This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
GIS - Conservation Asset Management and Marketing (CAMM) Tool

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Valencia Water Company

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GIS-Conservation Asset Management and Marketing Tool Presentation/Objectives

- About Valencia Water Company
- Water Conservation Program Goals
- Integrating Traditional Utility Business Systems
- Initial Product Results – GIS-CAMM
- GIS-CAMM In Action
- Conclusion/Questions
About Valencia Water Company
Valencia Water Company

- **Investor Owned Utility**
- **Location** – Northern Los Angeles County
- **Population** – Approximately 116,000 (30,000 Connections)
- **Annual Sales** – 9.2 Billion Gallons (36.3 Million Cubic Meters)
- **Partnerships Include** – WaterSense Promotional Partner, Alliance for Water Efficiency, California Urban Water Conservation Council, Santa Clarita Valley Family of Water Suppliers
WATER CONSERVATION PROGRAM GOALS
Conservation Program Goals

- Reduce Water Use (20% GPCD Reduction by 2020)
- Increase Education and Awareness
- Develop and Foster Community Relationships
- Improve Reliability and Promote Sustainability
- Defer Capital Costs and Infrastructure Upgrades
- Instill the “Culture of Conservation” and “Water Efficient Ethic”

Cost Effective, Long-Term and Meaningful Reductions in Water Use!!!
Integrating Traditional Utility Business Systems
Utility Systems Integration

Customer Information System (CIS)
• Account Information
• Billing and Payments
• Work Orders
• Customer Communication Records

Geographic Information Systems (GIS)
• Utility Asset Locations (Spatially)
• Spatial Analysis
• Create Maps
• Obtain Measurements and Geospatial Calculations

Water Smart Allocation Program (WSA)
• Generates Water Budgets
• Customer Types
• Number of People
• Landscaped Areas (Measure in Square Feet)
Utility Systems Integration

GIS - CAMM
Conservation Asset Management and Marketing Tool
Initial Product Results
First Generation Water Use Map
First Generation Water Use Map

ANNUAL AVG INDOOR USE PER GALLON

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Second Generation 3-D Water Use Map
Second Generation 3-D Water Use Map
GIS-CAMM in Action

Valencia Water Company
GIS-CAMM in Action – **Data Integration**
(High Efficiency Toilet Rebate Program 2008-2013)
GIS-CAMM in Action – Participation Data/Year Built (High Efficiency Toilet Rebate Program 2008-2013)
GIS-CAMM in Action – **Refined Data (Older Neighborhoods)** (High Efficiency Toilet Rebate Program 2008-2013)
GIS-CAMM in Action – **Targeted Marketing (UHET .8gpf)**
(High Efficiency Toilet Rebate Program 2008-2013)
GIS CAMM Implementation – **Targeted Marketing (Dataset)**

(High Efficiency Toilet Rebate Program 2008-2013)

Direct Mailer or Email On Targeted Program

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### Table: Customer Information System

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Valencia Water 3D Modeling

2012 Water Use by Residential Customer
Valencia Water 3D Modeling

2013 Water Use by Residential Customer
Valencia Water 3D Modeling

2012 v. 2013
Increase *(Orange/Red)* and
Valencia Water 3D Modeling

2012 v. 2013
Decrease (Green and Blue)
Conclusion
Utility Systems Integration

**Customer Information System (CIS)**
- Account Information
- Billing and Payments
- Work Orders
- Customer Communication Records

**Geographic Information Systems (GIS)**
- Utility Asset Management (Spatially)
- Displays Geographic Information
- Create Maps
- Obtain Measurements and Geospatial Calculations

**Water Smart Allocation Program (WSA)**
- Generates Water Budgets
- Customer Types
- Number of People
- Landscaped Areas (Measure in Square Feet)
Conclusion: GIS-CAMM Tool for Growing Conservation Program Portfolios

- Manufacturing
- Governmental
- Educational
- Health Services
- Prisons/Correctional
- Transportation
- Churches

- Toilets
- Faucets
- Mixed Use
- Timers

- Type

- Industrial and Institutional Programs

- Toilets
- Faucets
- Mixed Use

- Type

- Commercial Programs

- Toilets
- Faucets
- Mixed Use
- Timers

- Type

- Utility Operation Programs

- Toilets
- Faucets
- Mixed Use
- Timers

- Price
- Education
- Irrigation

- Residential Programs

- Toilets
- Faucets
- Mixed Use
- Timers

- Indoor
- Irrigation

- Conservation Program

- Irrigation Programs

- Toilets
- Faucets
- Mixed Use
- Timers

- Management
- Efficiency
- Conversion

- Price
- Education
- Pressure

- Residential
- Irrigation

- Residential Programs

- Toilets
- Faucets
- Mixed Use
- Timers

- Indoor
- Irrigation

- Conservation Program

- Irrigation Programs

- Toilets
- Faucets
- Mixed Use
- Timers

- Management
- Efficiency
- Conversion

- Price
- Education
- Pressure

- Residential
- Irrigation

- Residential Programs
Conclusion: GIS-CAMM Tool for Growing Conservation Program Portfolios
Conclusion: GIS – CAMM Marketing Component
Inverted Relationship
As the audience *increases*, M and V capabilities per conservation measure(s) *decreases*. 

Conclusion: GIS – CAMM Marketing Component
Conclusion: GIS-CAMM Targeted Marketing for **Residential Surveys**

**Targeted Marketing Results** + **Increased Participation** =

*Cost Effective, Long-Term and Meaningful Reductions in Water Use!!!*
Questions

Thank You!

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