

Waterwatch[©]

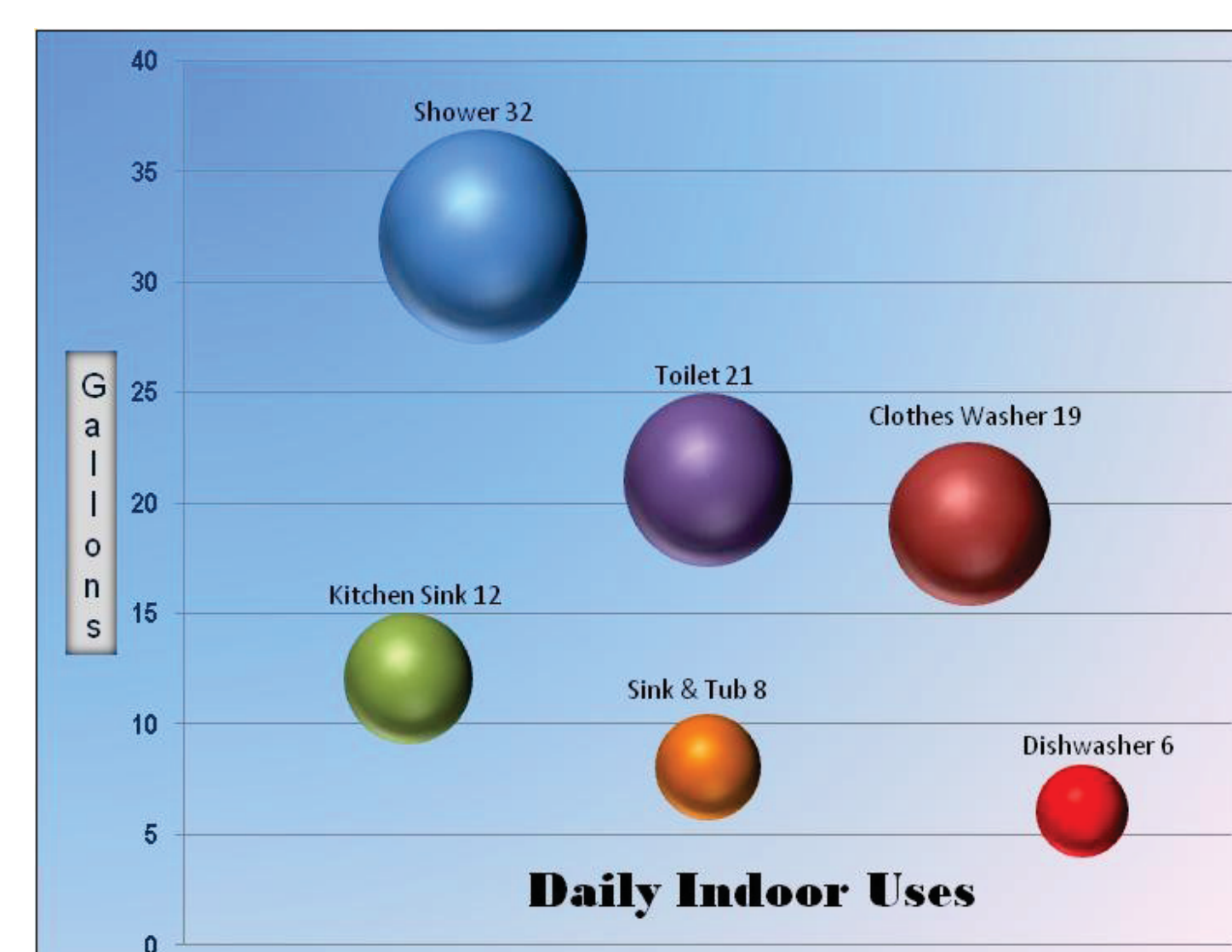
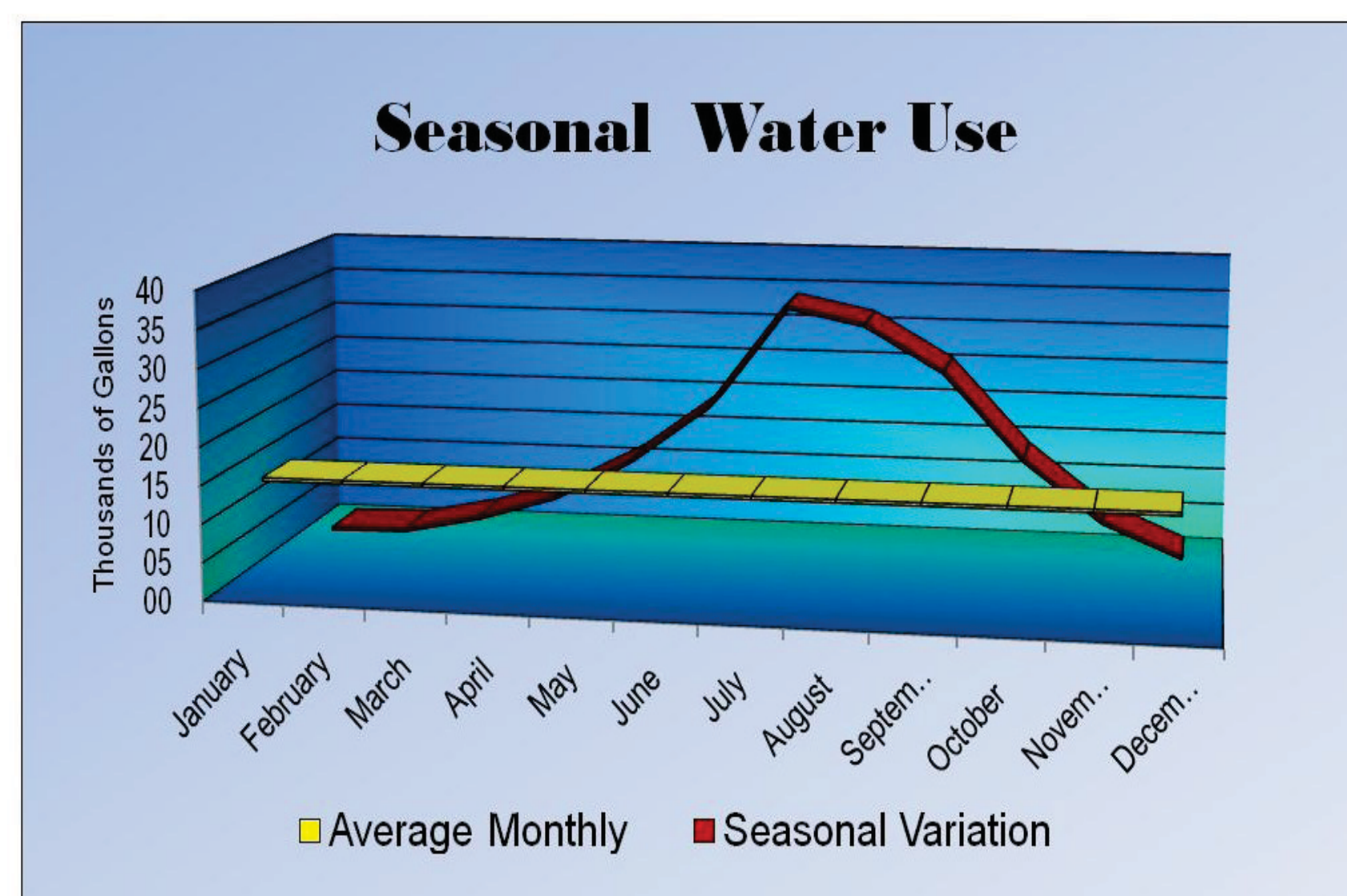
CUSTOMER RESEARCH TOOLS FOR THE WATER SUPPLIER

- Many water suppliers don't know what's happening on the customer side of the meter.
- Customer demographics, behavior and water uses differ greatly from community to community.
- Customer research is necessary to plan and budget effective water efficiency programs.
- Customer research is necessary to "benchmark" usage to measure change.

Type of Water Use	Behavior Change Measured One Year After Participating in the Pencilbrook Waterwatch Program
All Outdoor s Uses	12% reduction
All Indoors Uses	10% reduction
All Outdoors and Indoors Uses	11% reduction

EDUCATION & INFORMATION TOOLS FOR THE CUSTOMER

- Customers value an individual, household-specific analysis of the home water uses.
- Program participation rates are very high – 15% to 20% voluntary enrollment.
- Customers act upon household-specific analysis and efficiency recommendations.
- Research has confirmed customer behavior change.



Water Use	Community Average	Your Daily Use	Your Water Use Rating
Shower	31	38	High
Sink & Tub	9	11	Average
Toilet	24	20	Low
Kitchen Sink	12	15	High
Clothes Washer	21	27	High
Dishwasher	6	8	High
Outdoors	323	354	High

Compares Your Household to Community Averages

Specific Recommendations for the WALKER Household

The water use rating in the table above compares your use to the national average for similar households. The following water saving opportunities are based upon a computer analysis of your water bills and the survey questionnaire submitted for your household. Please note some recommendations will save water and energy.

- Shower** - A high performance, water-efficient showerhead will give you a good shower and cut your water use. Also fix any leaks in the tub diverter valve. These measures could save about 11,800 gallons or \$59 per year; and, \$182 for electricity to heat the water.
- Toilet** - You indicated that your standard toilet was installed before 1994. If you replace it with a new water conserving model that meets federal standards, you could save about 10,500 gallons or \$12 per year.
- Faucets** - Efficient faucet aerators are inexpensive and easy to install on your kitchen and bathroom sinks. In addition to saving energy used for water heating, putting aerators on all your faucets can save 4,020 gallons or \$7 per year; and, \$61 for electricity to heat the water.
- Outdoors** - There are many ways to reduce irrigation water use while ensuring that plants get the water they need. Some of these ways include using soil moisture monitors, cycle irrigation methods and drip irrigation systems. Savings will vary depending upon method used, but could be as much as 14,110 gallons or \$64 per year.