

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



How Conservation Rewards are Changing the Game: The Evolution of Water Conservation in Wisconsin and Beyond

McGee Young
Founder, H2Oscore
Professor, Marquette University
mcgee.young@gmail.com
414-759-2599



For Customer Service Information,
Please See Reverse Side.

ACCT. NO.	243-0962.300	SERVICE ADDRESS	2840 N PROSPECT AV
BILLING DATE	10/03/11	TOWN	MILWAUKEE
NEXT READING DATE		CLASS	RES-MILWAUK
		NAME ON ACCOUNT	ANN VERMUT

METER NUMBER(S)	FROM			TO			DESCRIPTION	CONSUMPTION 100 CUBIC FEET	TYPE
	DATE	PREVIOUS READING	READ CODE	DATE	PRESENT READING	READ CODE			
92797824	06/07/11	1243	AMR	09/09/11	1255	AMR	WATER	12	Ccf

PREVIOUS ACTIVITY

Previous Billing	\$161.65
Payment 7/27/11 - THANK YOU	161.65-

Balance Forward **\$0.00**

CURRENT CHARGES FOR MUNICIPAL SERVICES

Water Charges

Water Service Charge		20.28
Water Usage Charge	12 Ccf	20.16

MMSD Sewer Treatment Charges

Sewer Treatment Service Charge		15.91
Sewer Treatment Usage Charge	12 Ccf	17.28

City Charges

Local Sewerage Charge	12 Ccf	13.92
Storm Water Mgmt Charge	1 ERU	14.22
Solid Waste Charge		42.04
Snow & Ice Charge	45 Ft.	37.83

Total Current Charges **181.64**

WaukeshaPatch

Waukesha Water Utility to Ask for Rate Increase
Request for 25 percent increase to water bills will go before the Public Service Commission

The JournalTimes.com
MAKE A CONNECTION

Racine residents to see water rate increases

marshfieldnewsherald.com
A GANNETT COMPANY

Marshfield water rates rise 13 percent

THE CHIPPEWA
HERALD

New Auburn, Wisc seeks 164 % water rate hike

Evanston Now

5% water rate hike on tap

The Daily Tribune News

City of White water rates to go up
by Mark Andrews

The Herald-News
A CHICAGO SUN-TIMES Publication

Illinois American Water seeks another rate hike

rrstar.com
Rockford Register Star | The Rock River Valley's Lead

Attorney general joins fight against water rate hike

JACKSON COUNTY CHRONICLE

Home / Jackson County Chronicle / News / News

Alma Center eyes 71 percent water rate increase

MILWAUKEE • WISCONSIN
JOURNAL SENTINEL

Users spout over proposed water rate hike

Under proposal, some suburbs face increases of more than 50%; those in city would pay 30% more



Can We Conserve Differently?



Can We Conserve Differently?

Challenges in Upper Midwest



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation
- minimal state interest



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation
- minimal state interest
- focus on stormwater



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation
- minimal state interest
- focus on stormwater
- typical “big idea”: FREE WATER



Can We Conserve Differently?

- Big Hypothesis

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation
- minimal state interest
- focus on stormwater
- typical “big idea”: FREE WATER



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation
- minimal state interest
- focus on stormwater
- typical “big idea”: FREE WATER

- Big Hypothesis
 - Homeowners will reduce their water consumption voluntarily.



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation
- minimal state interest
- focus on stormwater
- typical “big idea”: FREE WATER

- Big Hypothesis
 - Homeowners will reduce their water consumption voluntarily.
 - Businesses will volunteer to support water sustainability



Can We Conserve Differently?

Challenges in Upper Midwest

- low water costs
- excess capacity
- no budget for conservation
- minimal state interest
- focus on stormwater
- typical “big idea”: FREE WATER



- Big Hypothesis
 - Homeowners will reduce their water consumption voluntarily.
 - Businesses will volunteer to support water sustainability
 - Water savers will earn rewards and redeem them with local businesses.

Pilot Test

- ~300 Milwaukee Residents
 - Word of mouth participation, no budget or city participation

Pilot Test

- ~300 Milwaukee Residents
 - Word of mouth participation, no budget or city participation
 - 15 participating businesses

Pilot Test

- ~300 Milwaukee Residents
 - Word of mouth participation, no budget or city participation
 - 15 participating businesses
 - 2 quarterly billing cycles

Pilot Test

- ~300 Milwaukee Residents
 - Word of mouth participation, no budget or city participation
 - 15 participating businesses
 - 2 quarterly billing cycles
 - Reduce consumption from previous year's baseline for that quarter
 - Earn \$1.00 per hundred gallons saved redeemable at local businesses

Home Water Dashboard



Log out

Dashboard About Us Blog FAQ Contact

Local Sponsors



Welcome back natetest!!
3105 FOX HILL CIR

Scoreboard

Consumption:

City records show your household averaged

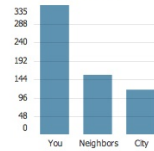
335

gallons of water per day (GPD) over the last billing cycle

[Per person comparison](#)

Comparisons:

(Lower is better)



Rank vs Neighbors:

(Lower is better)

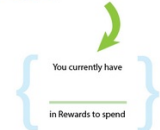


Your household rank is 49 of 49 in your neighborhood.

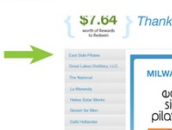
Water Conservation Rewards

Buy Local. Save Local.

1 Earn rewards automatically when you save water at home.



2 Choose a local business rewards partner.



3 Spend your Rewards, like an in-store gift certificate, from your smartphone or a printout.



[Go to my Rewards >](#)

Results

- Rewards claimed at 9/15 businesses
- \$546.94 in rewards claimed
- 54 rewards certificates generated
- 28 different participants claimed rewards

Conclusions

- Community engagement > customer engagement

Conclusions

- Community engagement > customer engagement
- Think beyond the toilet rebate!

Conclusions

- Community engagement > customer engagement
- Think beyond the toilet rebate!
- Business is not the enemy

Conclusions

- Community engagement > customer engagement
- Think beyond the toilet rebate!
- Business is not the enemy
- People want to be “part of the difference”
...but

Conclusions

- Community engagement > customer engagement
- Think beyond the toilet rebate!
- Business is not the enemy
- People want to be “part of the difference”
...but
- Want it to include a nice bottle of wine.