

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com

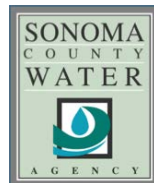




Measurable Conservation Gains through the power of Social Norms

Results from the City of Cotati WaterSmart Pilot

Evaluation Sponsor



Evaluation Partners



Who We Are

WaterSmart Software: Peter Yolles, CEO

- 30 years of water sector experience; founded in 2009
- Innovative: Winner, Imagine H2O prize; Artemis Top 50 Water Company
- Technically-focused: Silicon Valley-based
- Water Efficiency Partnerships
 - ✓ Alliance for Water Efficiency (AWE)
 - ✓ American Water Works Association (AWWA)
 - ✓ California Urban Water Conservation Council



City of Cotati: Damien O'Bid, Director of Public Works

- Located in Sonoma County, California
- Residential Service Area: 2,000 Single Family Households (7,500 people)
- Water Sources: Russian River water from Sonoma County Water Agency, groundwater

The Challenges

- Always Looking for Cost Effective Solutions
- Water Conservation Goals/Regulation
- Water Supply Limitations
- Poor Sustained Marketing And Uptake On Conservation Programs
- Reactive Customer Service
- Difficult To Track, Coordinate, Follow Up, And Report On Conservation Efforts
- Barriers For Customer Participation In Conservation Programs



The Response: Implement WaterSmart Program

Objective	Metric
Reduce Water Demand	Measure difference in consumption between Pilot and Control
Increase Program Participation	Measure rates of program participation for Pilot and Control
Increase Customer Engagement	Measure online participation and observable difference in phone calls between Pilot and Control groups
Improve Water Awareness	Track survey responses before and after to evaluate longitudinal changes in awareness including knowledge of water consumption and ways to save water

The Solution: WaterSmart Software—How It Works

Consumption and
Residence Data



Rebate & Incentive
Programs



Demographic &
Real Estate Data



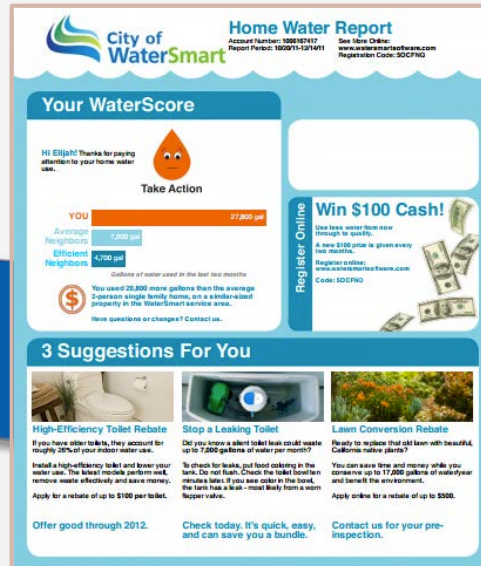
Survey Responses
& User Information



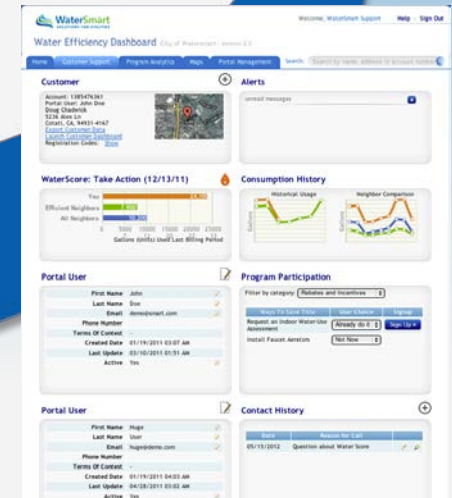
WaterSmart Software Recommendation Engine



Consumer Web Portal

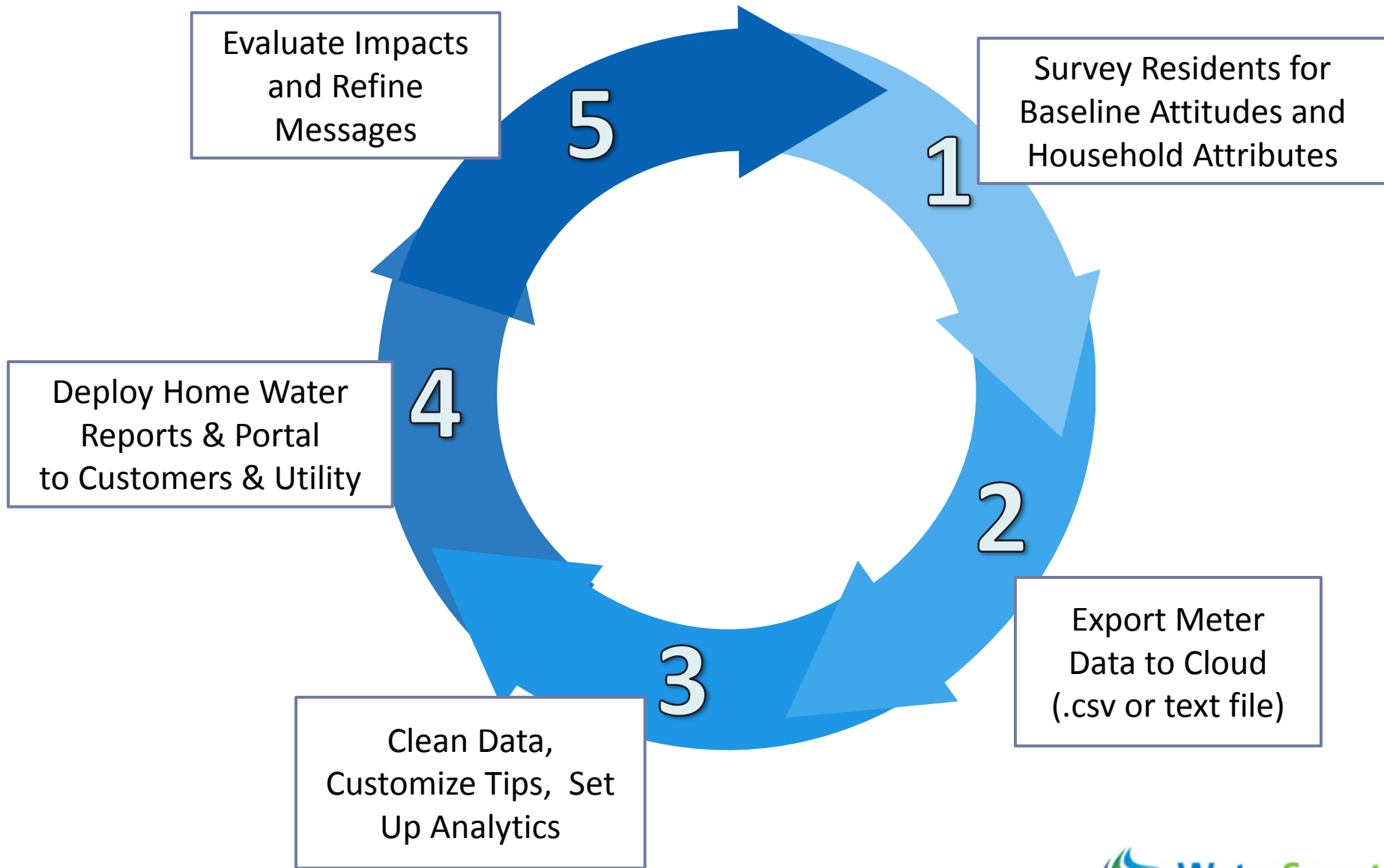


Home Water Reports




Water Efficiency Dashboard

Iterative Customer Engagement Process



Survey Results: Guide Personalization

- 30% Response Rate
- Individual Results → Personalized Recommendations
- Aggregate Results → Awareness, Saturation, Program Priorities

OUTDOOR INVESTMENTS					
					
	Replace sprinkler heads	Upgrade to a weather-based controller	Use Drip Irrigation for Shrubs	Replace Lawn with Drought-Tolerant plants	
	Definitely Would	23%	18%	16%	16%
	Might Do It	30%	29%	28%	25%
	Probably Would Not	10%	18%	18%	24%
	Definitely Would Not	1%	4%	5%	8%
	Already Did It	20%	10%	18%	14%

21. If you do not regularly adjust your timer-based irrigation controller, what are the reasons why?

Too complicated / don't know how



Don't have the time



Not sure of how much or how often to water



Program: What Residents Receive Automatically



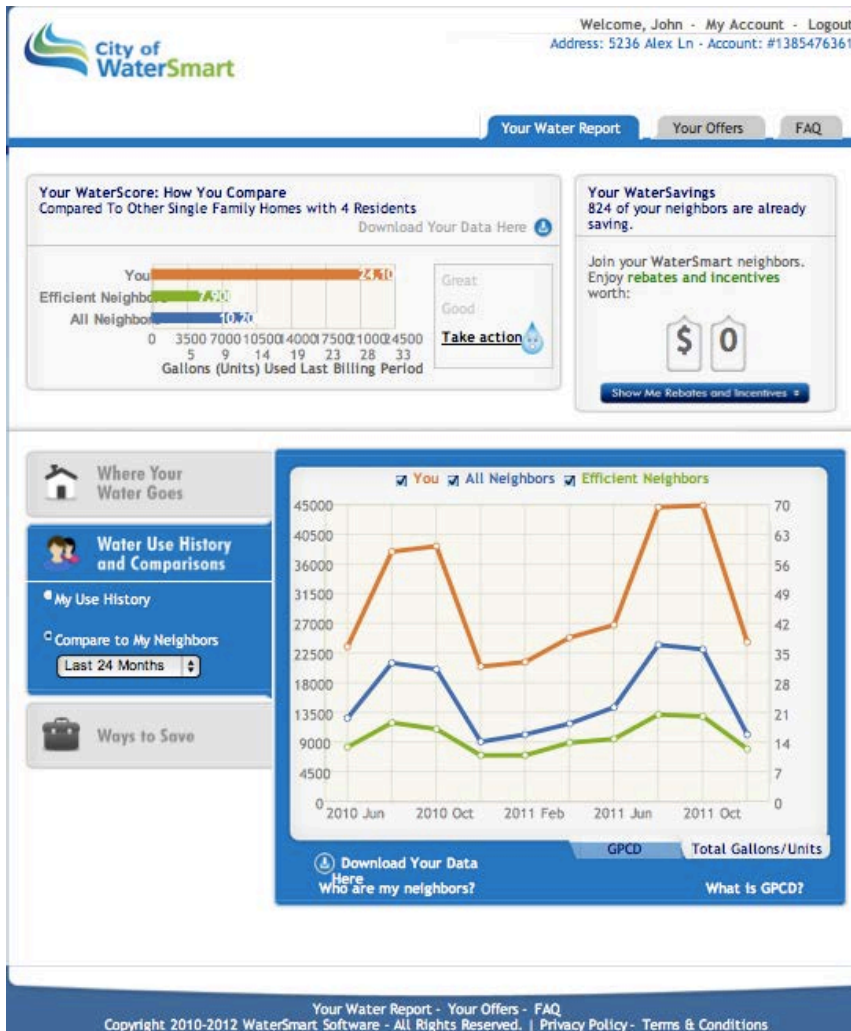
Home Water Reports

- Bi-Monthly
- Email or Print
- Water Consumption & Score
- Social Norm via “Neighbor” Comparisons
- Personalized Recommendations
- Customized Messaging & Program Promotion

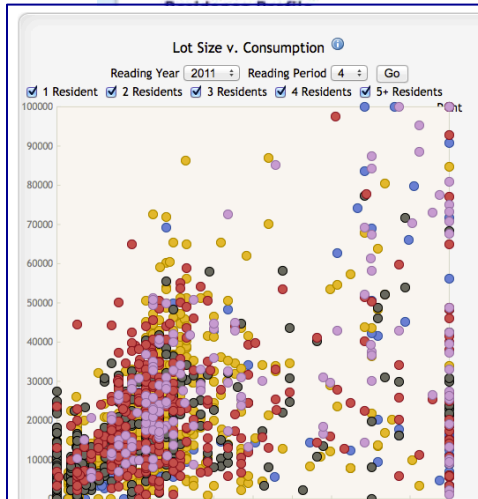
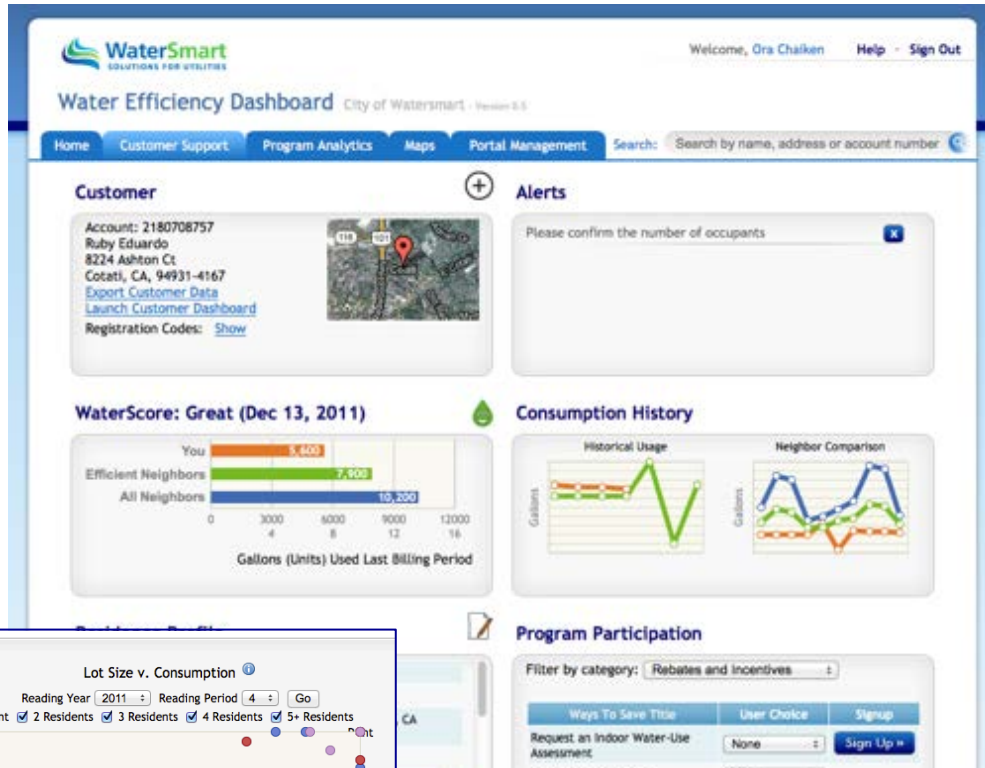
Program: What Residents Choose to Access

Consumer Web Portal

- Historic Trend Analysis
- Personalized Recommendations
- Indoor vs. Outdoor Use
- Estimated Indoor End Use
- Personalized Recommendations
- Email Alerts



Utility-Facing Water Efficiency Dashboard



Top 200 Annual Users

Displaying 1-15 of 200 result(s).

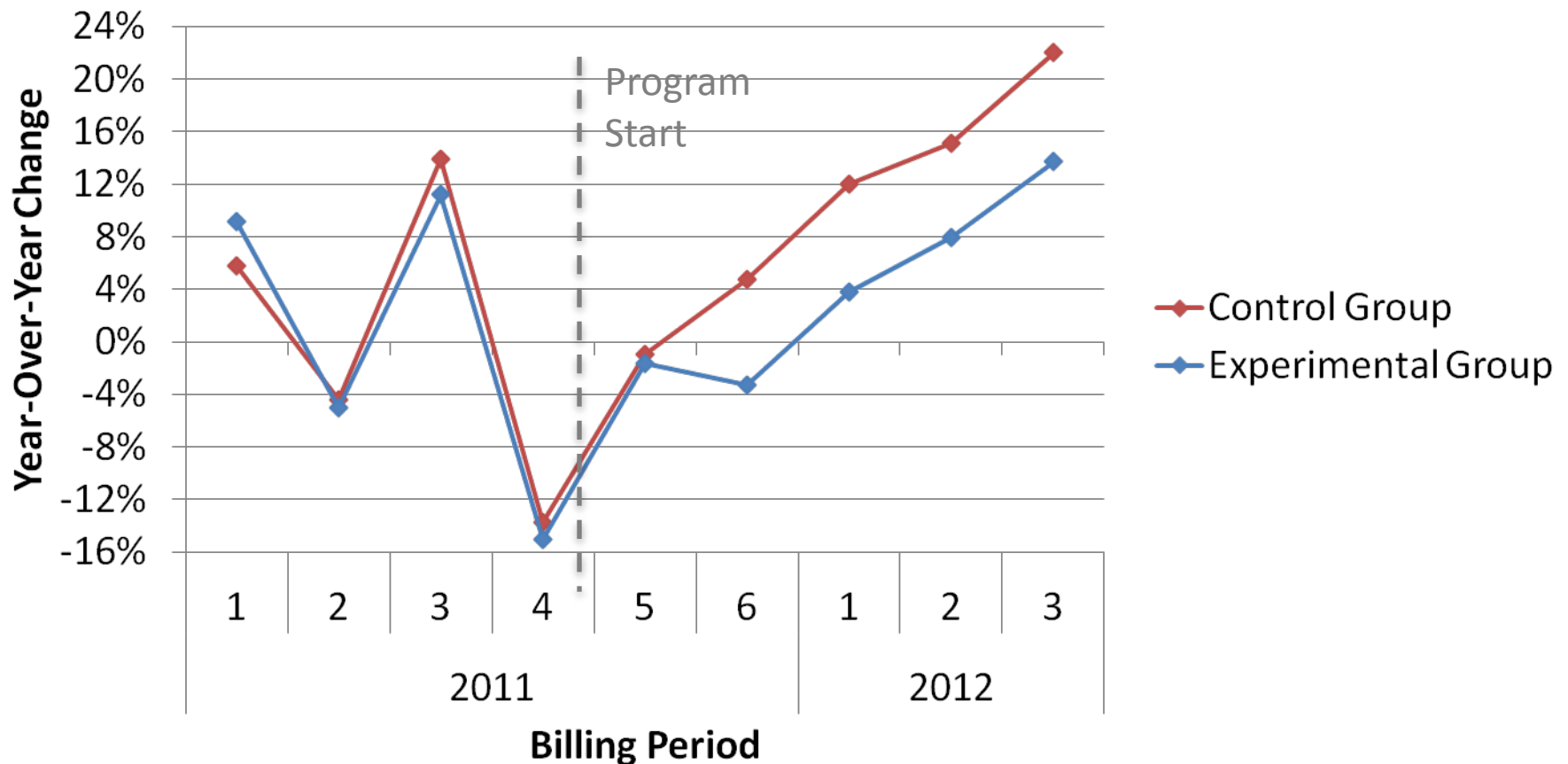
Account	Service Address	Occupant Name	Past 12 Months	Past 13-24 Mo
2878004164	8586 Carter St	Eva Jorge	4,660,200	4,000,000
4227389121	1654 Jillian Av	Kevin Crystal	3,195,600	2,000,000
3161960341	3034 Paige St	Gabriella Victor	3,190,800	2,600,000
1006496885	6441 Charlotte Ln	Jalen Maxwell	2,795,400	2,400,000
2302870195	2178 Giovanni St	Molly Robert	2,730,600	2,400,000
2876332884	5697 Angela Ct	George Jordan	2,447,760	2,300,000
2487628299	4512 Caden Ct	Ricardo Jeremy	2,274,600	2,000,000
3712644735	5120 Jazmin St	Mia Leonardo	2,234,400	2,100,000

- Program Management
- Mapping / Data Visualization
- Water Use Analysis and Comparisons
- Feedback & Tracking
- Customer Call Logging
- Utility-Level and User-Level Data

The Results



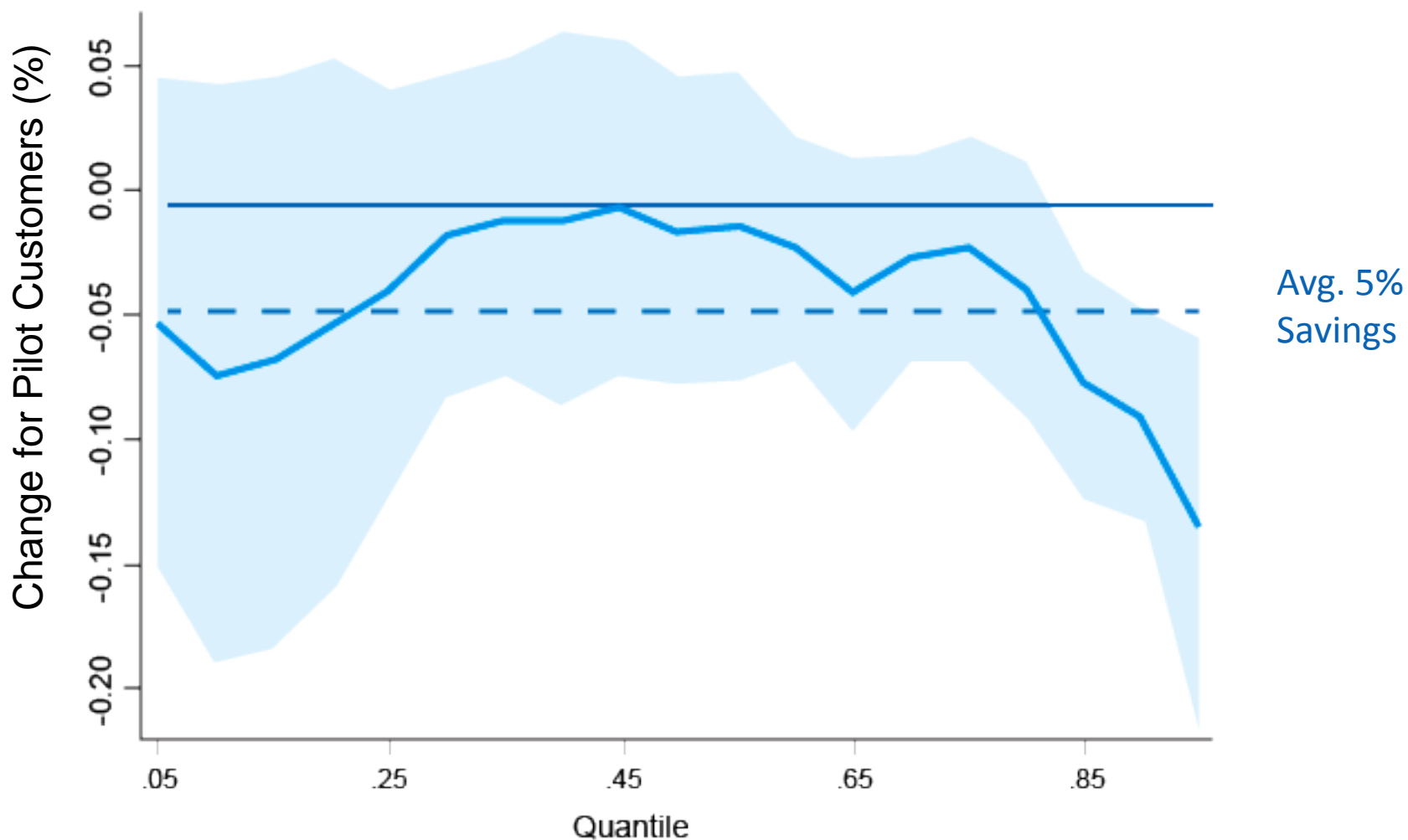
WaterSmart Reduced Demand 5% in Six Months and Sustained the Savings for the Year



***Statistical Significance Level = 99.5%**

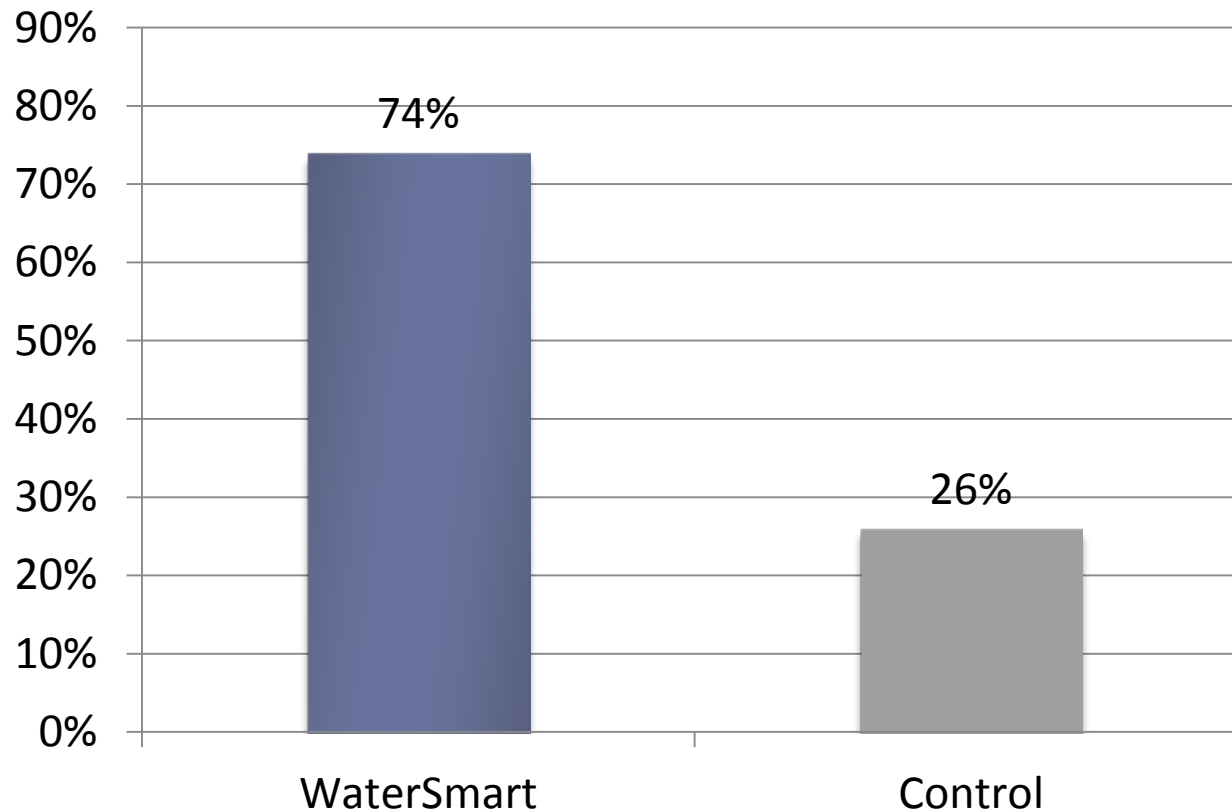
Analysis of Results in Sonoma County by Daniel Brent, Univ. of Washington, June 2012

70% of Pilot Customers Reduced Their Consumption: Participation Rates are Broad-Based



Analysis by Daniel Brent, Univ. of Washington, June 2012

Three-fold increase in program participation as requests for on-site water surveys



WaterSmart Software Solved Challenges

- Achieving Long Term Conservation Goals
- Effectively Managing Periodic Supply Limitations
- Deployed Powerful Customer Communication Platform
- Increased Program Uptake
- Customer Information Consolidated and Service Personalized
- Customer Relations Recorded and Data Analysis Simplified
- Personalized Water Use Comparisons Motivated Positive Actions

Summary: Results Are Positive

- 5% demand reduction in 6 months
- 3-fold increase in program participation
- 14% online participation
- Cost effective compared to other conservation programs
- Quantifiable water savings & public outreach impact
- Next Steps:
 - Planned full scale residential deployment in 2013
 - Partner with WaterSmart on new program features



Thank you and questions?

Thanks to Carrie Pollard and SCWA for funding the evaluation, measurement & verification

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