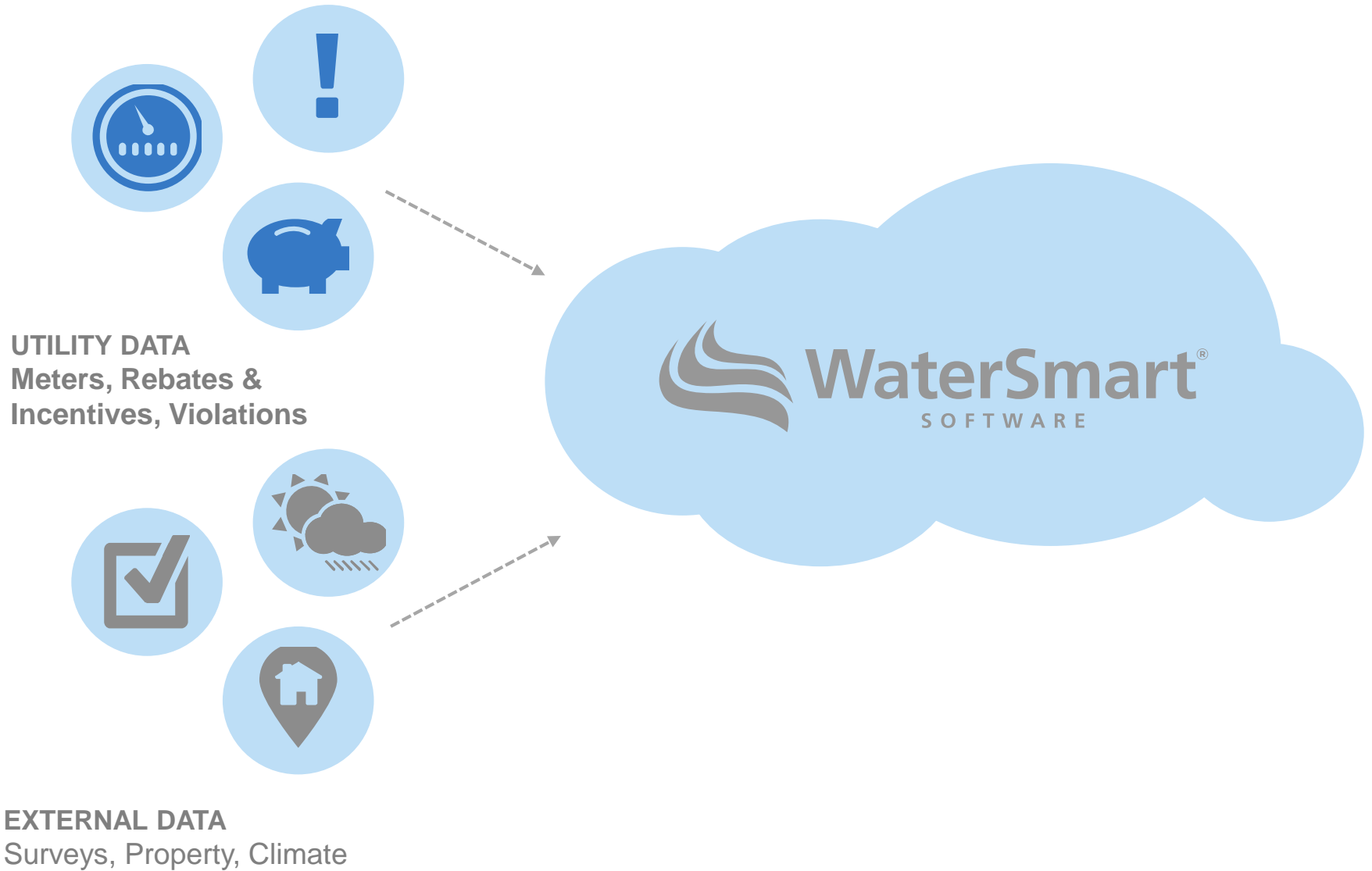
AWARDS

Global CleanTech 100,
Global Water Intelligence
"Top 20", BCorp Best
for the Environment,
Sustainia 100

OUR PARTNERS INCLUDE
50+ UTILITIES IN 8 STATES
3M ACCOUNTS

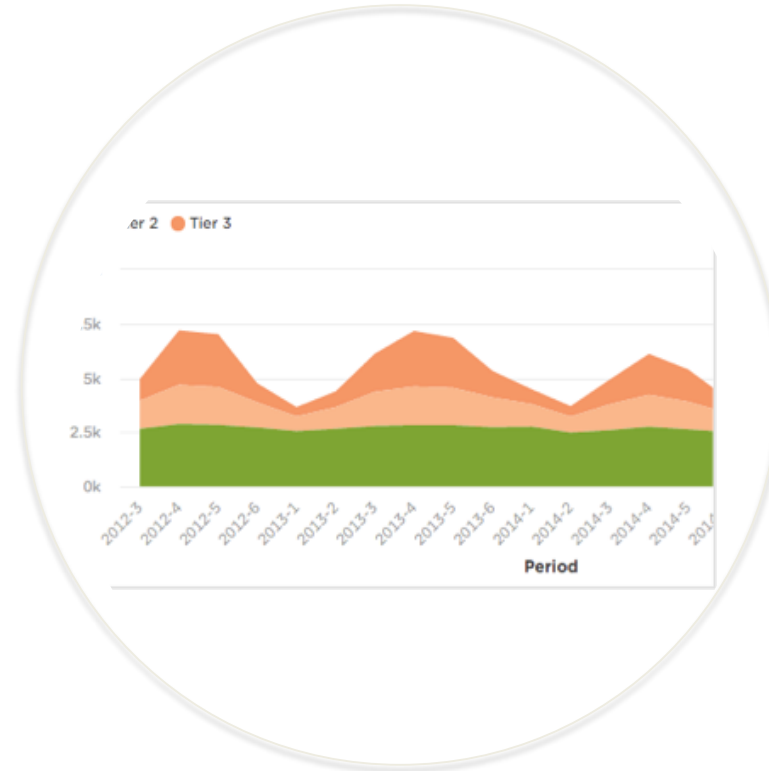


But what data do you have?

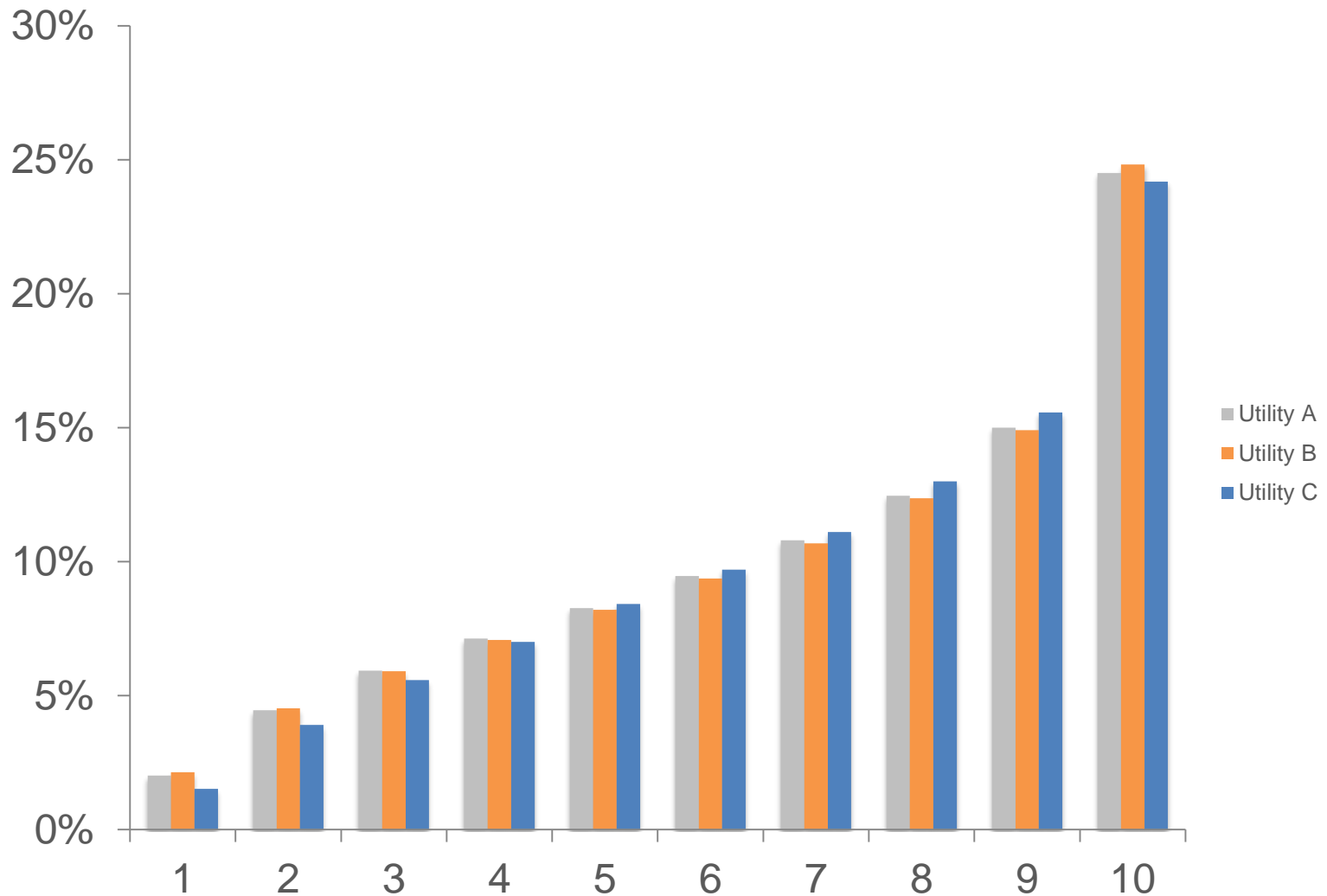


They use a lot and have no idea

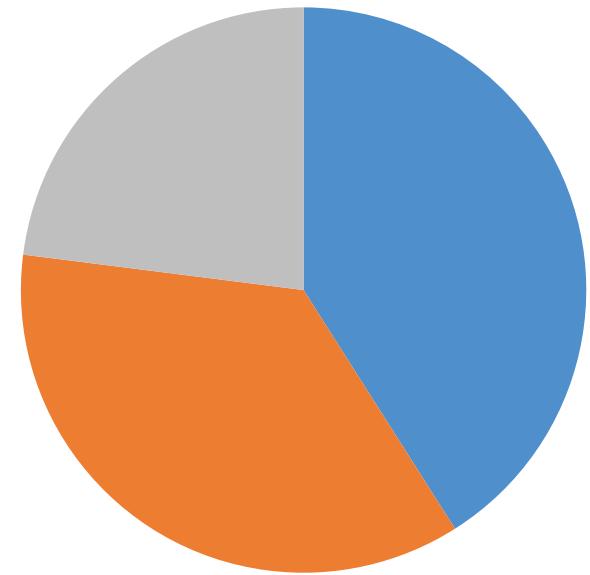
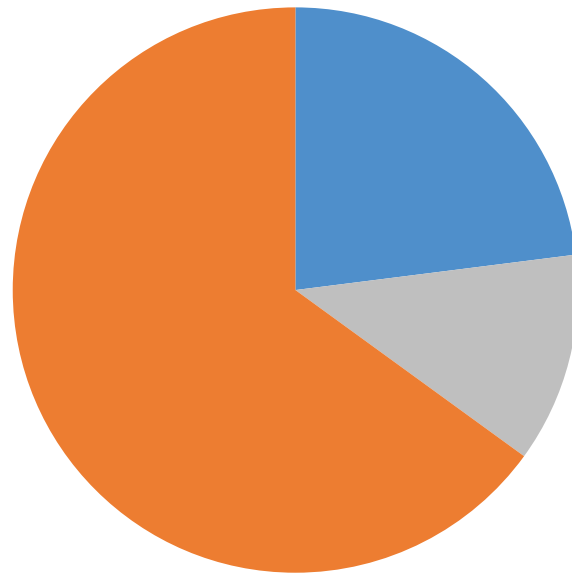
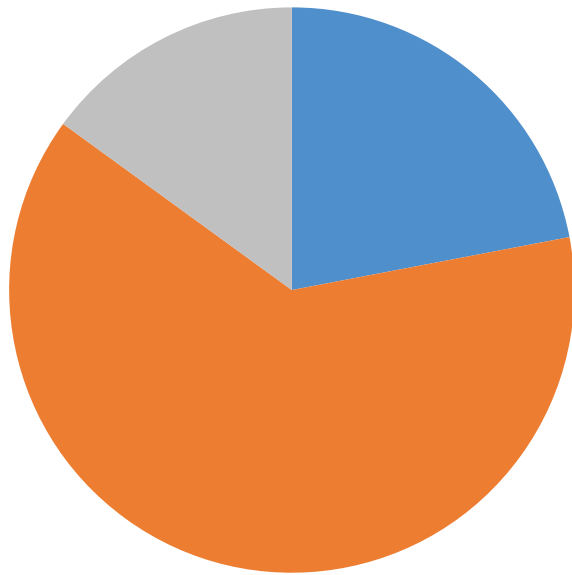
High Users



Top 50% use 73% of water



Estimate vs. actual water use



**Over
Estimate**



**Under
Estimate**



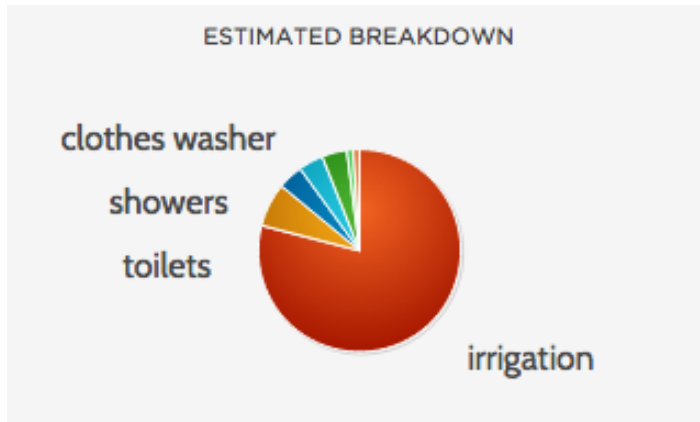
**Accurate
Estimate**

Similar homes, similar use?

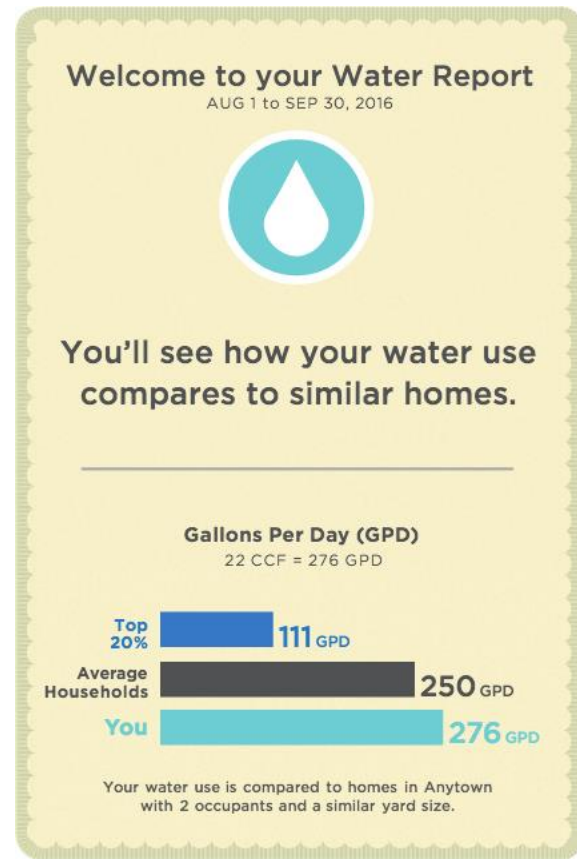
615 GPD



144 GPD



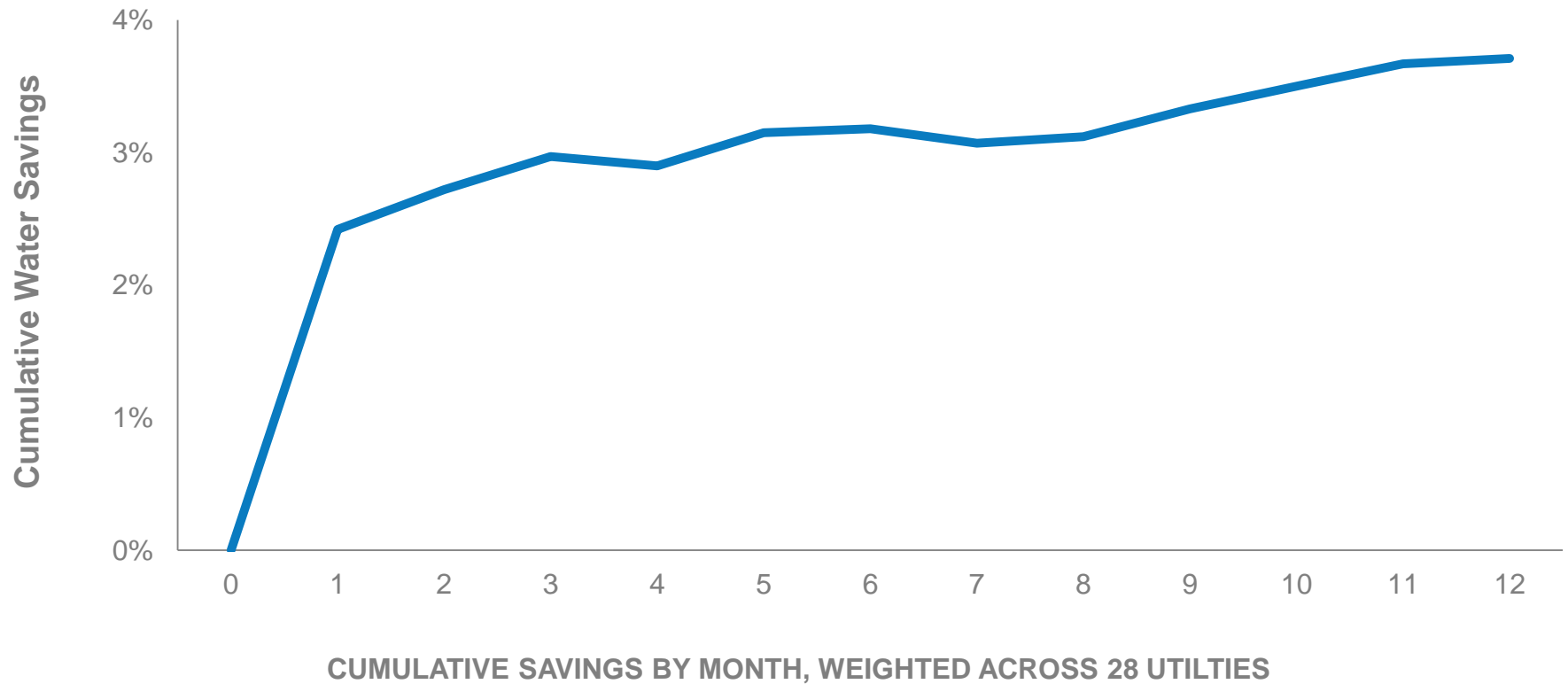
Introduce a social norm



Increased water-use efficiency

2–5%

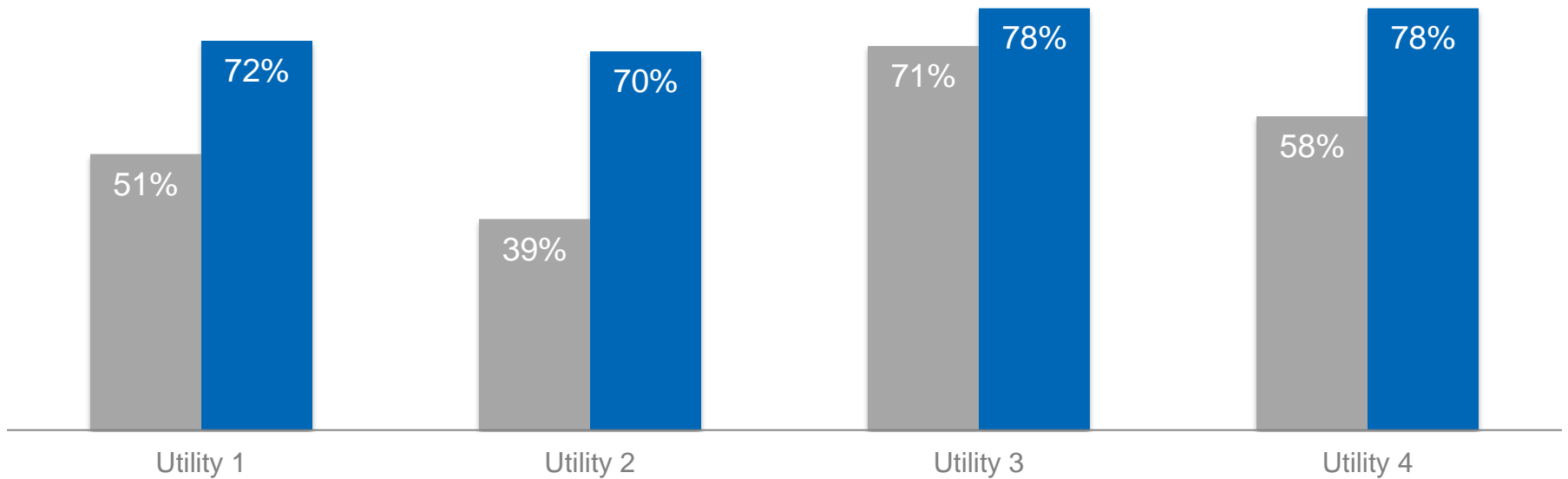
PROVEN SAVINGS ACROSS 28 UTILITIES



Customers want better information

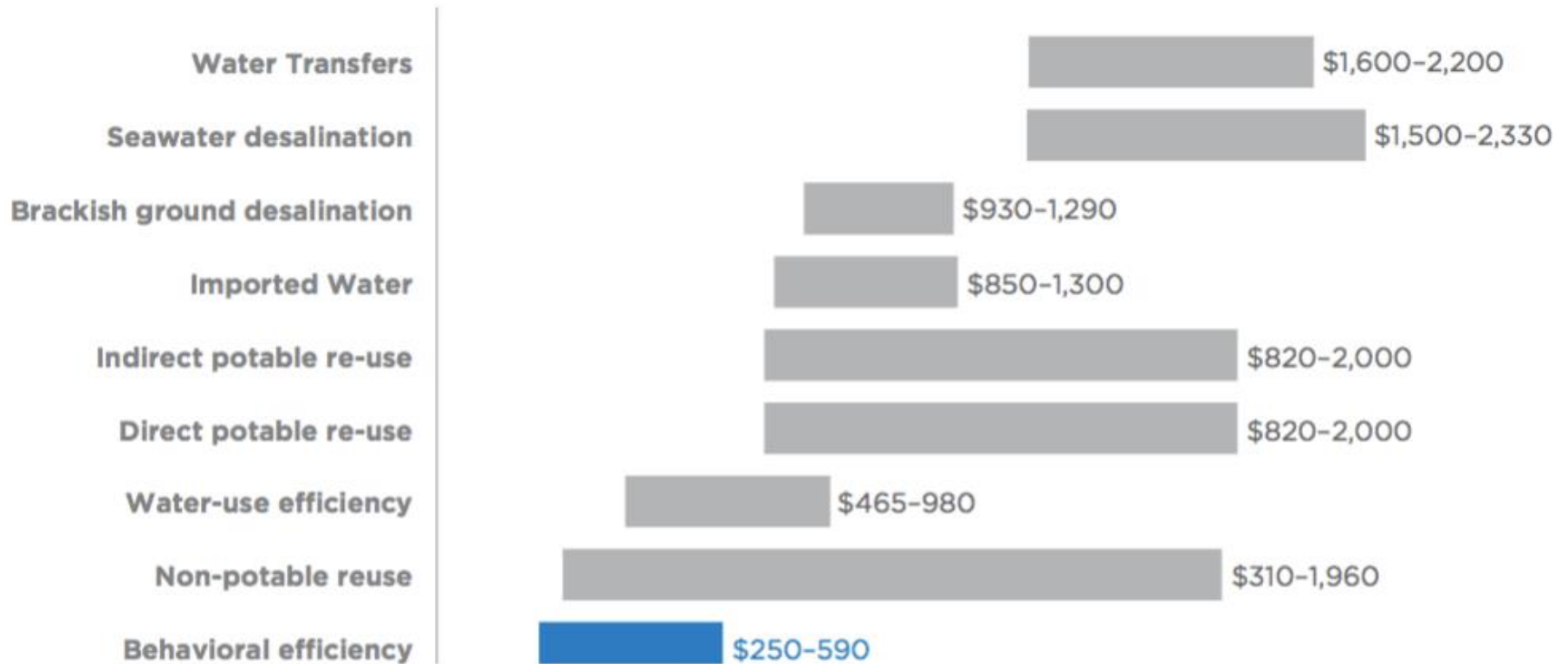
36%
INCREASE

■ Before WaterSmart ■ After WaterSmart



% CUSTOMERS WHO RATED THE UTILITY "EXCELLENT"

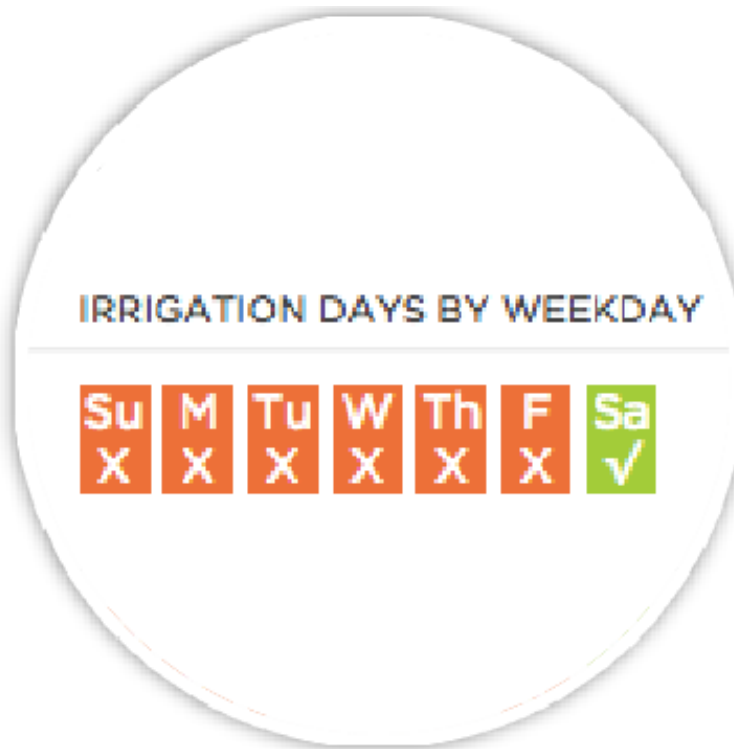
Behavioral efficiency is least expensive



APPROXIMATE MARGINAL COST OF WATER PER ACRE FOOT

They don't know best practice

Over Irrigators

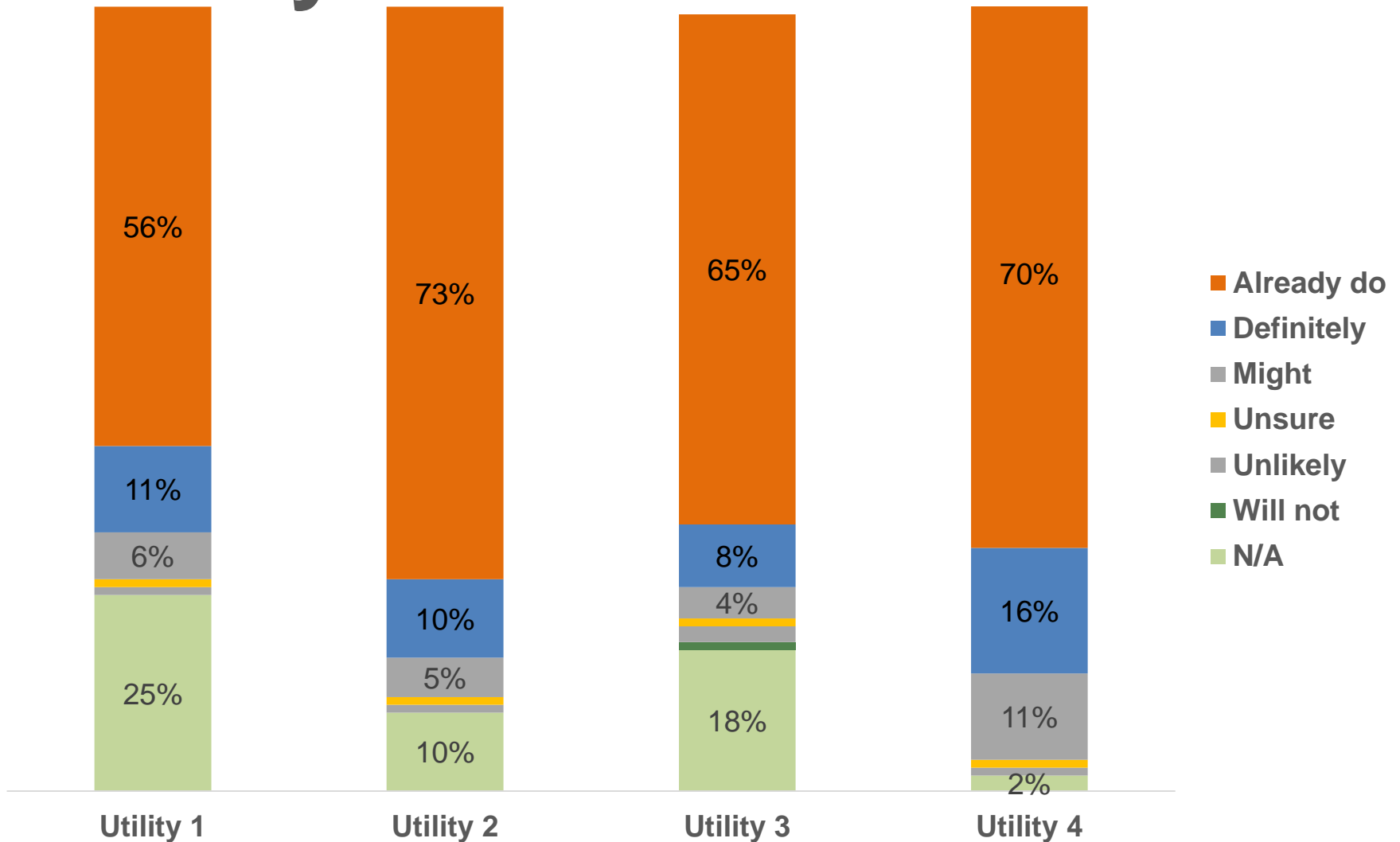




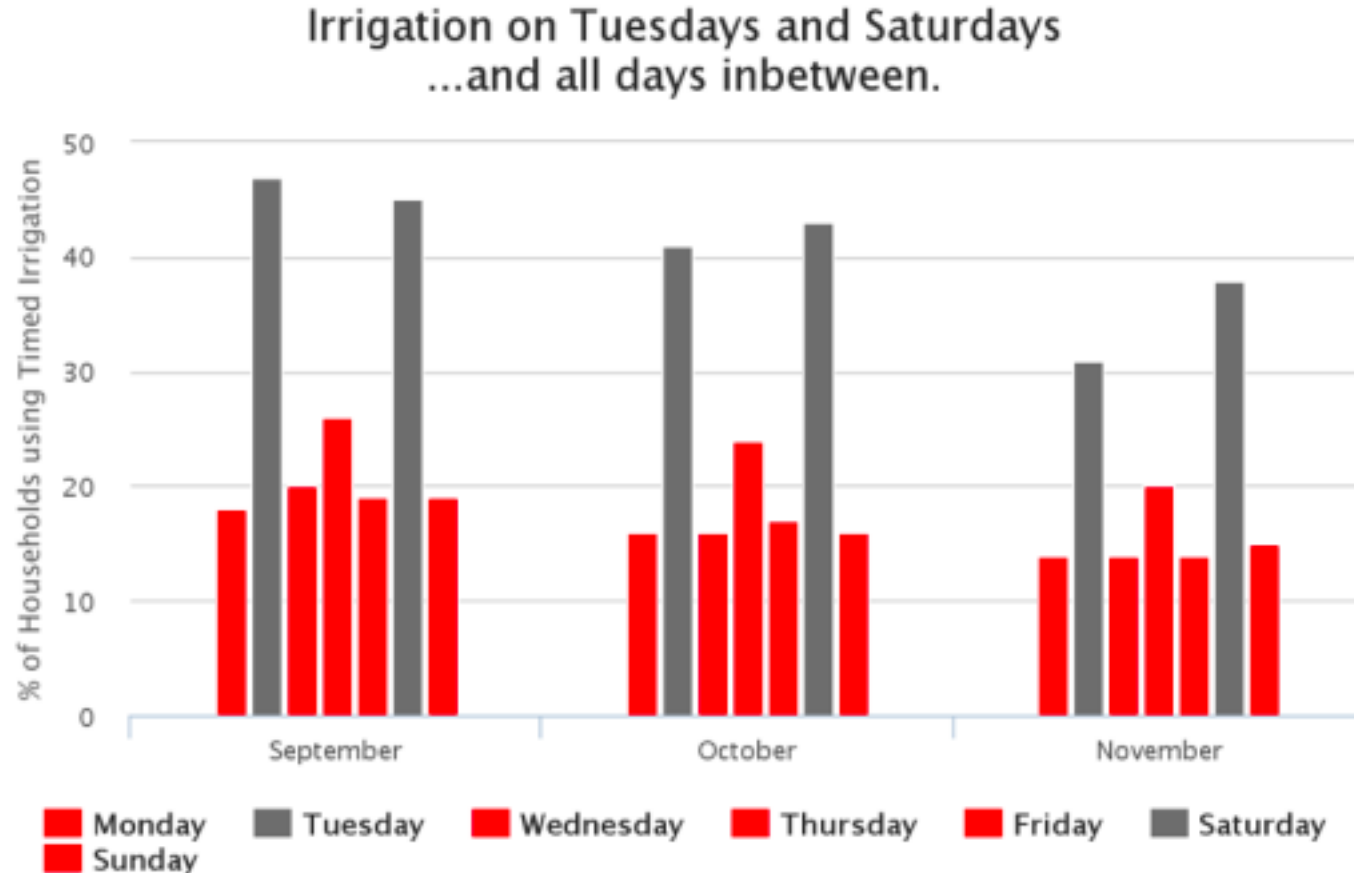
Save
Our
Water



Do you adjust your timer monthly?



Compliance with restrictions



- 33% of homes watered 8 days or less of 28 days
- 29% of the irrigation load was from those watering two days per week! 43% of irrigation load was on Tues and Thurs.

Timing Matters



Personalized reminders



Turn off irrigation



Approximately 74% of your household's water is used outdoors.

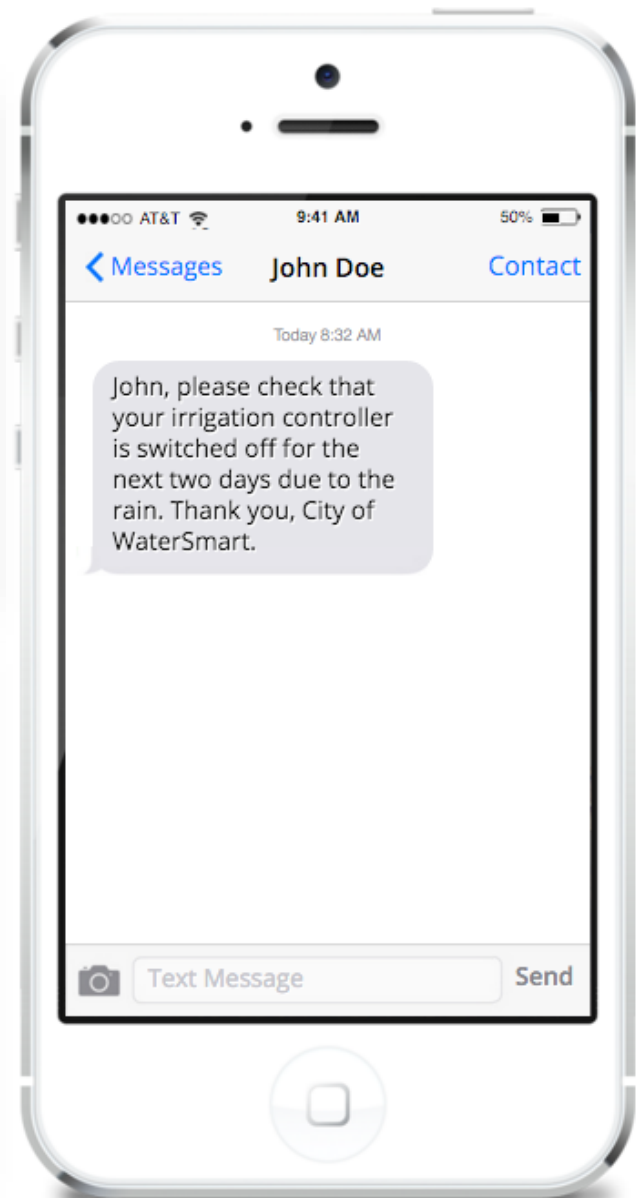
During the rainy season, please make sure your irrigation system is turned off.



Monthly irrigation update

The amount of water your landscape needs changes every month. Remember to keep your irrigation schedule in sync.

In April: Water grass 1 day per week, 15 minutes per day



AEAP: As Easy As Possible

Leaks



Give me value first

! Irregular Water Usage 5404 Daisey Ave
906910329601

Hi, April.

Your water has been running continuously for 6 days, starting at 2am on Thursday, March 24, 2016.

[See suspected leak »](#)

We estimate you've lost at least 1,155 gallons of water, which is 57% of your water use during that time period, due to this irregular water usage.

Irregular use is often an indication of an indoor leak (such as a leaky toilet) or outdoor irrigation system leak (such as a leaky valve). Log on now to see the extent of the leak and follow a [step-by-step checklist](#) to find it.

If you know this is not a leak, [please notify us](#).

Sincerely,
City of WaterSmart

[Find my account](#)

- 17,570 email leak alerts → 78% open rate
- 35% dropout during registration

Imagine dropout rate here:

Register [Help](#) * Required Field

* **Email Address:**

* **Confirm Email:**

Password:

Confirm Password:

If you do not enter a password, a temporary one will be emailed to you.

* **First Name:**

* **Last Name:**

* **Phone:** - - Cell

- - Home

- - Ext. Work

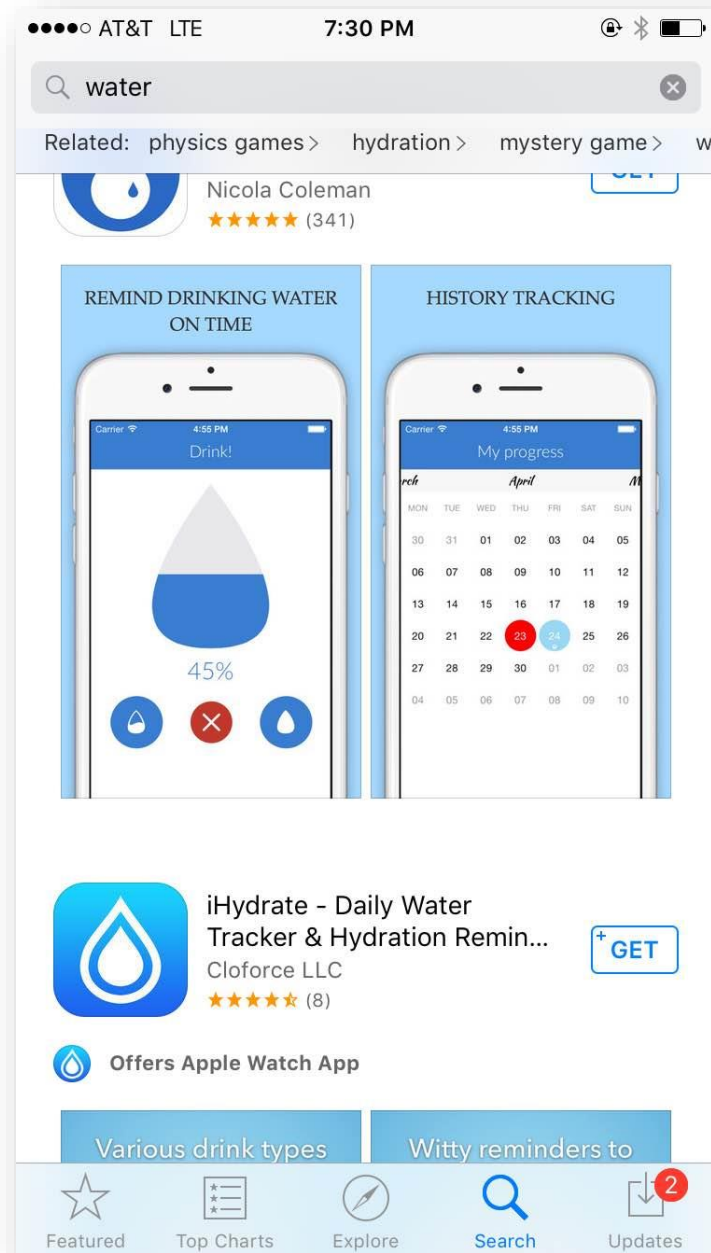
At least one phone number is required.

* **Mailing Address:**

Contact Preference:

- Email
- Text Msg
- Cell Phone
- Home Phone
- Work Phone

Or here:



Leak alerting fails

- Inconsistent detection
- Professional judgment
- Customer doesn't get alert
- Customer doesn't view alert
- Customer abandons registration process
- No useful information to resolve leak

Automated detection and staff notification

From data uploaded Mar 5

Potential Leaks

103

 DETECTED

10 Newest of 103 Potential Leaks

sorted by Read Date then Consumption

CONSUMPTION (CCF)	PERCENT OF PAST HIGH	GPD ABOVE PAST HIGH	READ DATE
1,394	94%	17,458	Feb 6
1,070	69%	9,272	Feb 6
542	86%	6,261	Feb 6
522	76%	4,675	Feb 6
466	75%	4,631	Feb 6
459	80%	4,998	Feb 6
815	95%	10,681	Feb 3
448	73%	5,657	Feb 3
619	410%	5,554	Jan 12
446	7,433%	5,055	Jan 8

[VIEW ALL IN DASHBOARD →](#)

Resolve leak, then get signup

PROFILE 29% COMPLETE. UPDATE

!

Possible Leak

Your water use was abnormally high last billing period - it's possible you had a leak.

[Start Checking for Leaks](#)

Found the Leak Already?

Let us know what it was.

[Found a Leak](#)

Changes at Home?

Some property features use large amounts of water and can look like a leak.

[Not a Leak](#)

Overview

Gallons Per Day (GPD)

500

2016

Leak Resolution

Configurable

- Minimum GPD, threshold GPD, or multiplier above previous max

Seasonal

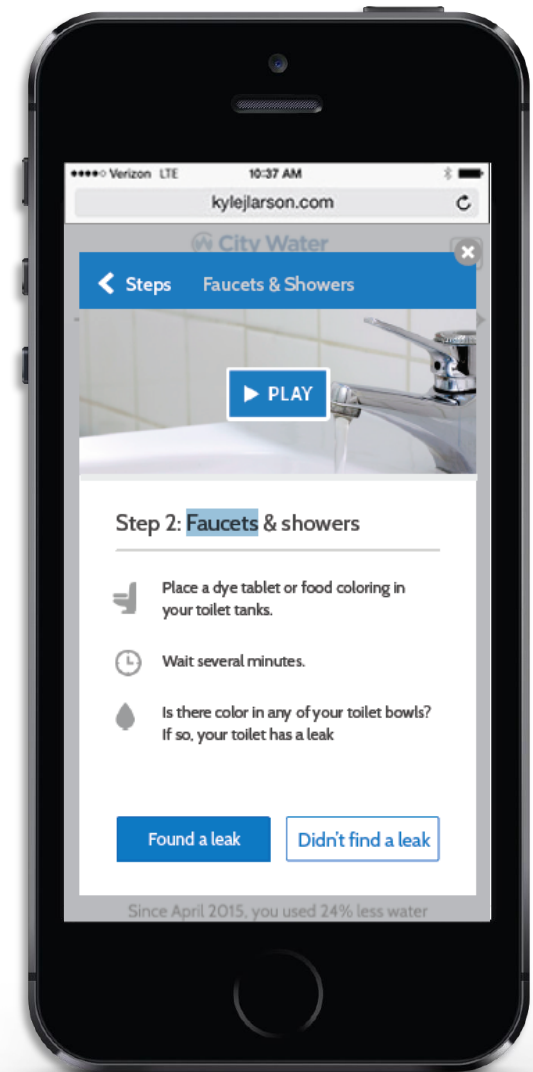
- Only compares winter (non-irrigation) months to previous winter months and summer (irrigation) months to previous summer months
- Set specific multipliers and seasonal GPD minimums

Smart

- Previous periods with leaks or suspect data are not counted in the data that determine the leak thresholds going forward

Complete

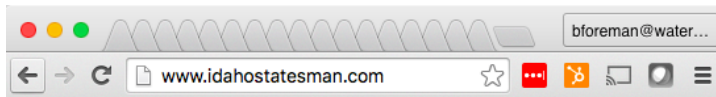
- Send customer notification directly through utility dashboard with mobile instructions and video content for self service



This is not new



Last week, on my computer...

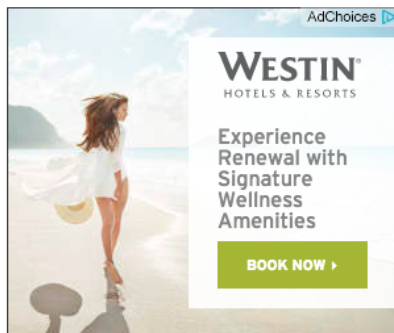


Idaho lawmakers push innovation in schools

Hain letter: Medicaid gap

Gregory letter: Blue Cross

Curtis letter: 2016 Legislature



SPORTS

Looking back at Boise State spring football: who stood out, what will be in focus this fall



View your monthly statement

Hi, Brett. Your Citi ThankYou® Premier Card statement is ready, so have a look.

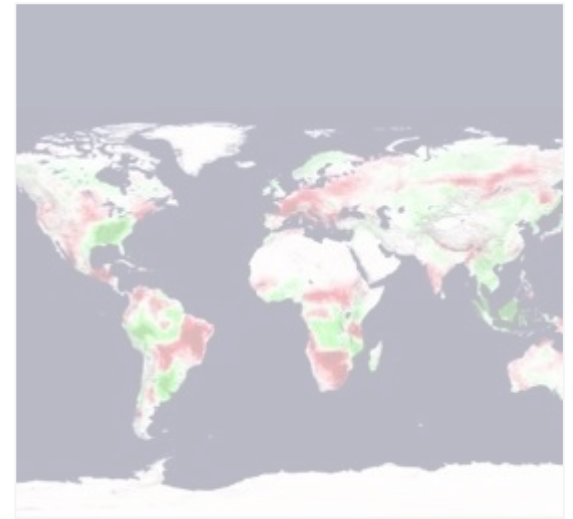
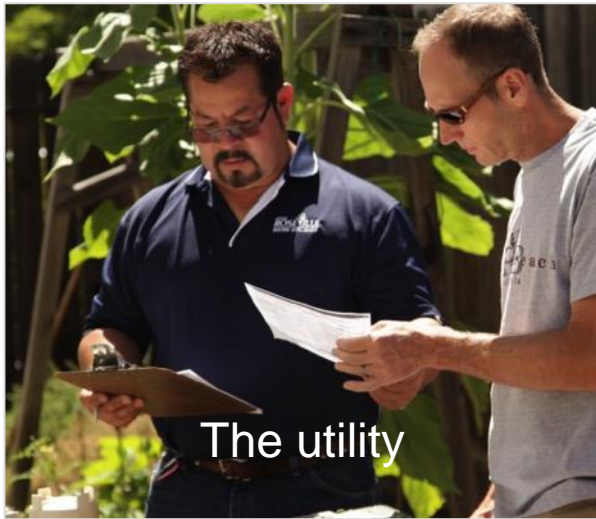
Statement Summary

Statement Date:	April 12, 2016
Statement Balance:	\$492.36
Minimum Payment Due:	\$25.00
Payment Due Date:	Sun, May 08, 2016

[View Statement](#) [Pay Your Bill](#)

The data-driven utility

Who wins?

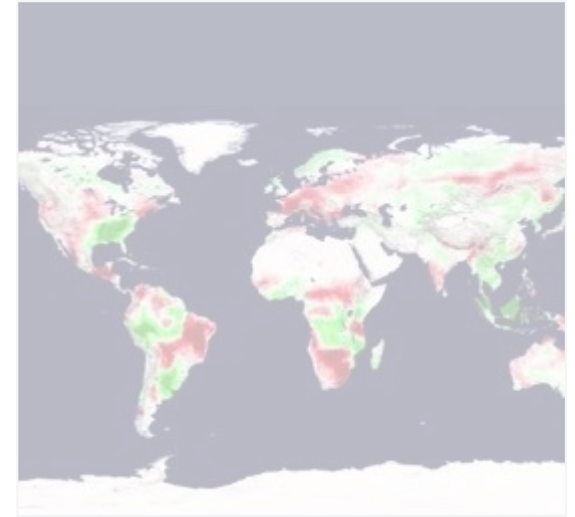
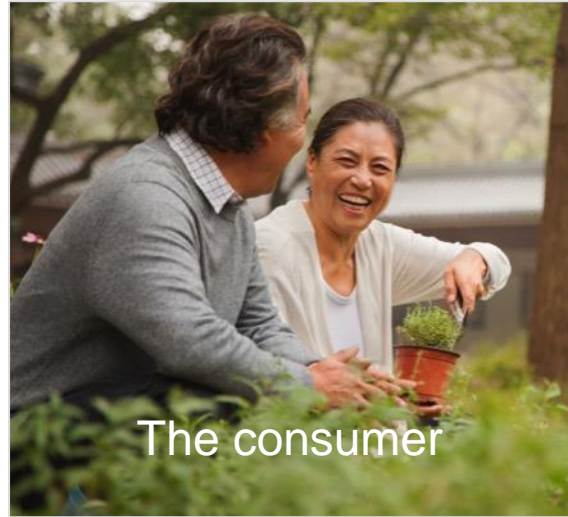
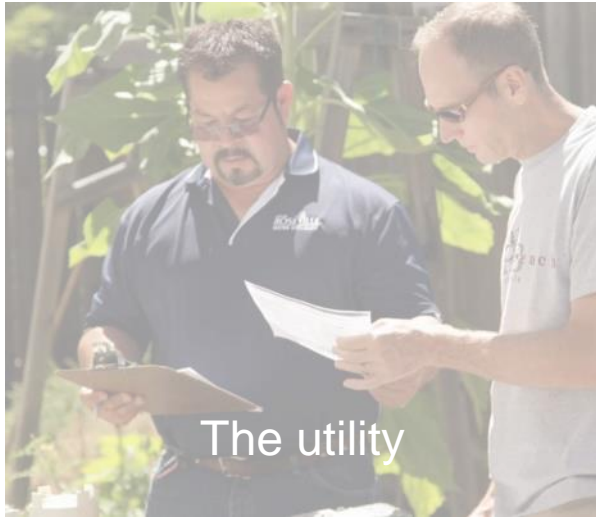


“My day has changed because I can engage customer in conversation about water-use efficiency in a sustainable way.”

City of Newport Beach

The data-driven utility

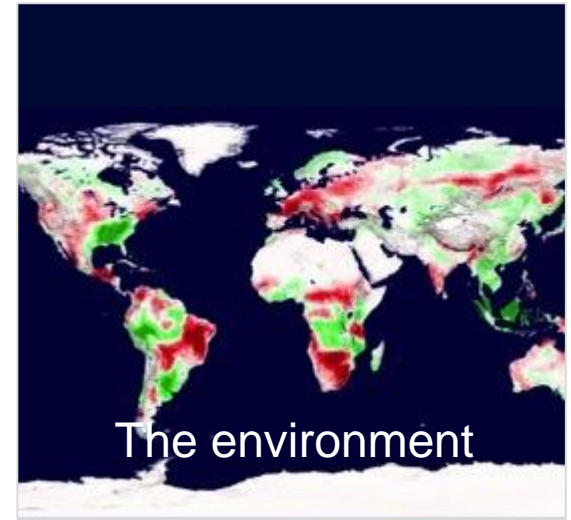
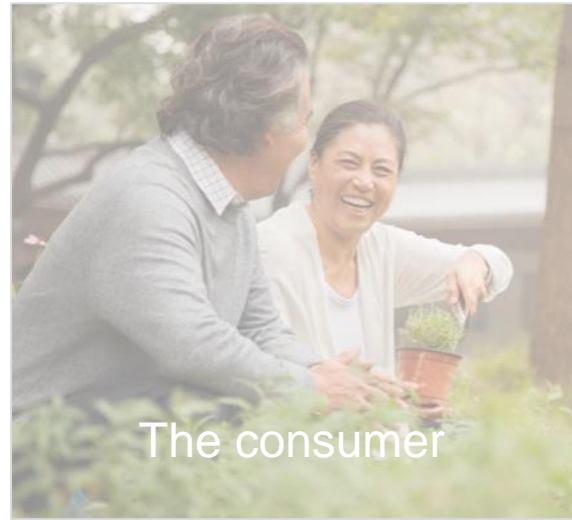
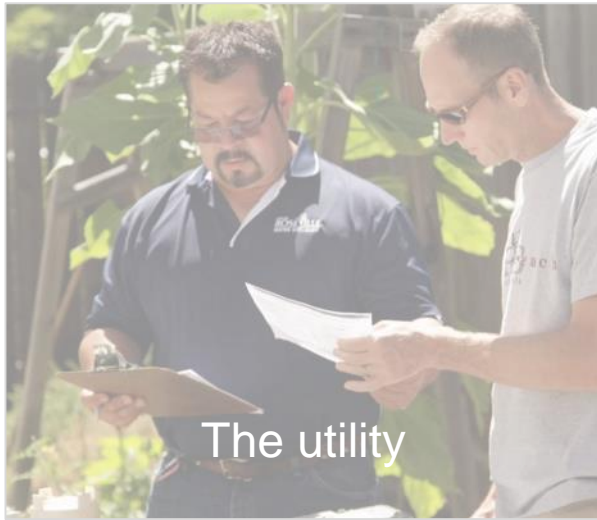
Who wins?



“You notified me of a possible leak the weekend of August 31...you were correct. I found it. THANKS. Your system is TERRIFIC.”
Glendale Water and Power customer

The data-driven utility

Who wins?



“\$30 million...for direct expenditures and grants to state and local agencies to improve water use efficiency, save energy and reduce greenhouse gas emissions from state and local water transportation and management systems.”

California 2014 Drought Relief Bill

Thank you

Brett Foreman, Client Solutions
brett@watersmart.com

