

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



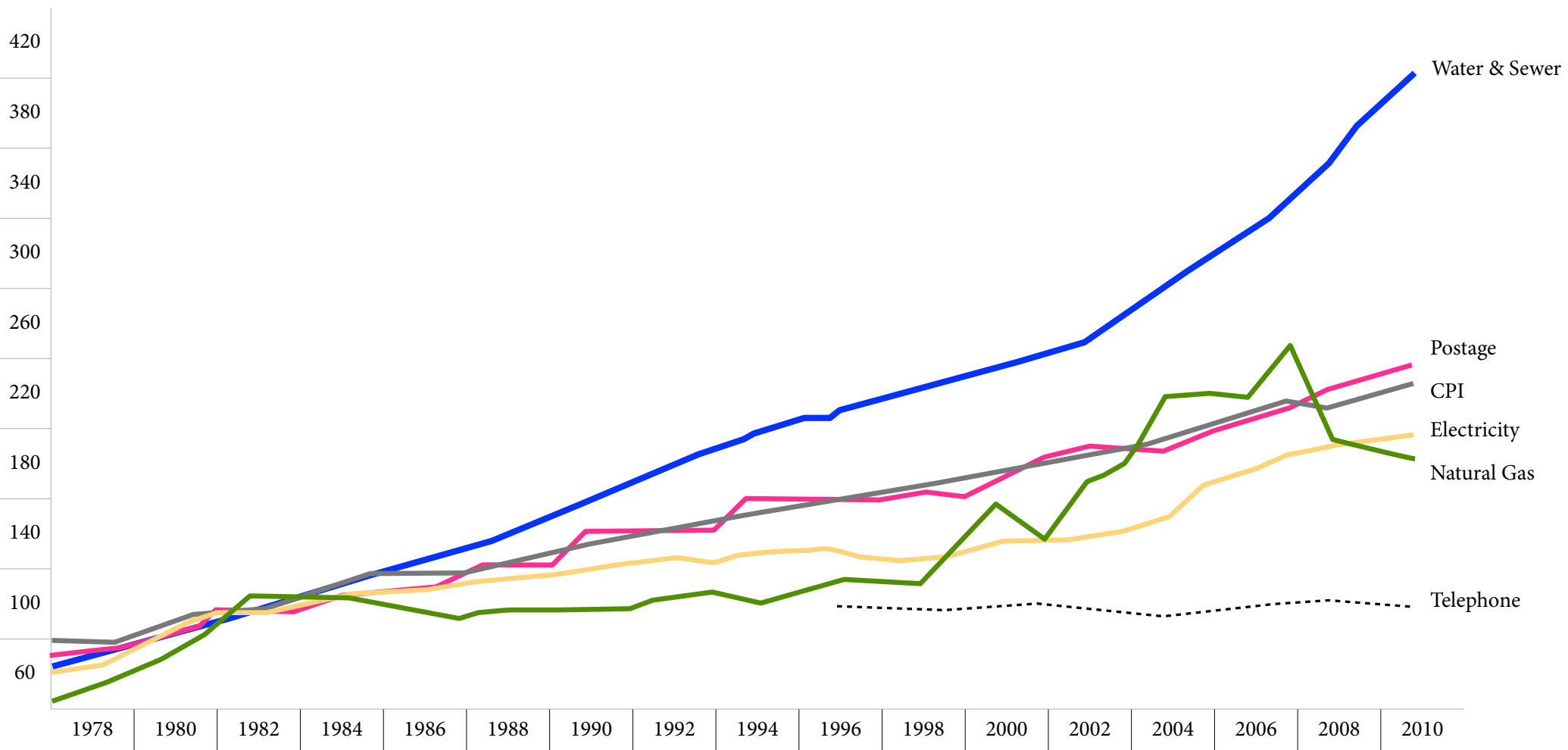


Itemized Water Billing

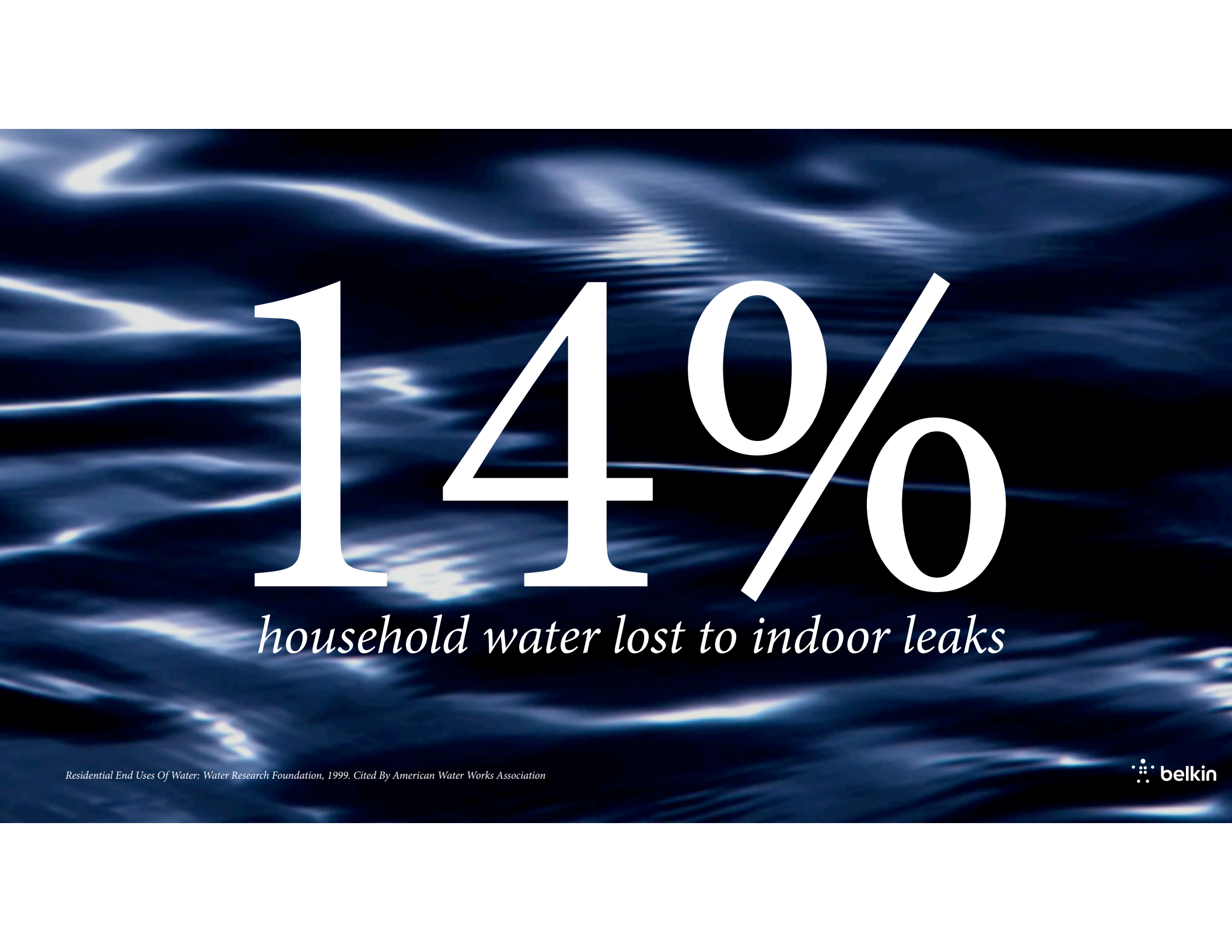
To Drive Conservation and Behavior Change

Kevin Ashton, General Manager





Beecher J., Trends in Consumer Prices (CPI) for Utilities Through 2011 and Consumer Expenditures on Utilities in 2010, Institute of Public Utilities, Michigan State University. March 2012. Available at ipu.msu.edu. Cited at homeenergy.org



14%

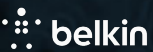
household water lost to indoor leaks

Residential End Uses Of Water: Water Research Foundation, 1999. Cited By American Water Works Association

100%

electricity saved from constant monitoring

Mills et al., "Monitoring-Based Commissioning Benchmark Analysis", Lawrence Berkeley National Laboratory, 2009



Your Energy Efficiency Report

ComEd
A Unicom Company

in partnership with
Belkin International, Inc.
12045 Waterfront Drive
Los Angeles, CA 90024

This report tells you specifically how your electricity was used last month, and suggests ways to save.

PLANO, IL 60585

Your billing period	Total Cost	Compared to last bill	Compared to Similar neighbors*
Apr 1 - Apr 28, 2012	\$161.68	↓ \$56.98 less (26%)	Similar



You reduced the amount of power used for air conditioning by 76% last month!

- That's 33% lower than that of similar neighbors!*
- If you maintain this level of usage, you'll save an estimated \$271 this year.



Your dishwasher used 53% more energy this month than your neighbors'.

- You could save up to \$180 a year by upgrading to an efficient dishwasher.
- If you find you often want to run the dishwasher before it is full, try the rinse-only feature common on newer models.

Your top energy consumers	Estimated Cost**	Compared to last bill	Compared to similar neighbors*
Electric Water Heater	\$31.50	↑ \$8.12 (26%)	similar
★ Air Conditioner	\$29.82	↓ \$48.23 (76%)	😊 33% lower
Refrigerator	\$22.66	similar	11% higher
Lighting	\$13.90	↓ \$14.06 (53%)	😊 21% lower
⚠ Dishwasher	\$11.55	similar	⚠ 53% higher
Stove	\$10.01	↑ \$0.61 (5%)	6% lower
Dryer	\$7.56	↑ \$0.63 (11%)	similar
Clothes Washer	\$3.66	↓ \$0.09 (4%)	similar

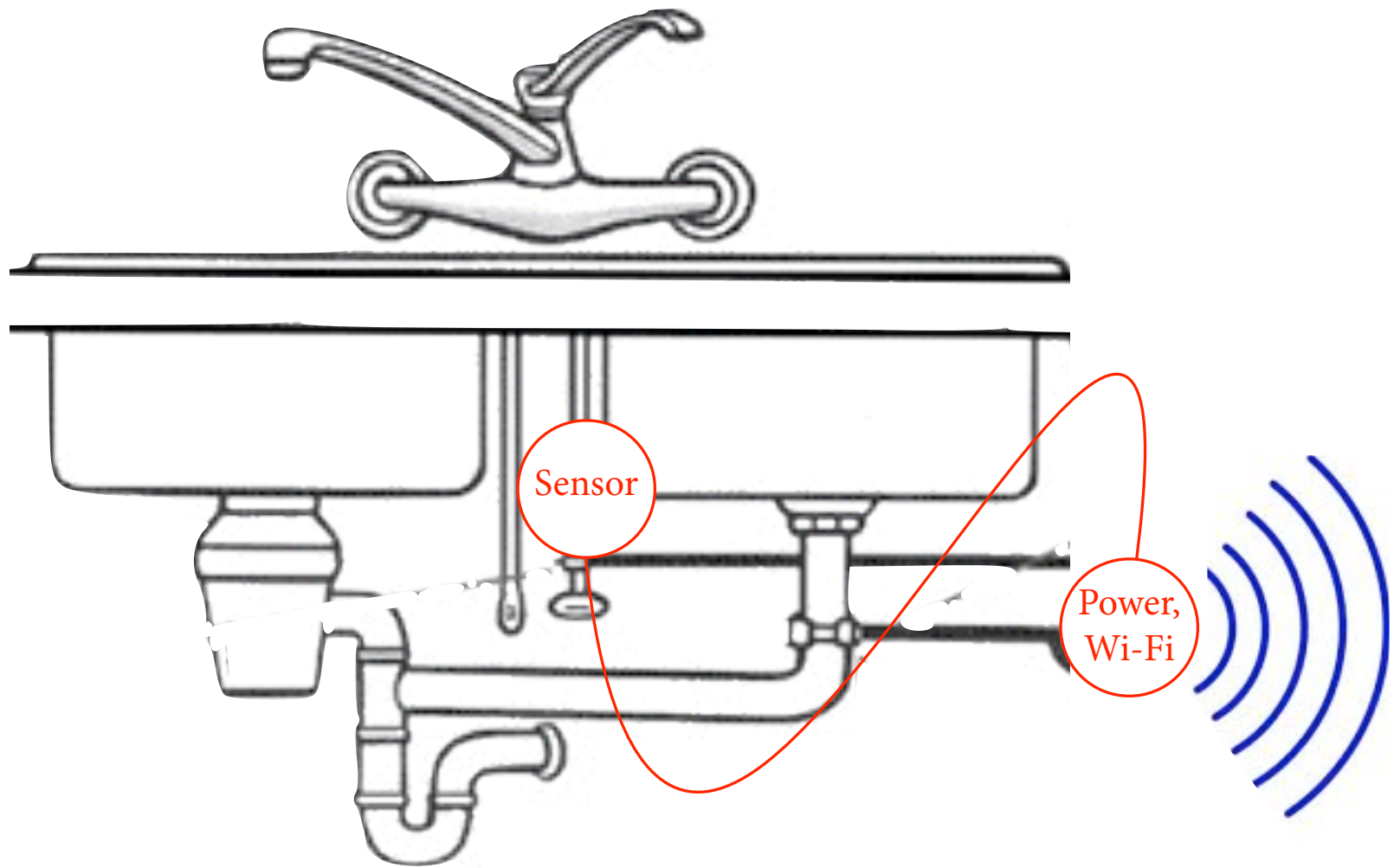
THINGS YOU CAN DO RIGHT NOW TO IMPROVE YOUR EFFICIENCY

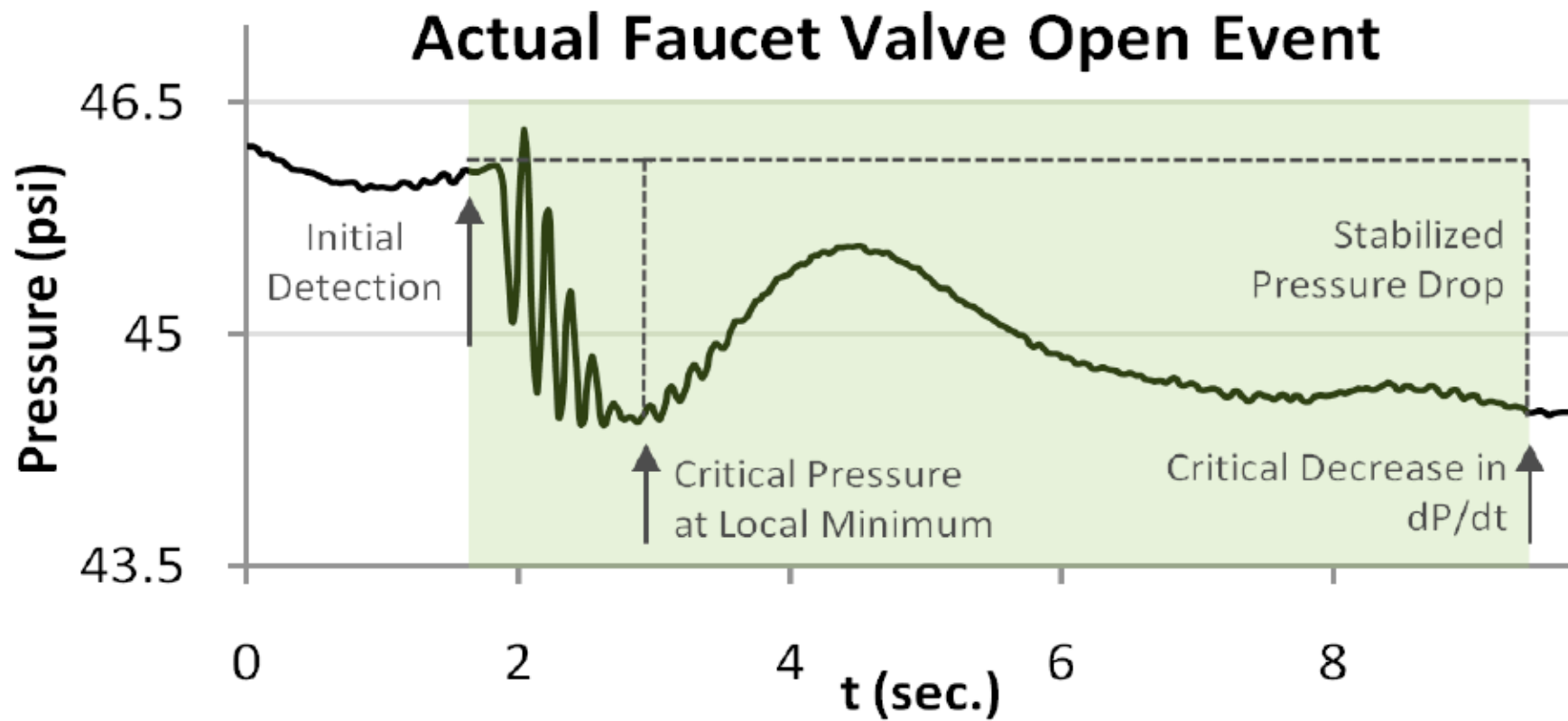
Target 68°

Save more on heating costs this winter. Setting your thermostat a few degrees lower will really add to your savings.

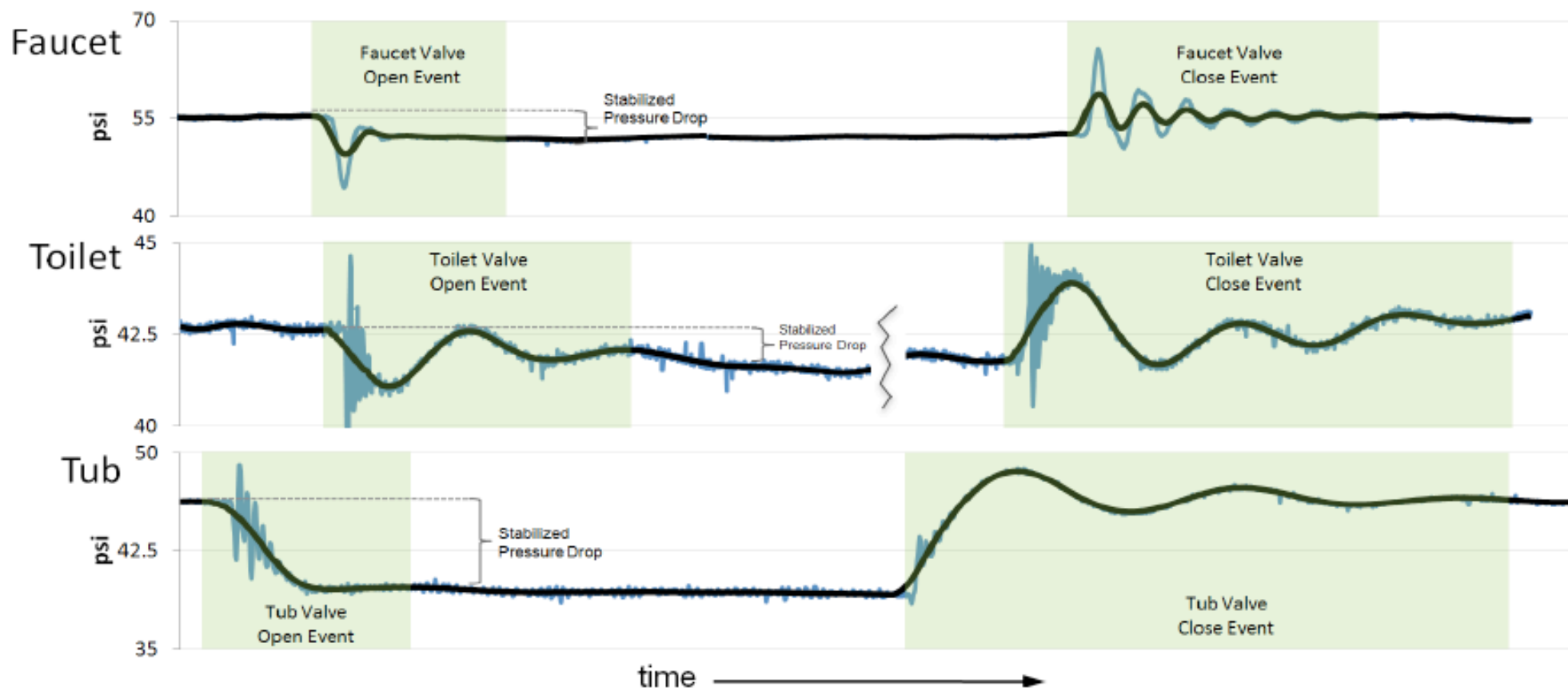
Insulate your water heater

Adding an insulating blanket to your water heater can reduce standby heat losses and save water heating costs.





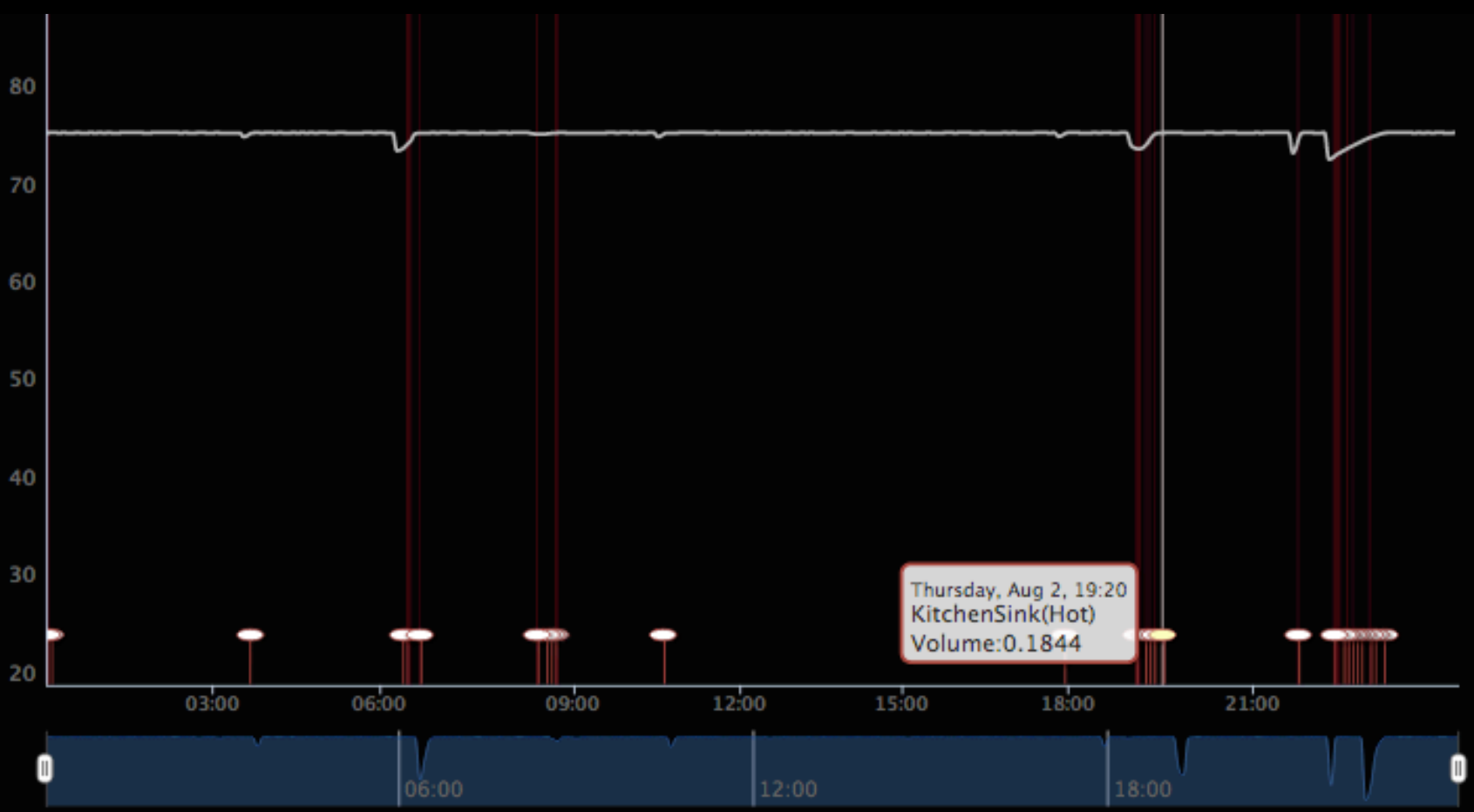
Open/Close Pressure Waves







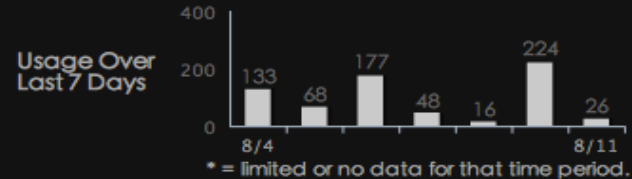
Pressure (psi)



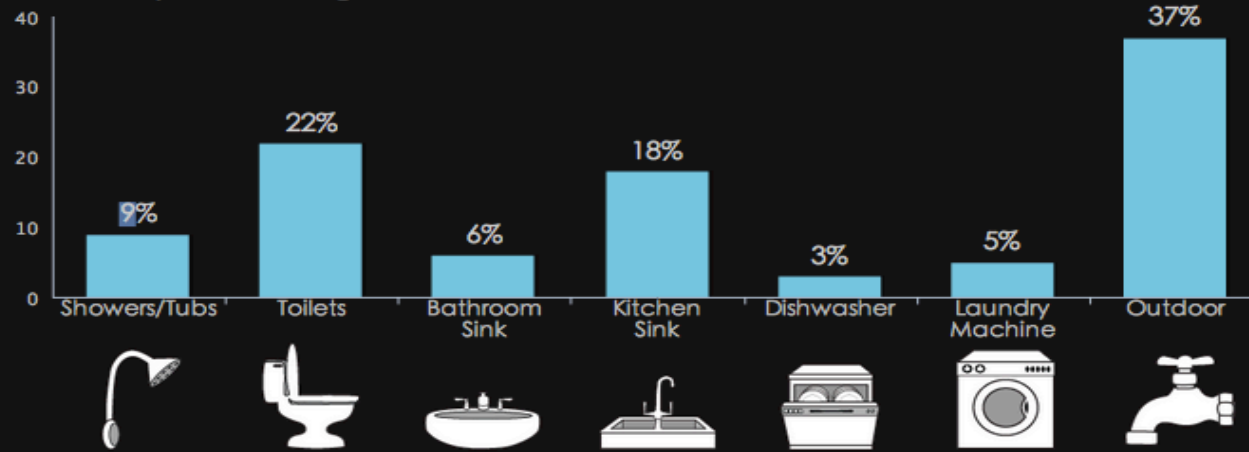
Water

Sunday August 12 | 3:04
Master Name: eric Sign out
WeMo ID: 221201K0101846

\$65.22 / **2355.6** Gallons used this month



Past 30 days' Water Usage



Past 30 Days Past Week Yesterday

To Signal Page

7000

4000

Global Water Demand
Forecast, Billion M³

Today

2030

European Environment Agency 2010

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