



The Power of Data & Customer Engagement

GULF COAST/MONTGOMERY COUNTY WATER EFFICIENCY NETWORK

June 30, 2016

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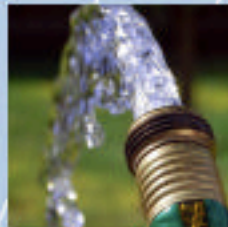
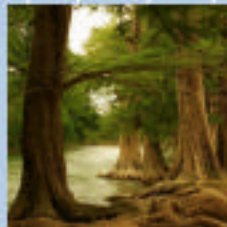




July 2010

**Texas is the fastest growing state in the nation.
Our water supplies are limited. So it is a shame
that during the summertime, much of our
most precious natural resource ends up...**

Sprayed Away



Seven Ways to Reduce Texas' Outdoor Water Use

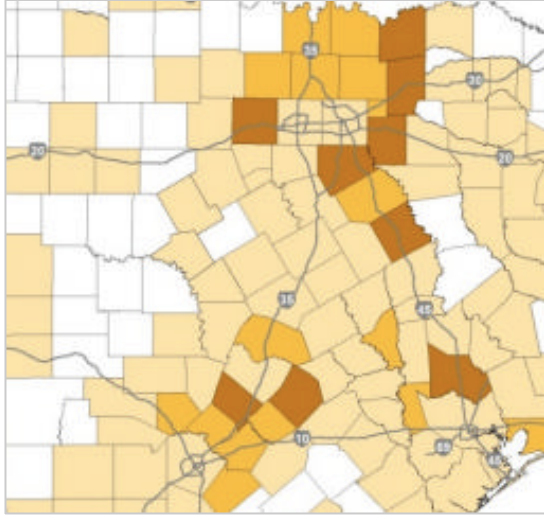




Australian Government



Our water challenges in Texas



Rapid population growth

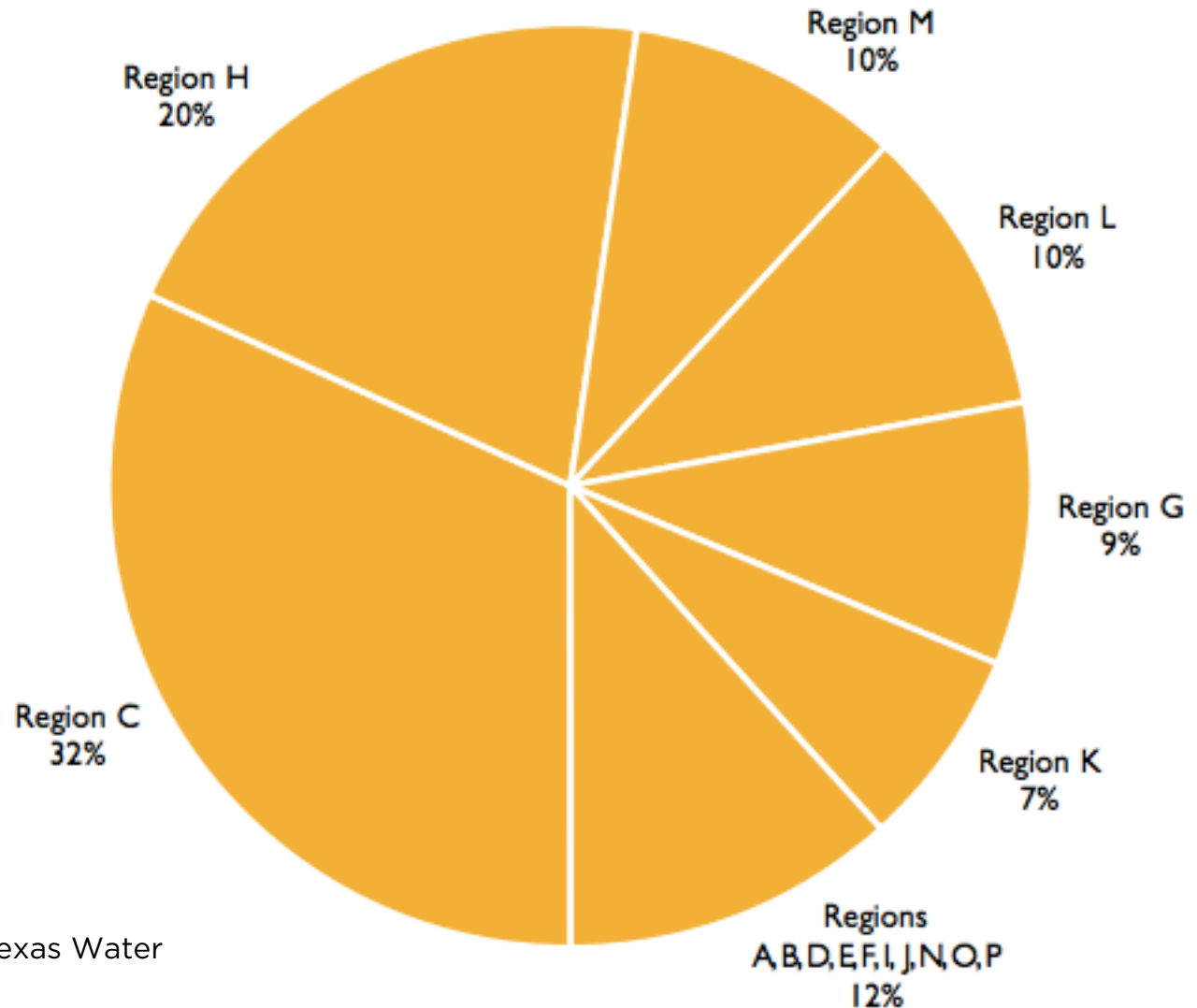


Ongoing need to engage customers



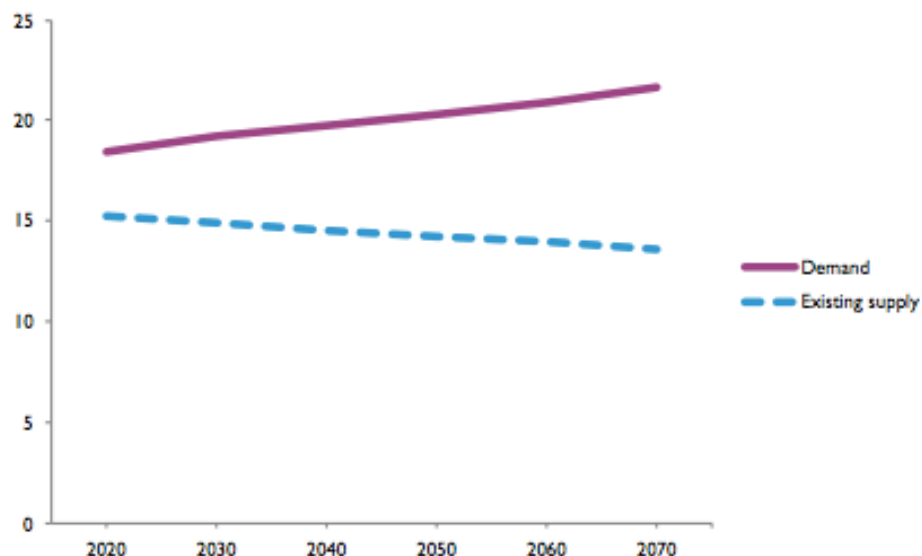
Expensive infrastructure requirements

Population growth 2020-2070 by Region



Source: 2017 State Water Plan, Texas Water Development Board

Figure ES.3 - Projected annual water demand and existing water supply in Texas (millions of acre-feet)



How much water do we have now?

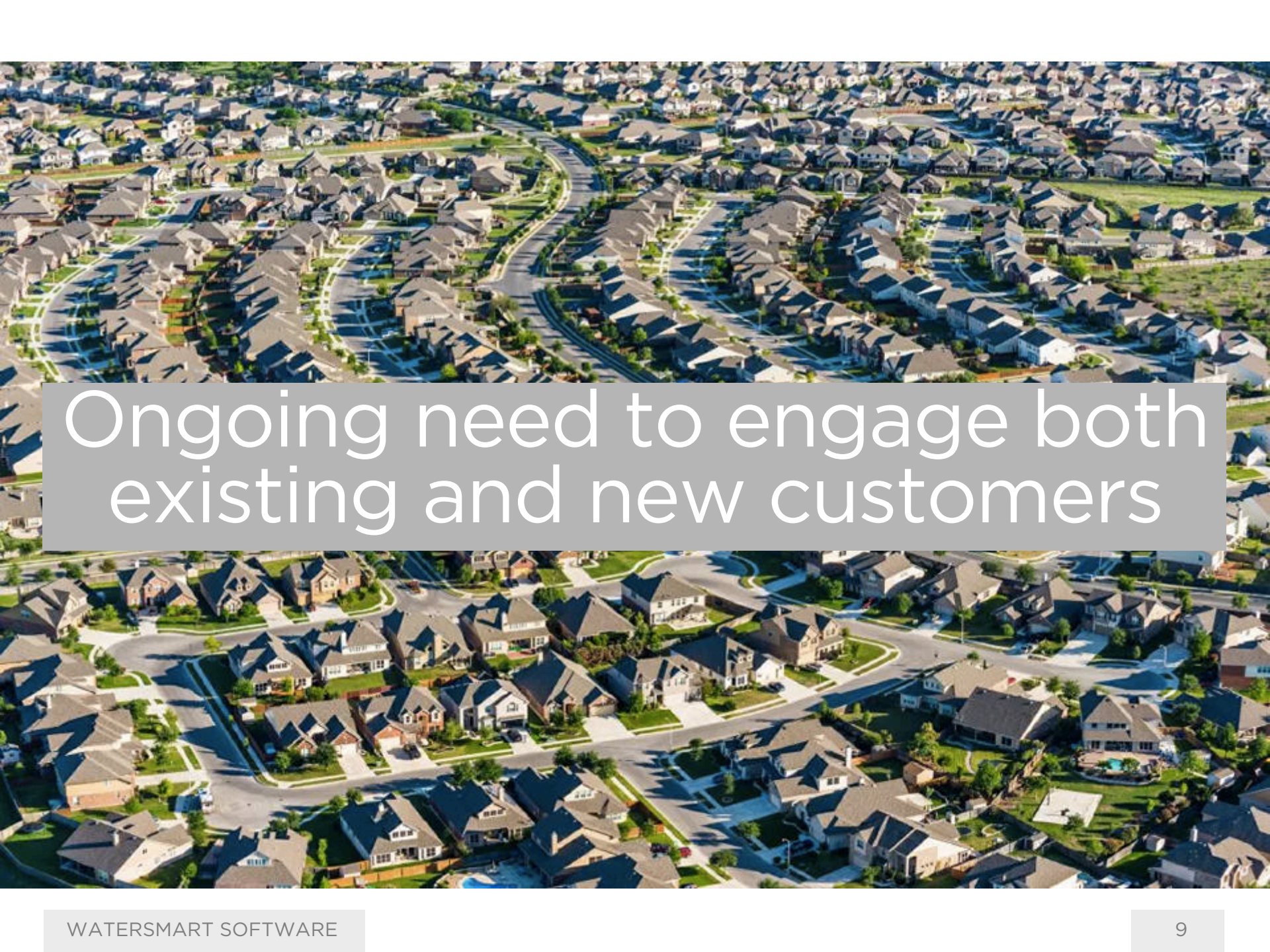
The existing water supply—categorized as surface water, groundwater, and reuse water—is projected to decrease approximately 11 percent, from 15.2 million acre-feet per year in 2020 to about 13.6 million in 2070 (Figure ES.3). For planning purposes, the existing supply represents water supplies that are physically and legally available to be produced and delivered with current permits, current contracts, and existing infrastructure during drought of record conditions.

Existing surface water supplies are projected to decrease by about 1 percent, from 7.5 million acre-feet

Do we have enough water for the future?

Because our existing water supply is not enough to meet our future demand for water during times of drought, Texas would need to provide 8.9 million acre-feet of *additional* water supplies, including in the form of water savings through conservation, to meet its demand for water in 2070. In the event of a

Because our existing water supply is not enough to meet our future demand for water during times of drought, Texas would need to provide 8.9 million acre-feet of *additional* water supplies, including in the form of water savings through conservation, to meet its demand for water in 2070. In the event of a recurrence of the drought of record in 2020, the state would face an immediate need for 4.8 million acre-feet per year in additional water supplies (Figure ES.4). Of that, 11 percent, (511,000 acre-feet) would be required for municipal water users, who face the largest water demand increase over the next



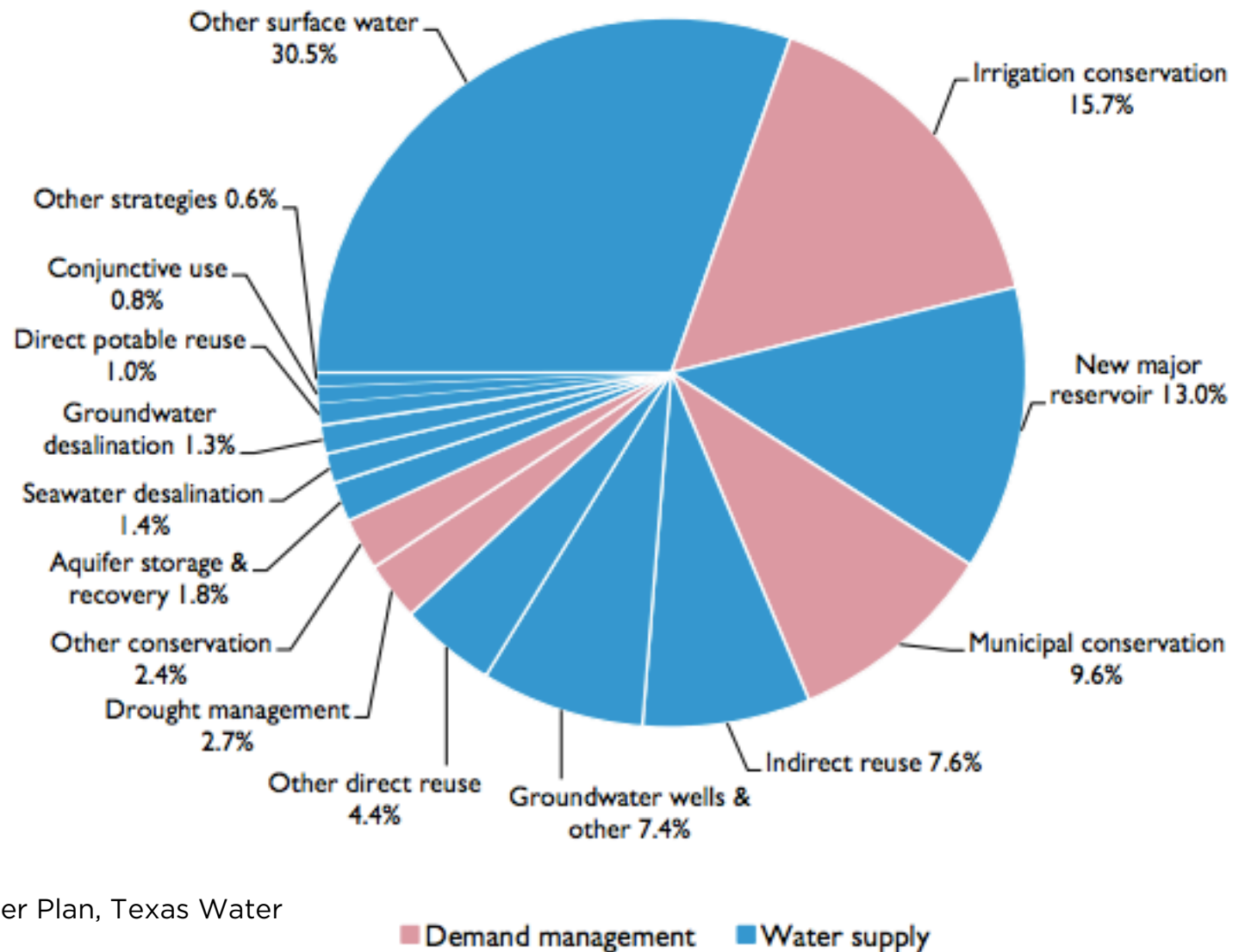
Ongoing need to engage both
existing and new customers



The 2017 State Water Plan estimates that infrastructure projects through 2070 will cost over \$62 billion.

Source: 2017 State Water Plan, Texas Water Development Board

Conservation: >30% of future supply



Source: 2017 State Water Plan, Texas Water Development Board

We know conservation is the cheapest supply – so how do we get better at conserving?



Effective
engagement



Search Facebook



Michelle

Home



Like · Reply · 1 · 18 hrs



Christina Valencia Hahaha I love u lets ft soon! Miss u

Like · Reply · 17 hrs



Write a comment...



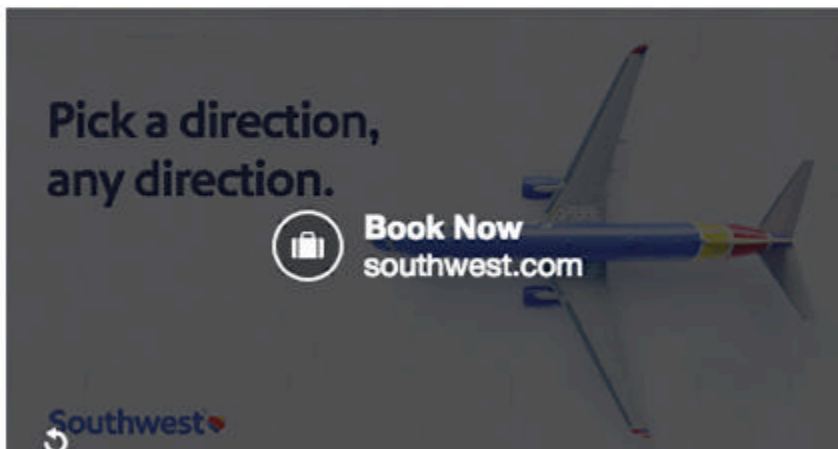
Kerbye Ragsdale, Kelley Pettus and 13 others like Southwest Airlines.



Southwest Airlines

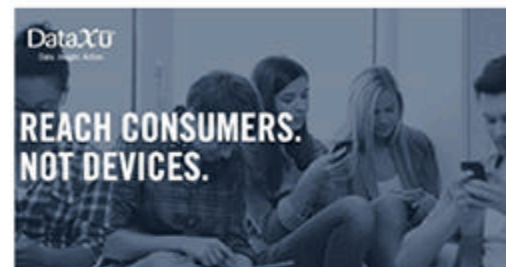
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RELEVANT

Thu Jun 16 3469

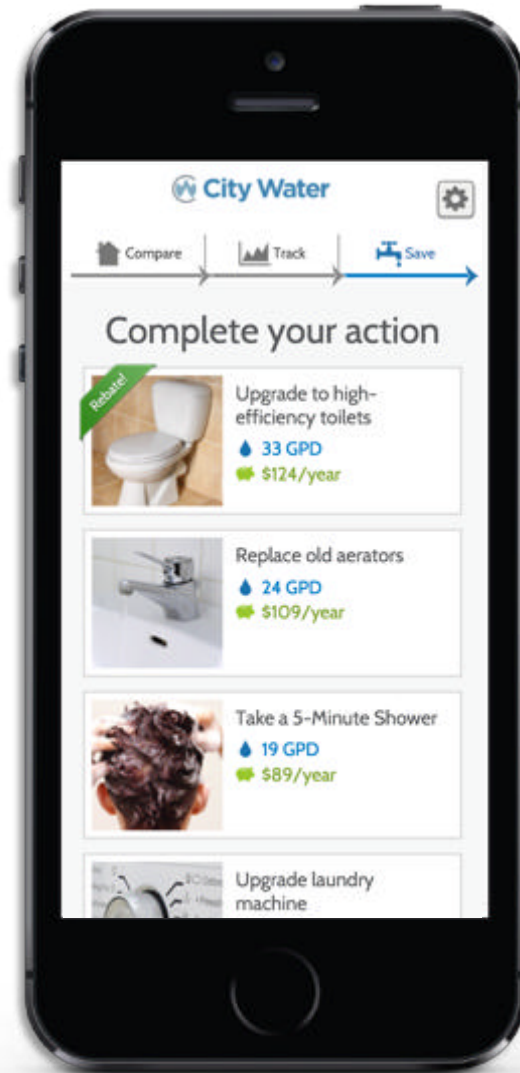
Depart **Austin (AUS)** on **Southwest Airlines** at **06:55 PM**
Arrive in **El Paso (ELP)** at **07:25 PM**

WATER

Get the



14





PETRIFIED FOREST NATIONAL PARK

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

Evidence shows that the need to be within a societal norm is more motivating than many economic incentives.

COMPELLING



WaterSmart Program
123 Main Street
Anytown, USA

☎ 415.555.5555 ✉ info@citywater.com

Welcome to your Water Report

AUG 1 to SEP 30, 2016



You'll see how your water use compares to similar homes.

Gallons Per Day (GPD)

22 CCF = 276 GPD



Your water use is compared to homes in Anytown with 2 occupants and a similar yard size.

YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

SERVICE ADDRESS: 456 Washington St., Anytown
ACCOUNT NUMBER: 123873124-01



GO PAPERLESS. SEE ALL INFO & PRODUCTS AT:
citywater.com

Blair Jones
456 Washington St.
Anytown, USA



Are we comparing you fairly?

Your Water Report compares your use to others in City Water District who also have **2 occupants** and a **similar yard size**. Is your household different? Log on to update your profile and see adjusted comparisons.

citywater.com



Focus on your outdoor use

An estimated **65%** of your annual use is for irrigation.



Water-saving actions just for you

Selected based on your household characteristics, yard size, and historical water use.

[Log on to update your profile](#)

Potential savings if you:



Install a faucet aerator

22 GALLONS PER DAY
 \$82 DOLLARS PER YEAR



Upgrade irrigation timer

53 GALLONS PER DAY
 \$148 DOLLARS PER YEAR



Change grass to native plants

78 GALLONS PER DAY
 \$242 DOLLARS PER YEAR



Log On

Get your full list of recommended actions, and see:

- Where you're using the most
- Your progress over time
- Efficient products for purchase

citywater.com

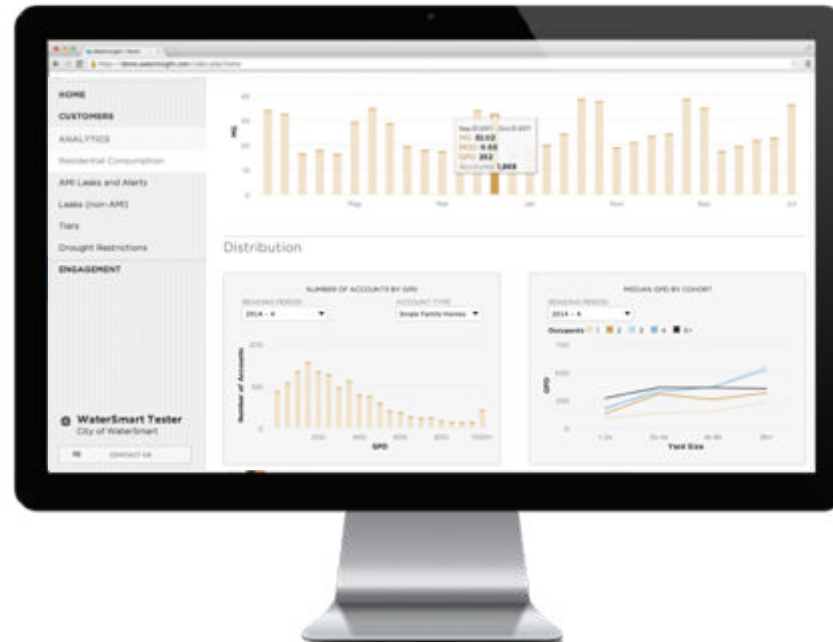
Account: 123873124-01
Zip Code: 98765

A **free** service offered by your water utility and powered by WaterSmart Software™

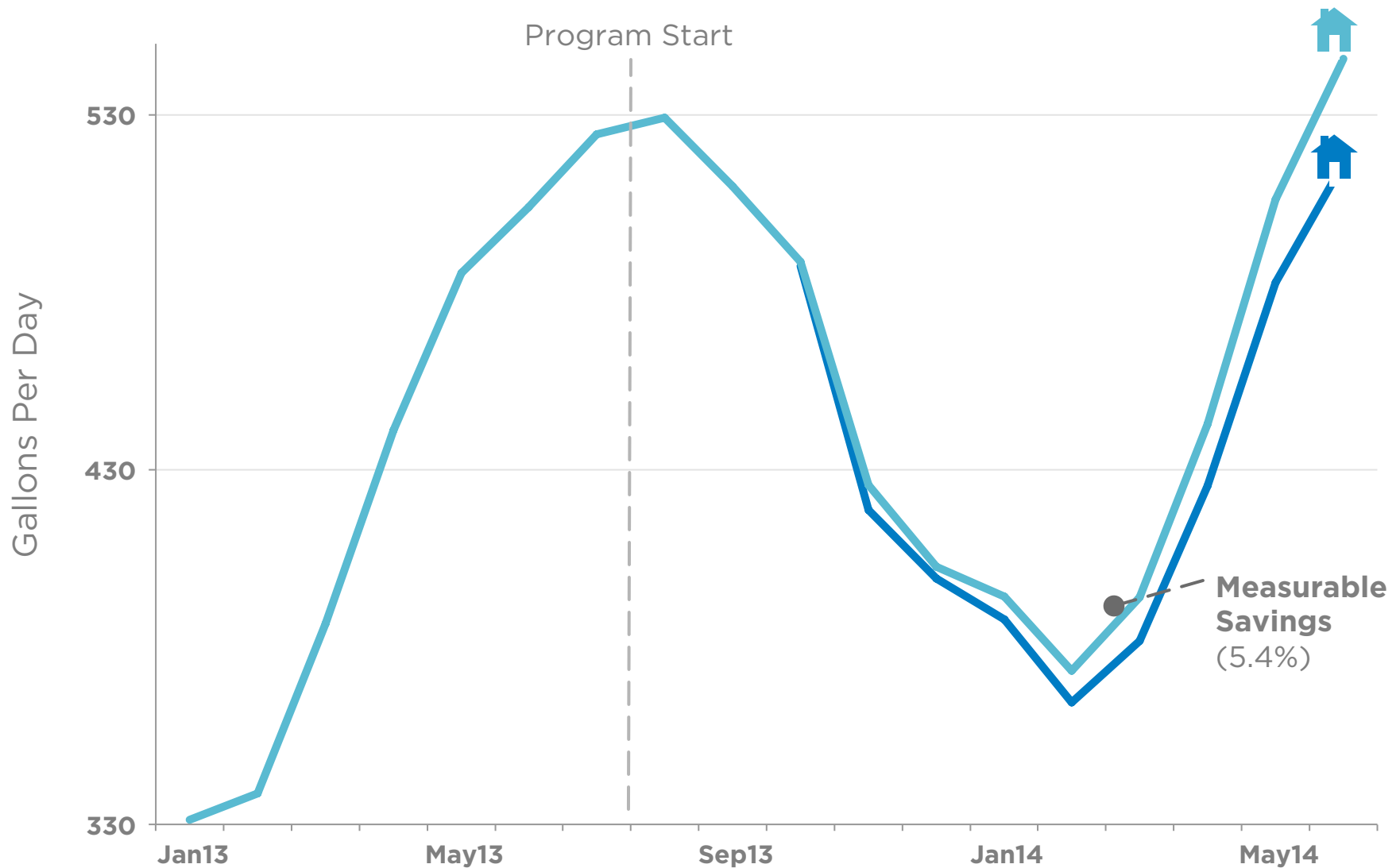


MEASUREABLE

Randomized Control Trial



Track results against a control



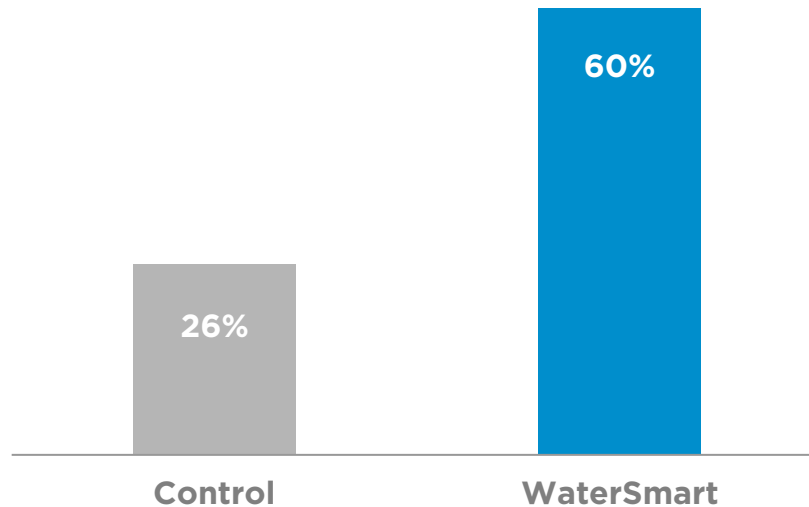
Measureable outcomes

2-5% PROVEN WATER SAVINGS



2.3x

INCREASE IN CUSTOMER ENGAGEMENT



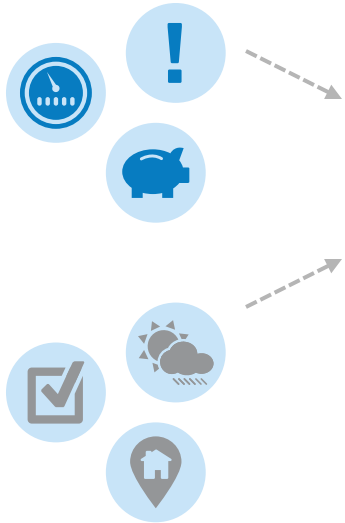
PARTICIPATION IN EXISTING PROGRAMS

Independent Evaluation by California Water
Foundation, December 2013

How WaterSmart works

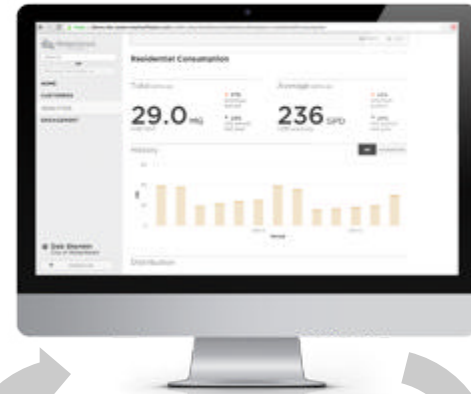
UTILITY DATA

Meters, Rebates &
Incentives, Violations



ANALYZE

Utility Dashboard



EXTERNAL DATA

Surveys, Property,
Climate



MEASURE

Report results,
outcomes, and trends



ENGAGE

Customer Portal,
Outbound Comm.

Partner case stories

Partner Story

East Bay MUD



Reducing Water Use with Engagement

In 2013, a third party independently evaluated East Bay MUD's WaterSmart pilot program. The study relied on statistical gold standard randomized control trials to measure and verify proven results.

Report: [http://californiawaterfoundation.org/wp-content/uploads/PDF/1389391749-Watersmart_evaluation_report_FINAL_12-12-13\(00238356\).pdf](http://californiawaterfoundation.org/wp-content/uploads/PDF/1389391749-Watersmart_evaluation_report_FINAL_12-12-13(00238356).pdf)

“What has improved is the speed, automation, and lower cost of presenting water use information and services to our customers.”

RICHARD HARRIS
MANAGER OF WATER CONSERVATION



ACCOUNTS:
325,000

WATER SAVINGS:
5%

CUSTOMER SATISFACTION:
2X INCREASE

Partner Story

Park City, Utah



Powering Leak Alerts with AMI

In the first 3 months of the WaterSmart program, Park City Water delivered:

- Over 150 AMI leak alerts to residents
- 70% of which were closed within 10 days of notification

“Our customers are really happy that we can now give them real-time leak detection.”



JASON CHRISTENSEN
WATER CONSERVATION
IT COORDINATOR



ACCOUNTS:
5,200

LEAKS DETECTED:
7,558

ENGAGEMENT INCREASED:
37%

Partner Story

Greeley, Colorado

Right-Sizing Budgets with Analytics

Greeley was struggling to find a method that would reduce delivered water in a equitable manner. Using WaterSmart utility analytics allowed Greeley to develop accurate and fair water budgets to drive improved efficiency.

“Meters tells us, and the customer, how much they are using. Budgets tell how much they should be using.”



RUTH QUADE
WATER CONSERVATION
COORDINATOR



ACCOUNTS:
21,000

BUDGET COMPLIANCE:
92%

IMPROVED EFFICIENCY:
4.1%

Partner Story

Davis, California



Targeted, Timely Group Messages

- The City of Davis needed to test water samples in homes built from 1982-1986, per US EPA's Lead and Copper Rule.
- WaterSmart provided a targeted list of homes that met construction age criteria to allow the city to bulk email affected homes with water testing information.
- Davis achieved a 50% open rate and saved hours of work compared to the manual process prior to Group Messenger.

“Group Messenger is really simple to use. We can easily target the right customers for our Water Quality Testing program while tracking open and click rates.”

Richard Tsai
ENVIRONMENTAL RESOURCES MANAGER



ACCOUNTS:
14,000

EMAIL OPEN RATE: 50%

**INCREASE IN CUSTOMER
SATISFACTION:** 28%

Thank you! Questions?



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512.422.1647

