# This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



## **Reaching Across the Meter**



### Jon Daniel



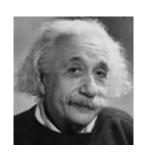
## **Case Studies**





### Two Different Agencies With Different Issues Both Reaching Across the Meter

- Thinking Differently about Water Rates
- Communicate with customers
- Trade Technology for Labor
- Take Water Efficiency To Customers



"Doing the same thing over and over again and expecting a different outcome, is the definition of insanity. Think differently." Albert Einstein



# A Perfect Storm



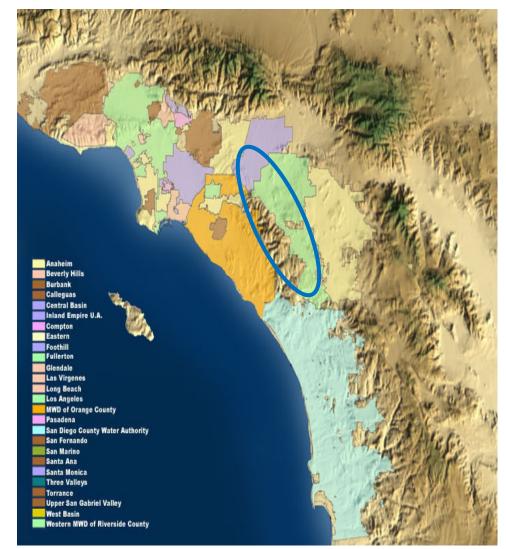
### 2008 WMWD:

Lower water sales

**Revenue loss** 

Economic downturn Drought/ Supply Restrictions







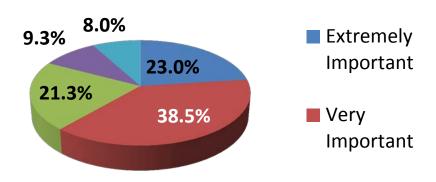
# What To Do?

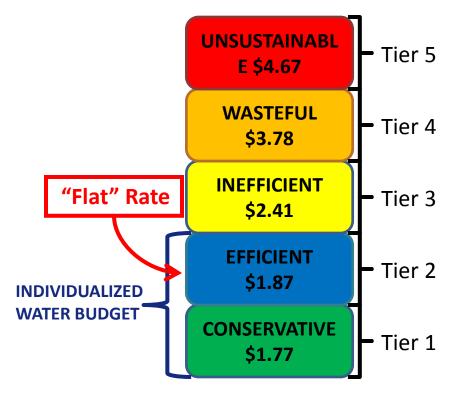
### WESTERN MUNICIPAL WATER DISTRICT

### •Educated the Board on the Issues

- Revenue & Efficiency
- Approvals to Upgrade the Billing System
- Move to Efficiency-based Rate Design
- Reach out to Customers

How important is it to reward water use efficiency by homes and businesses and to penalize water waste (for example, with higher water rates for waste)?



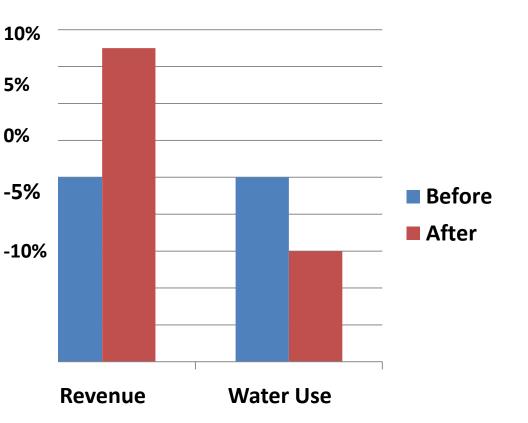




# What Changed



- Staff training for the new
   "tool" of Efficiency-based rates
  - What and how Customer Services talks and works with customers
- Using technology to work with customers
  - Driving customers to web programs
- Conservation programs funded <u>only</u> by inefficient customers



- 86% of customers meet their billing period allocations
- 100% of conservation programs funded
- 6 months return on rate structure overhaul investment
- 4% increase in conservation
- 0 mixed messages to the customer
- **0** Revenue shortfall if customers use less water



## What To Do?



### • Offer More Efficiency Programs (w/ no new staff)

Hants Q	WATER DISTRICT		nert Efficiency Water Reliability Departments	Western's	Evaluation F	Program	STAR D
Control Bill Prog. Agendes & Manales Heathy He Desig Basenese with Un Employment Deport an Energeney	of form recept before submitting an <u>Click Hans</u> for a Request for littler B Step 2: Please fill out the informs	quest for Water Budget / e Request for Water Budget exhaustion request. udget Adjustment form, ation below to submit a r	Adjustment form T No Adjustment form T No Adjustment for Western's irrigation auditor sendations to increase your irrigation No	More to the observed of t	Evaluation F Arrigation Schedules Intrigation Schedules Intrigation Schedules Intrigation Schedules Interpret was and in the support of the s	newsolution growth, population growth, population growth, pd driving up the cost to ing. In electronic form and is images may not be as	
	* indicates required fields.	[Submit] [Peer	t] (Grost)	View your water usage per month and learn if you are above or below your water budget.		Sprinkler Repairs Efficient Nozzles Mulch Drie Vrigation	in this report.



## What To Do?



### **Use Web-based Programs**

- <u>www.smartyard.com</u> (turn-key, vendor)
- www.freesprinklernozzles.com (turn-key, vendor)







## What Has to Change

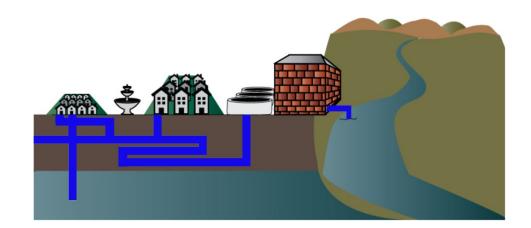


### **Understanding the Actual Cost of Service & Water**

Reliable, 24/7, safe, 621 miles of pipeline, 128 pumps, 38 reservoirs of 100 million gallons @ \$ .03 per gallon



\$ 1.00 per day







### 1

### Showing the customer their efficiency-based data



### Water Budget Factors

Under the Water Budget Rate Structure, every customer receives a personalized water budget designed to meet their specific indoor and outdoor water needs. (Learn more)

This means that no matter the size of your household or yard, you should be able to remain within your water budget and pay the lowest available price. Residential water budgets are calculated based on the amount of landscaping and real-time localized weather data and an assumption of the number of residents in each home, among other factors. Residential water budgets vary from month to month based upon the weather.

#### Persons Per Household

We want to make sure every customer has a fair water budget that provides enough water to meet their actual needs, based on 60 gallons per permanent resident per day. If the number of people living in your home increases, please let us know by submitting an adjustment form, and we will adjust your water budget accordingly.



Irrigated Area

This is the square footage of the portion of your yard that needs irrigation

### Pool

Pools lose about as much water to evaporation as a lawn of the same size uses, so pools are accounted for as irrigated landscape in a customer's water budget. Completely filling or refilling a pool for maintenance purposes, however, may push your use above your water budget and result in higher charges. Customers can request an adjustment to their water budget if this occurs.

In-home Care If you have in home elder care, we ...



Licensed Childcare For licensed childcare facilities..

#### Horses

The adjustment policy accounts for horses by providing 30 gallons per animal per day for consumption, which is based on veterinary studies. Through customer input and a local equine expert's guidance, the structure also accounts of horses' bathing and cool-down water needs by counting the stable and riding areas of your property as landscaping, which provides more than enough water to meet your horse's total water needs. Large dogs typically do not consume enough water to necessitate an increased water budget, as studies have found dogs of all sizes and activity levels typically drink less than one gallon of water per day.

Medical Necessities

We allocate...

Your Microzone: 10910769



#### Your Water Budget

Current Budget
 Previous Budgets
 Projected Budgets

#### Your Budget Factors

- Persons Per Household: 3 Irrigated Area: 2,500 sq.ft.
- Microzone: 10910769
- Adjustment Form

#### Water Budget Information

What are Factors
 What is a ET
 What is a Microzone
 How are Water Budgets Calculated



Showing the customer their efficiency-based data

Communicating the reality of the "fixed water services"

2

- 30,000 gals/1,000 sf of turf/yr.
- 300,000 gals/10,000 sf of turf/yr.
- 1,600,000 gals/1 acre of turf/yr.

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Showing the customer their efficiency-based data



3

Communicating the reality of the "fixed water services"

AMI and a wealth of data for customers



### Your Current Water Budget

### Water Budget VS Consumption

The **Water Budget Rate Structure** is designeed to provide you with a personalized water budget to help you better understand what an efficient level of water use is given your specific situation. The information below uses your current water use and is intended to give you an idea of how your current use is billed.

Read Date: August 11, 2012	Conservation Tier (Indoor Allocation):	6.74 Billing Units
Days in Billing Cycle: 28	Efficient Tier (Outdoor Allocation):	14.26 Billing Units
	Your Total Water Budget:	21.93 Billing Units



#### Your Water Budget

- Current Budget
- Previous Budgets
- Projected Budgets

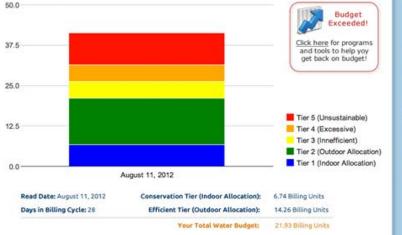
#### Your Budget Factors

- Persons Per Household: 3
- D Irrigated Area: 2,500 sq.ft.
- Microzone: 10910769
- 2 Adjustment Form

#### Water Budget Information

- D What are Factors
- D What is a ET
- D What is a Microzone
- D How are Water Budgets Calculated

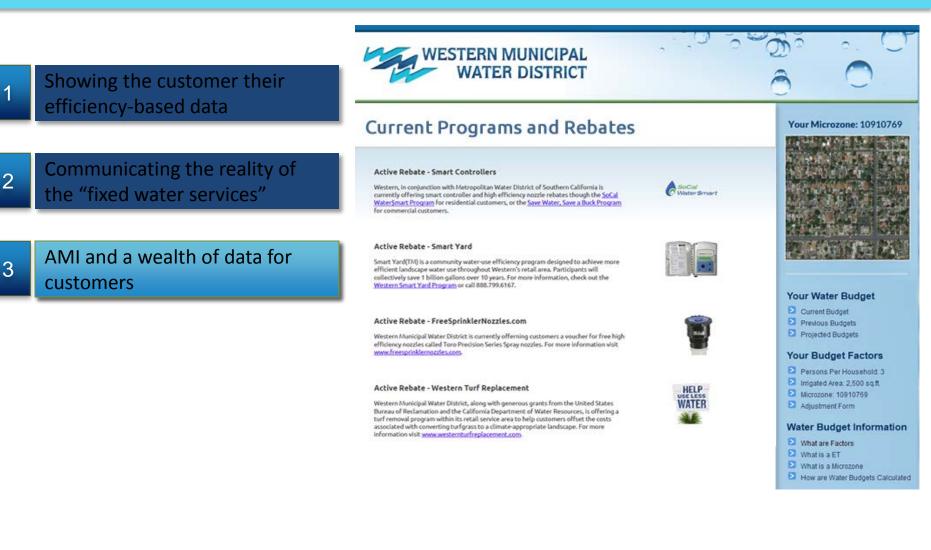
### Current Budget (Billing Units)



Current Water Charges					
Tier	Usage (Billing Units*)	Per Unit	Fee		
Tier 1 - Efficient Water Use (indoor allocation)	6.74	\$1.902	\$12.81		
Tier 2 - Efficient Water Use (outdoor allocation)	14.26	\$2.035	\$20.02		
Tier 3 - Inefficient Water Use	5.25	\$2.621	\$13.76		
War a total and distribution	1.51	*****	101.04		









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## The Next Step



\* Showing the customer their efficiency-based data Communicating the reality of 2 the "fixed water services" الاستان (مسار AMI and a wealth of data for 3 customers

Using technology to connect all the droplets...



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# Challenges





As a wholesaler, CLWA administered many of the conservation programs in the service area





# Challenges



1

2

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Although programs were effective, they wereexpensive to run and difficult to scale because of thetime require to administer them.



## TECHNOLOGIES

# Challenges





2

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CLWA had little to no information on program participants (that information was held by the retailers and no direct connection with participants)



## TECHNOLOGIES

# Challenges



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As a wholesaler, CLWA administered many of the conservation programs in the service area

Although programs were effective, they were expensive to run and difficult to scale because of the time require to administer them.

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CLWA had little to no information on program participants (that information was held by the retailers and no direct connection with participants)



Following up and keeping in contact with customers was difficult and time consuming





1

## What Changed



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### Trading Labor for Technology

V H20 Programs

is Clarita. Together, they work to promote fund programs to reduce the per capital



Weather Based Irrigation Controller Online Class



Your controllar has two modes: Blandard and Auto Adjust (with weather monitor or station). Auto adjust mode uses the weather monitor (station) to use onabe weather data to adjust watering. How sen you tell if the weather monitor is communicating with the controller?

Choose one: Check the run times in Standard Mode Check if there is an artenna icon on the main display. Check if it's raining and the controller is imgeting. Sect. Mast. Soto pliers (Family) is comprised of Castalo Lake runty Waterworks District #06, Newhall larita Water Division, Valencia Water

## TECHNOLOGIES

# What Changed



### H20 Programs

Current SCV Family Programs

Helpful Tips & Support

Agency Informati

Please provide the following information to recieve your voucher.

First Name: *	
Ezra	
Last Name: *	
Daniel	
Phone: *	
555-555-5555	
xxx-xxx-xxxx	
Controller Information	
	:*
	*
Installation Address Street 41148 Vincennes Court	:*
Installation Address Street	*
Installation Address Street 41148 Vincennes Court Installation Address City: *	:*
Installation Address Street 41148 Vincennes Court Installation Address City: * Santa Clarita	:*
Installation Address Street 41148 Vincennes Court Installation Address City: * Santa Clarita Installation Postal Code: *	:*

### Trading Labor for Technology

2

### Making program participation easy for customers and staff

# What Changed



Helpful Tips & Support

Agency information User Discussion Forum

### Trading Labor for Technology

TECHNOLOGIES

2

Making program participation easy for customers and staff

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leaning (and they all eventually lean over time), the controller has no power to straighten the heads. If you see misting due to high pressure, your best bet is to add a pressure regulator.

The controller does an excellent job of impaling according to what you program (soil type, plant types, slope) and the local weather conditions from the onsite weather monitor (station). This is what it does. But it can't fix your impation system. This is a job for your (or a landscape contractor). To understand your own imigation problems, you need to perform a monthly impation inspection.

The study guide sections are listed below.

Common Impation Challenges					
Plants for the Santa Clarita Valley					

Soil Types in the Santa Clarita Valley



SCV H20 Programs

### Weather Based Controller Online Class Study Guide

The following pages provide information that is covered in the online weather based impation controller class. It is included in the the test itself, however this gives you the opportunity to study the information at your own pace.

Many of the participants in our class begin with the notion that the Weathermatic Smartline controller can fix all the inigation problems in their systems. This is not correct. The Weathermatic Smartline 1600 is a great controller. It's very highly rated in independent testing. But it is not a device with magical powers. If you have an area of grass where the heads are too far apart, your best bet is to add a head. If you have mismatched nozzes (different manufacturers and models), your best bet is to make them all consistent (so they put out the same amount of water per minute). If your heads are







### Before

1 Registration done manually over the phone







### Before

1 Registration done manually over the phone

2 Limited verification





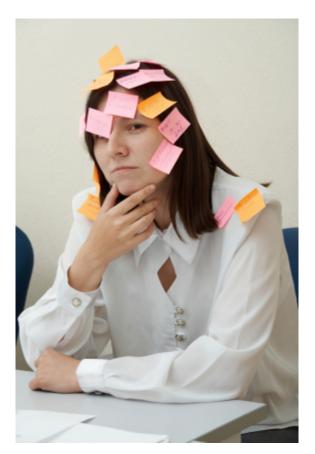


### Before

1 Registration done manually over the phone

2 Limited verification

3 Heavy burden on staff









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### After

Complete online registration

2

### Program Database providing eligibility and wealth of customer data

SCV	SCV H20 Program	ms	X
	Current SCV Family Programs 👻	Helpful Tips & Support 👘	Agency Inf
earch	Redeemed Vouchers (1	120)	

Search

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- Classroom Classes · Add/Edit Class
  - Add Signup
  - · Edit Signups · Download Signups by
  - Class Download All Signups
- Online Classes
  - Edit Online WBIC Online WBIC Results
  - Online WBIC Statistics
  - Online WBIC Reports
- Vouchers · Request a Voucher
- · View All
- · View Open
- View Redeemed
- · Closed Vouchers
- · Edit Waiver Inspection List
- Download Inspections
- Agencies
  - · Edit Agency Data · Edit Validation Data
  - Add Program
  - · Edit Programs
- · Contractors
  - Edit Contractors
- · Add Contractor · Supplier
  - Create Statement
  - · Redeem Vouchers
  - Edit Current Supplier

Customer	Account#	Issued	Redeemed
Robert Aquilar	15647	09/15/2012	09/17/2012
dean alexander	03097	09/14/2012	09/26/2012
Bill Algever	00024411	09/07/2012	09/08/2012
Erank AMzo	00021688	09/04/2012	09/13/2012
Koby Amold	00018301	09/03/2012	09/07/2012
linda avery	00015493	09/19/2012	09/24/2012
Gary Babcock	00015299	09/05/2012	09/06/2012
Robert Baida	17063	09/19/2012	09/25/2012
Wanda Bakhshifar	00011220	09/05/2012	09/07/2012
Roger Bavramian	00014383	09/04/2012	09/07/2012
Elizabeth Beck	36407301	09/15/2012	09/27/2012
Alberto Bisquera	00015217	09/06/2012	09/07/2012
David Blackman	00017635	09/14/2012	10/01/2012
Desta Bomar	03607	09/14/2012	09/24/2012
Date Booth	00024192	09/10/2012	09/15/2012
Alison Bosdet	16362300	09/18/2012	09/24/2012
Me brotherton	00023965	09/09/2012	09/11/2012
David Brown	36961300	09/28/2012	10/01/2012
Charles Buonassissi	26410301	09/20/2012	09/26/2012
Rob Cassell	00016683	09/09/2012	09/11/2012
Chris Chaffee	00002015	09/03/2012	09/06/2012
Alan Chen	00029943	09/05/2012	09/05/2012
lorri cherubin	00016435	09/06/2012	09/11/2012
Roy Cole	00019220	09/25/2012	09/27/2012
Robert Curry	00010999	09/19/2012	09/24/2012







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### After

Complete online registration

2

Program Database providing eligibility and wealth of customer data



Search Search this site:

View Take Edit Manage questions Outline Revisions Results Reports Statisti-Node export Signups Devel

Weather Based Irrigation Controller Online Class

### Search

Program Admin · Classroom Classes · Add/Edit Class · Add Signup · Edit Signups · Download Signups by Class · Download All Signups Online Classes · Edit Online WRIC · Online WBIC Results Online WBIC Statistics · Online WBIC Reports \* Vouchers o Request a Voucher · View All · View Open · View Redeemed



· Download Inspections Agencies · Edit Agency Data

· Edit validation Data e Add Program · Edit Programs

· Contractors Edit Contractors Add Contractor \* Supplier

· Create Statement Redeem Vouchers · Edit Current Supplier

#### Vouchers

 All Vouchers · All Vouchers All Vouchers All Vouchers · Open Vouchers · Open Vouchers · Open Vouchers Open Vouchers · Redeemed Vouchers · Redeemed Vouchers · Redeemed Vouchers · Redeemed Vouchers

 Closed Vouchers Closed Vouchers · Closed Vouchers Closed Vouchers Request a Voucher

SCVFamily

Go Enter the username to masquerade

 Edit Validation Table My account Create content · Log out Masquerade



Top scorers

Score (%) 100

Activity



16 Sep

Date

This chart shows what guestion takers have the highest scores

69 Sec.

This chart shows how many times the quit has been taken the last 30 days.

Status



30 Eest

This chart shows the status for all attempts made to answer this revision of the quiz.





Complete online registration

2

Program Database providing eligibility and wealth of customer data

### 3 Automated engagement



#### Weather Based Irrigation Controller Online Class

You got 37 of 39 possible points. Your score was: 95 % Question Results

#### Question:

Many of the participants in our class begin with the notion that the Weathermatic Smartline controller can fix all the irrigation problems in their systems. This is not correct. The Weathermatic Samartline 1600 is a great controller. If seven, highly rated in independent testing. But it is not a device with magical powers. If you have an area of grass where the heads are too far apart, your best bet is to add a head. If you have mismatched nozzles (different manufacturers and models), your best bet is to make them all consistent (so they put out the same amount of water per minute). If your heads and the performance is the same amount of water per minute). If your heads and the performance is a same amount of water per minute). If your heads and the performance is a same amount of water per minute). If your heads and the performance is a same amount of water per minute). If your heads and the performance is a same amount of water per minute). If your heads and the performance is a same amount of water per minute). If your heads and the performance is a same amount of water per minute). If your heads and the performance is a same amount of water performance is a same amount of water performance and performance is a same amount of water performance and performance



Score 1 of 1

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The controller does an excellent job of irrigating according to what you program (soil type, plant types, slope) and the local weather conditions from the onsite weather monitor (station). This is what it does. But it can't lixyour irrigation system. This is a job for you (or a landscape contractor). To understand your own irrigation problems, you need to perform a monthly <u>irrigation inspection</u>.

If a sprinkler head is tilted, how should it be fixed?

Response:

It should be replaced.

It should be adjusted to a straight position.

Feedback:

Correct! A tilted head should be straightened.

It should be cleaned.

Ques	tion:	Score 1 of 1
What	does misting indicate?	
Respo	onse:	
	Leaks	
	High pressure	
1	Feedback:	
	Correct Lifetion offen indicates high protection and can be corrected with a proseture regulator	



# Making Participation Easy



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### **Customers**

1 24/7 Access to program information





# Making Participation Easy



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### **Customers**

1 24/7 Access to program information

2 Engaging step by step learning online





# Making Participation Easy



### **Customers**

1 24/7 Access to program information

2 Engaging step by step learning online

3 More than just a program. A resource





## Involving Customers



Securing commitment





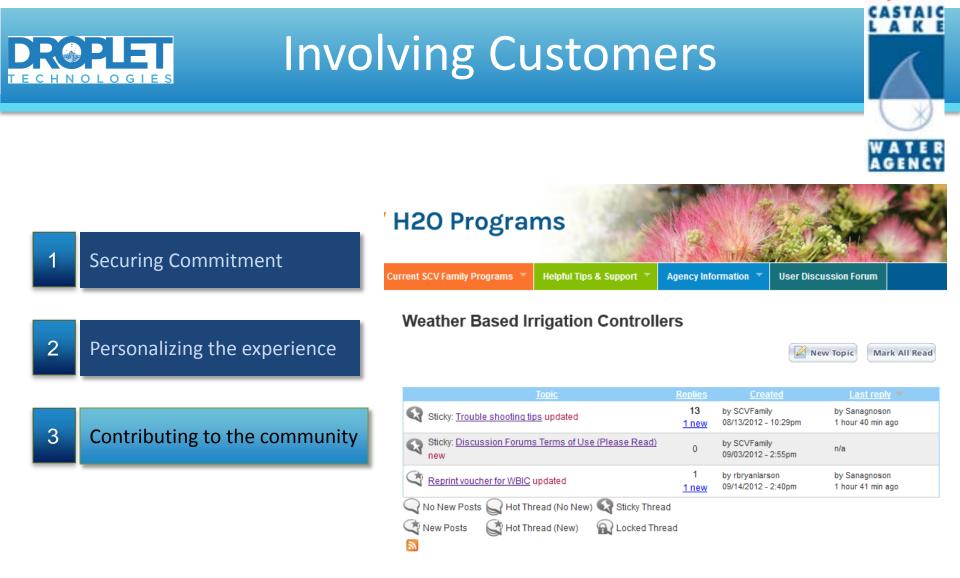
## **Involving Customers**

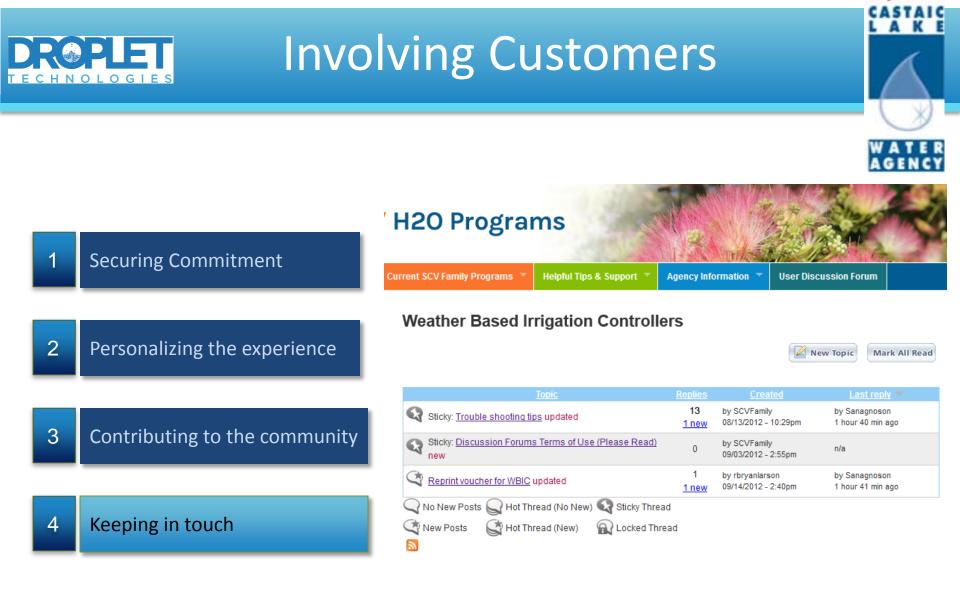


### 1 Securing Commitment

2 Personalizing the experience









# **Documented Results**







2

## **Documented Results**



**200** Pre program signups in the first two weeks

**6 months** return on technology investment





# **Documented Results**





2 **6 months** return on technology investment

3 The ability to track the effectiveness of current and future programs



## **Questions - Comments**

# Thank you for the opportunity to share our vision!

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