



Getting Serious About Conservation

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Reality...

Residential Water Use



Source: AWWA

More Reality...

Residential Water Use



Source: AWWA

Signs You're Serious

Numbers Numbers Numbers

Measurable and Measured

Cost Effective

Funded – for the Long Term



Not best tool for engagement...

ACCOUNT NUMBER	ID #	SERVICE ADDRESS					STATEMENT DATE	DUE DATE
							09/23/2010	10/03/2010
METER NUMBER	CLASS	FROM	SERVICE TO	# OF DAYS	READ TYPE	METER READINGS (000's Gallons)	USAGE (000's Gallons)	
	R	08/19/2010	09/21/2010	33	ACTUAL	316 312	4	
USAGE HISTORY (000's Gallons)	BALANCE LAST BILL PAYMENT						8	29.7
ONE YEAR AGO								
3	BASE FACILITY FEE - WATER							10.36
LAST MONTH	BASE FACILITY FEE - WASTEWATER							11.63
3	WATER COMMODITY							4.12
	WASTEWATER COMMODITY							5.64
12 MONTH AVERAGE								4
PAY THIS AMOUNT							\$	31.75

at&t.com

AT&T CUSTOMER
1234 TELEPHONE LN
AUSTIN, TX 78748-1234

Page: 1 of 4
Bill Cycle Date: 12/31/10 - 1/11/11
Account: 123456789105

Visit us online at: www.att.com

Monthly Statement

Bill-At-A-Glance

Previous Balance	\$228.33
Payment - Thank You!	\$189.49CR
Adjustments	\$38.84CR
Balance	\$6.60
New Charges	\$145.21
Total Amount Due	\$145.21
Amount Due in Full by	Jan 3, 2011

Simply fast.

Get almost 2x faster than your current speed with AT&T Unwire High Speed Internet. Plus, you get \$20 CASH BACK.

Call 1.800.731.7840 today to speed up with AT&T.

Service Summary

Service	Page	Total
Wireless		\$145.21
512 555-1111	\$14.83	2
512 555-2222	\$27.63	3
512 555-3333	\$103.35	3
Total New Charges		\$145.21

Payments & Adjustments

Item	Description	Amount
1	Payment posted 12/09	189.49CR
2	Wireless - Media Net Usage 512-555-3333	35.63CR
3	Wireless - Government Fees & Taxes	3.21CR
	Adjustment 512-555-3333	
	Total Adjustments	38.84CR
Total Payments & Adjustments		228.33CR

Wireless

Group 1 Usage Summary - Nov 12 thru Dec 11

FamilyTalk Nation 850 w/RolloverSM Minutes - 59.99 Each
Additional Line: 850 Shared Anytime Minutes with Rollover.
Nationwide Long Distance & Roaming. Unlimited Mobile to Mobile calling to/from other AT&T Mobiles. Unlimited Night (8pm-5am) & Weekend Calling Call Forward feature. Caller ID, Call Wait, Conference Call feature. Mobile Purchases & Downloads Detail, Basic VoiceMail feature (Additional minutes \$0.40 each)

Plan	Mobile to Minutes	Night/Week	Unlim	Unlim
512 555-1111	269	415	93	0
512 555-2222	11	100	25	0
512 555-3333	333	776	54	0
Total	613	1,294	172	0

How to contact us:

- For questions about your account: 1.800-111-1111
- For deaf/hard of hearing TTY: 1.800-111-1111
- Visit us online at www.att.com

For important information about your bill, please see the **News You Can Use** section (Page 4).

DUE BY: Jan 3, 2011 \$145.21

AT&T

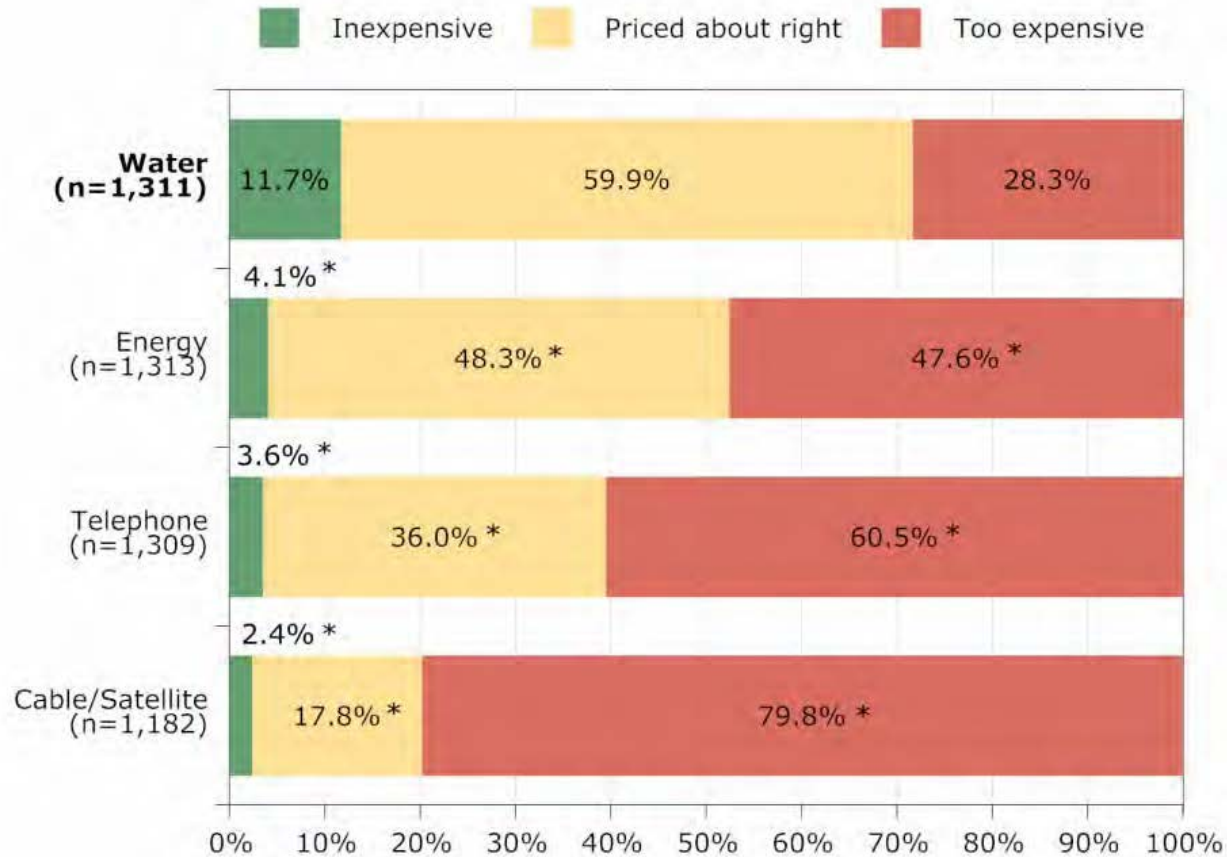
Account Number: **123456789105**
Please include account number on your check.

CHECK FOR AUTO PAY (SEE REVERSE)

Money checks payable to:
AT&T
PO Box 8024
Carol Stream, IL 60137-0024

410040340001234567891050000000000095170000000145210000000000000000

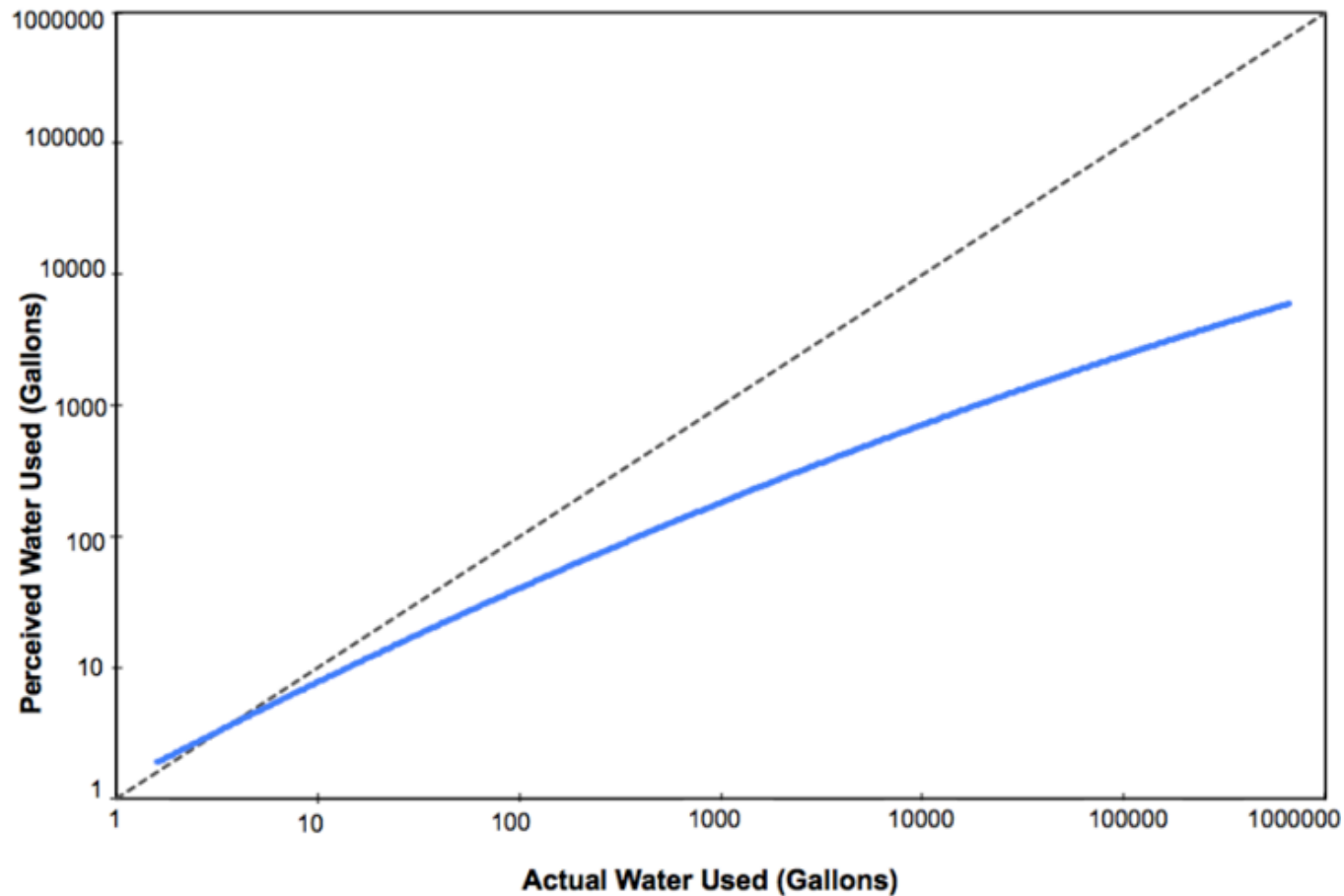
If it's less expensive than everything else....



Source: "Public Opinions, Attitudes and Awareness Regarding Water in Colorado" 2012, BBC Research & Consulting for Colorado Water Conservation Board

We don't know much about our own water use....

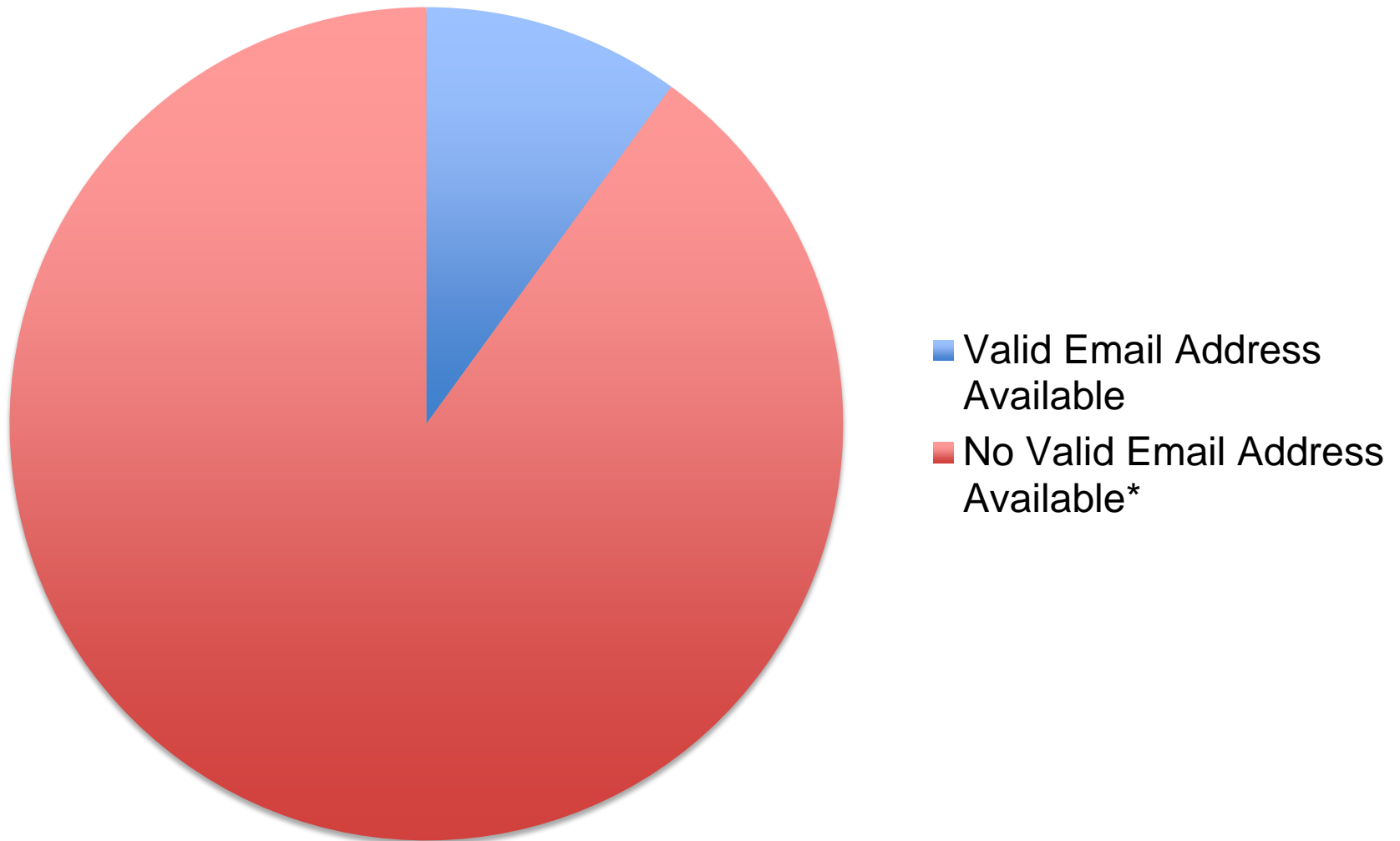
Perceptions of Water Use



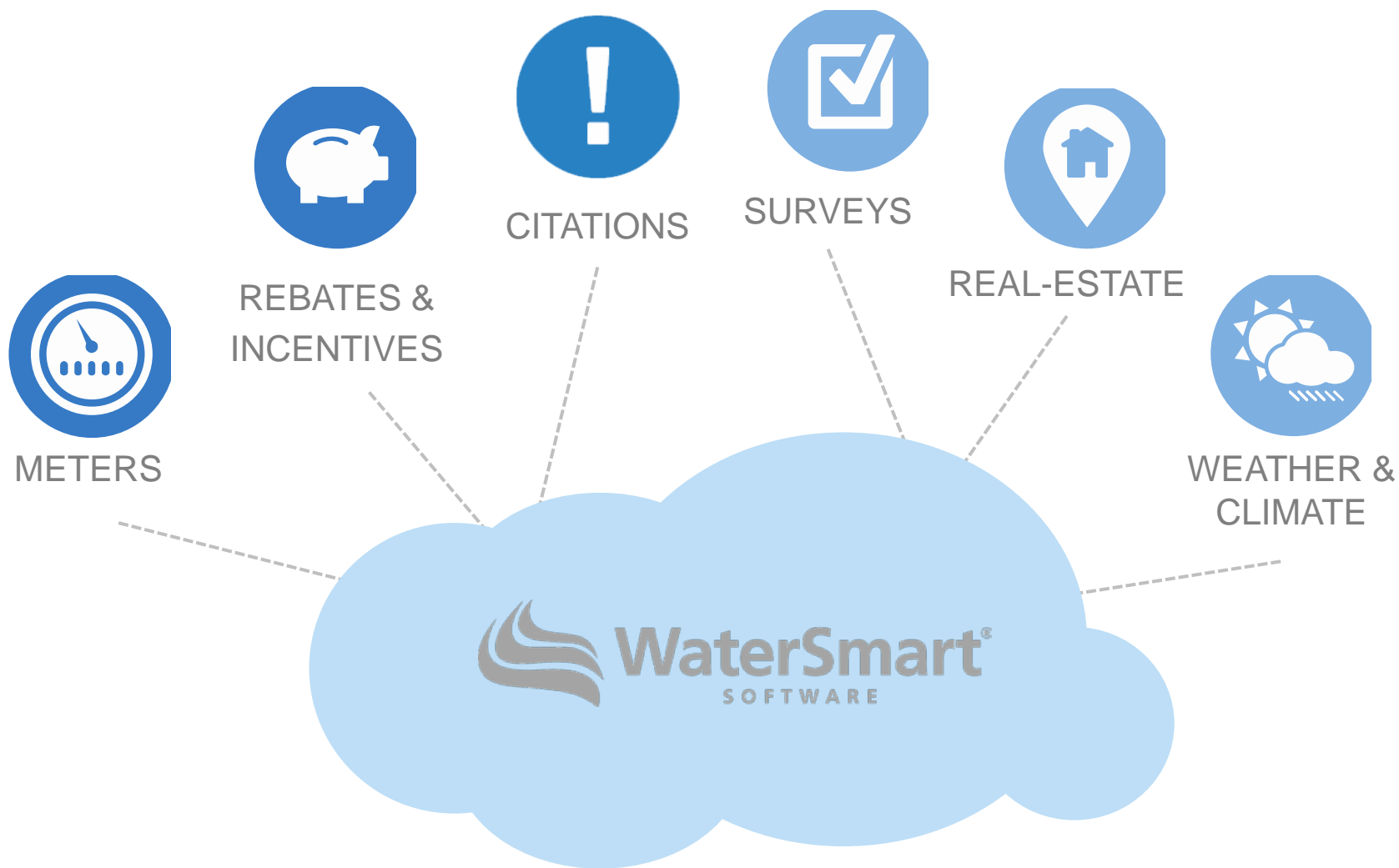
Source: Attari et al (2014)

Hard to engage without email...

Utilities' Collection of Customer Email Addresses



data inputs



Social Norms!!!

- Group behavior is a powerful force on most individuals



the home water report



Waterinsight Program
123 Main Street
Anytown, TX 77002

281.555.5555 info@citywater.com

Your WaterScore

AUG 1 to SEP 30, 2015



Nice work, WaterSaver.
Take action to save even more.

Gallons Per Day (GPD)
14 CCF = 250 GPD



YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

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



SIGN UP TO GET THIS REPORT VIA EMAIL:
citywater.com

Blair Jones
456 Washington St.
Anytown, TX 77002



Register online. It works!

"I was alerted to a possible leak. We were trying to be more efficient but each month showed we were using more water...It's eye opening!"

-Lisa P., resident and user of citywater.com



How much you could be saving

If you took the actions below, you could reduce your use by **83 GPD**. That's **\$368** per year in potential savings.



Water-saving actions just for you

Selected assuming your home has 3 occupants and a 2,000 to 4,000 sq. ft. yard.

[Log on to correct us!](#)

Potential savings if you:



Install a faucet aerator

12 GALLONS PER DAY
\$72 DOLLARS PER YEAR



Fill up the clothes washer

9 GALLONS PER DAY
\$55 DOLLARS PER YEAR



Change grass to native plants

62 GALLONS PER DAY
\$241 DOLLARS PER YEAR



Log On

Take the guesswork out of saving water. See:

- Where you're using the most
- All actions relevant to you
- Step-by-step tips and rebates

citywater.com

Registration Code: XYZXYZ
Zip Code: 77002

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

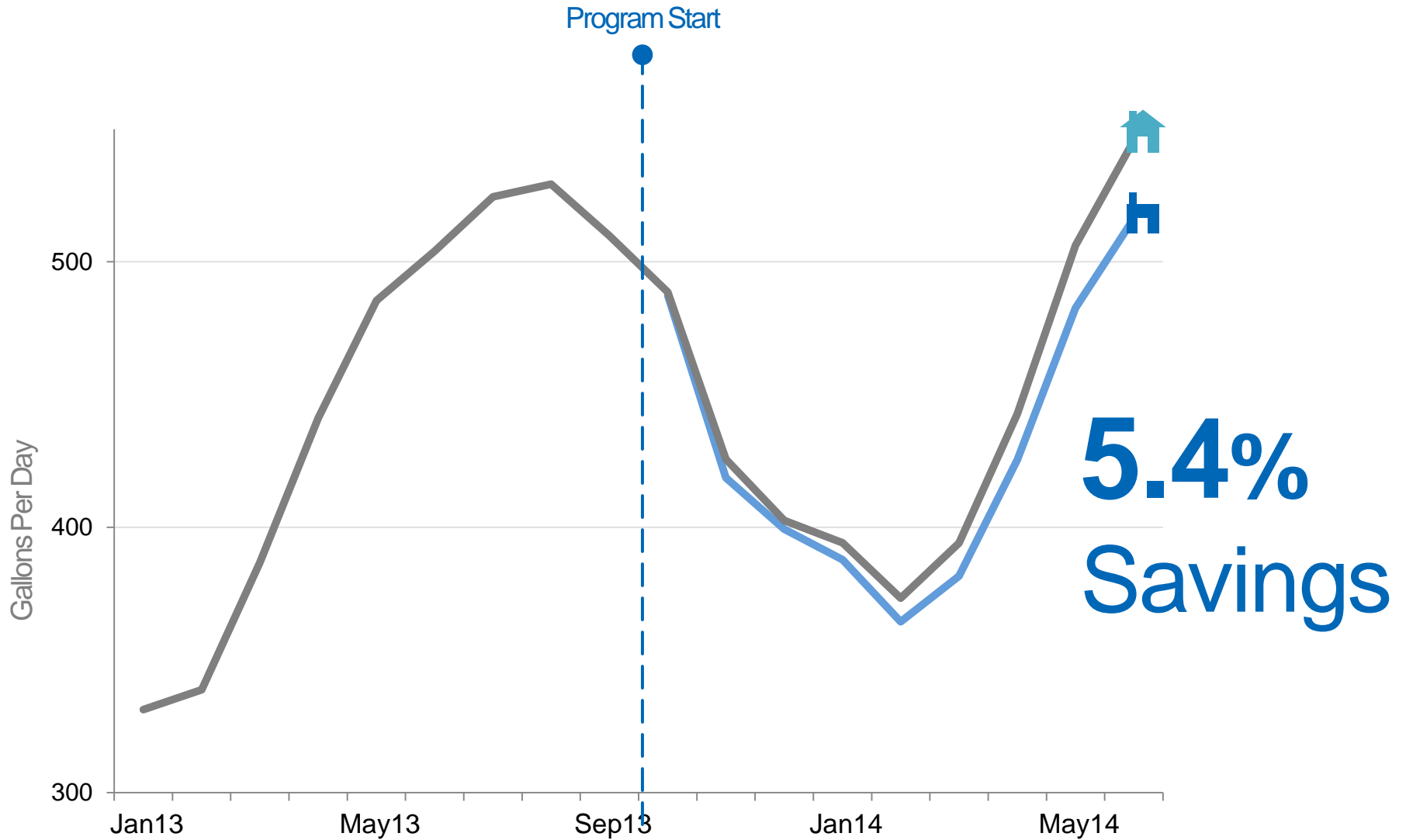
experimental process



experimental process

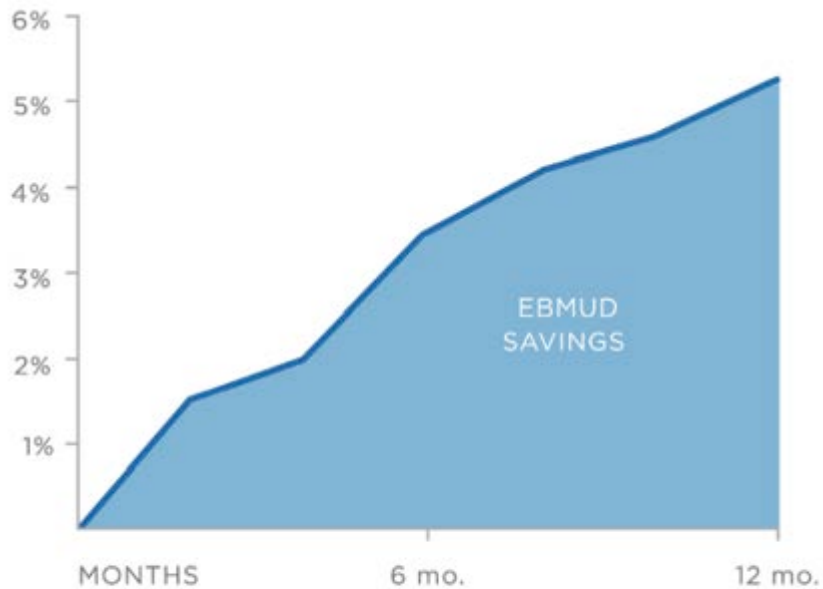


sample results



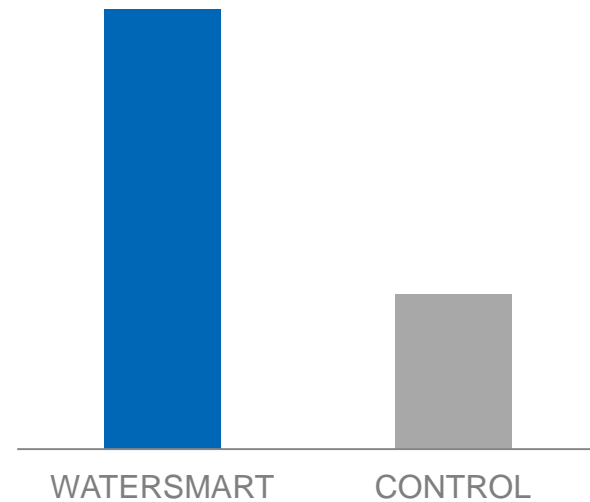
outcomes

5%+
WATER SAVINGS



EBMUD Pilot Launched June 2012
Cumulative Percent Saved

3x
CUSTOMER ENGAGEMENT

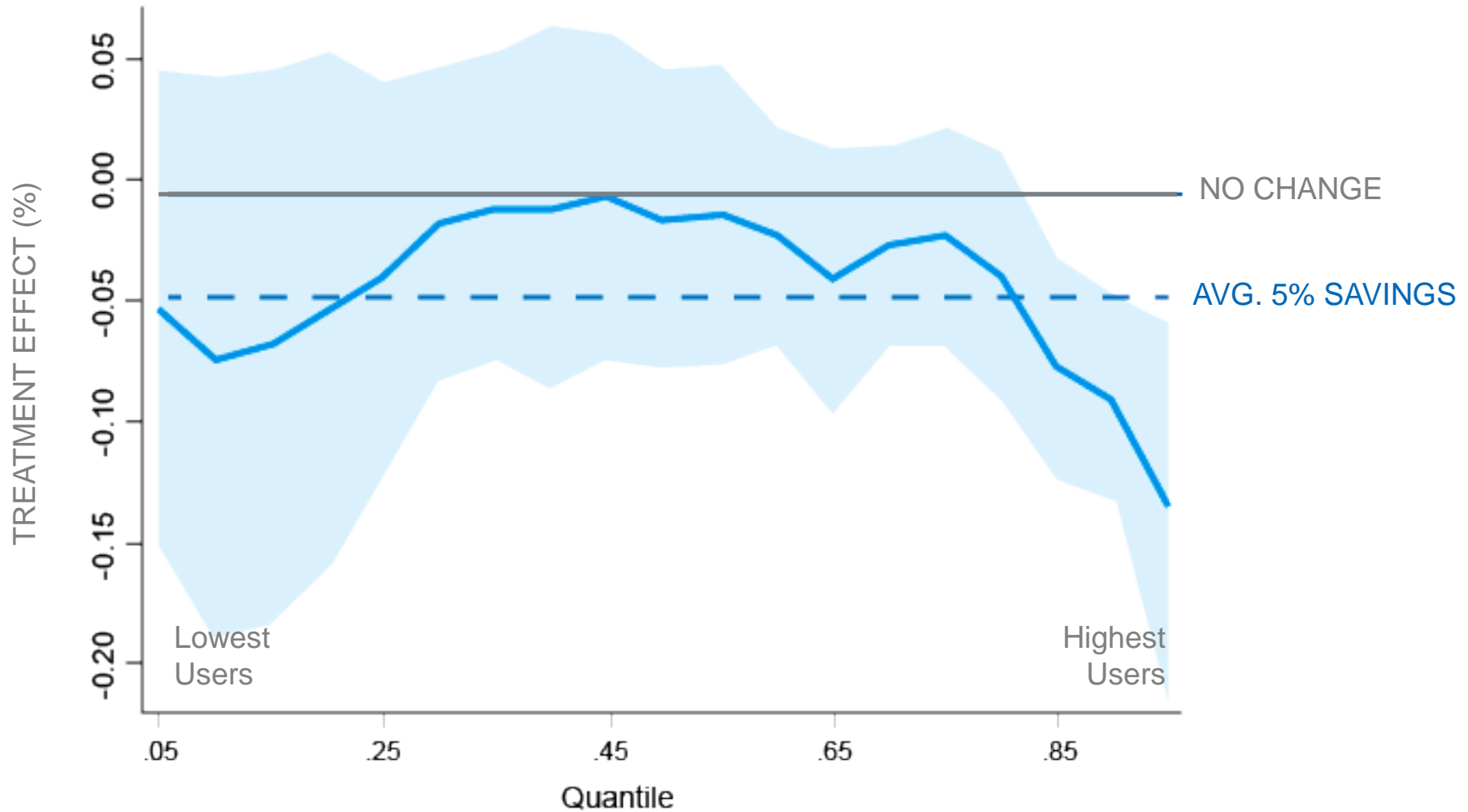


Participation in Existing Programs

Cost Effectiveness is Important

Conservation Measure	Utility Cost of Savings (\$/AF)	Source
Smart Irrigation Controller Rebate	\$1,232	Maddaus Conservation Technical Analysis, 2008
High Efficiency Washer Rebates	\$508	Maddaus Conservation Technical Analysis, 2008
High Efficiency Toilet Rebates	\$1,958	Maddaus Conservation Technical Analysis, 2008
High Efficiency Urinal Rebate	\$550	Maddaus Conservation Technical Analysis, 2008
WaterSmart Software	\$250-\$590	Mcubed Third Party Report

70% of homes saved water





Thank you!



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