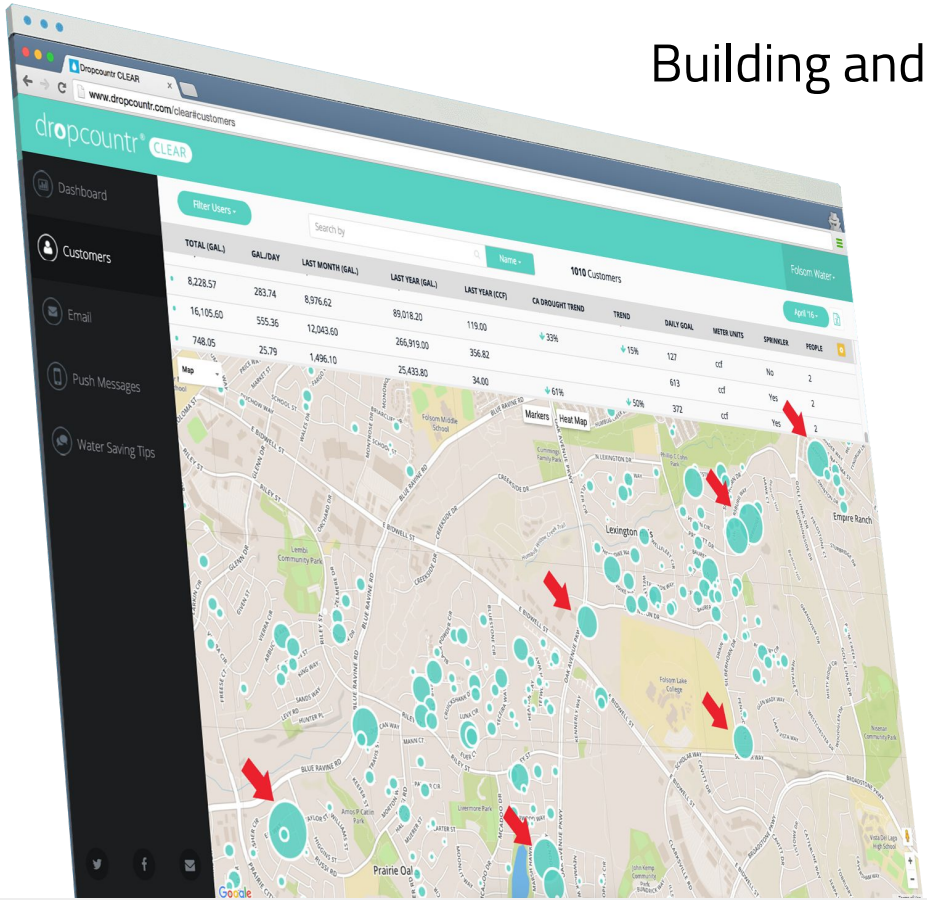
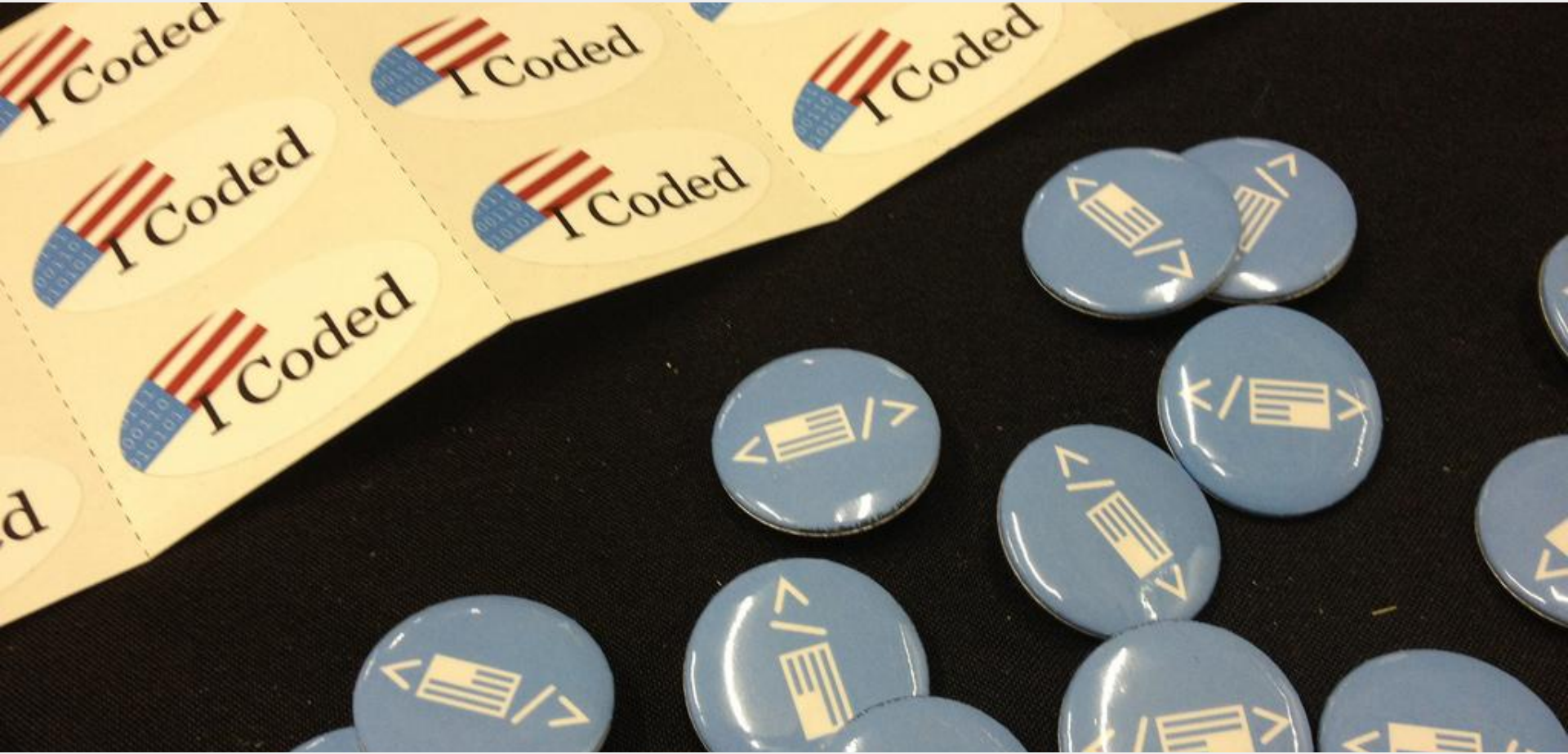


Building and Integrating the Residential Water Budget to Achieve Conservation

One Size Does Not Fit All

Laci (“Lah-tsi”) Videmsky
Lead Software Engineer
Dropcountr, Inc.


I Coded
I Coded
I Coded
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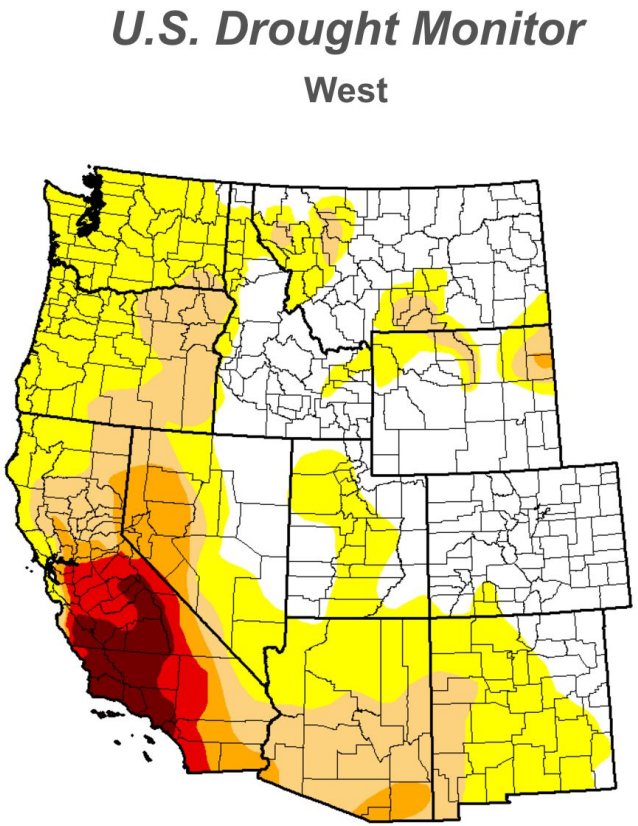
I Coded

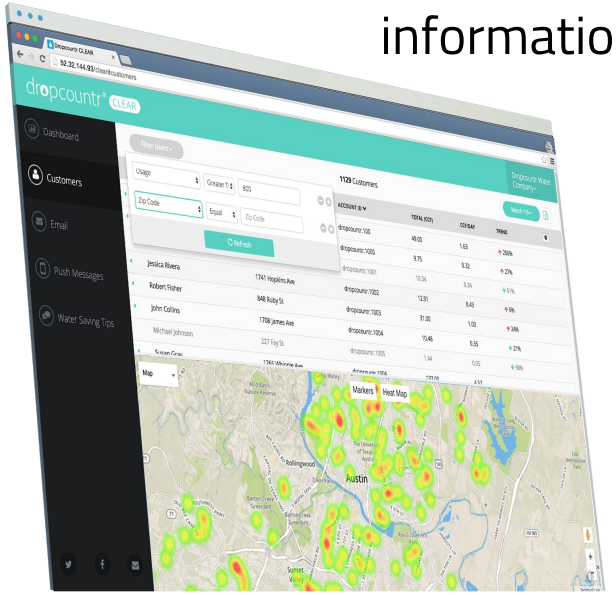
What could greater access to water data inspire?

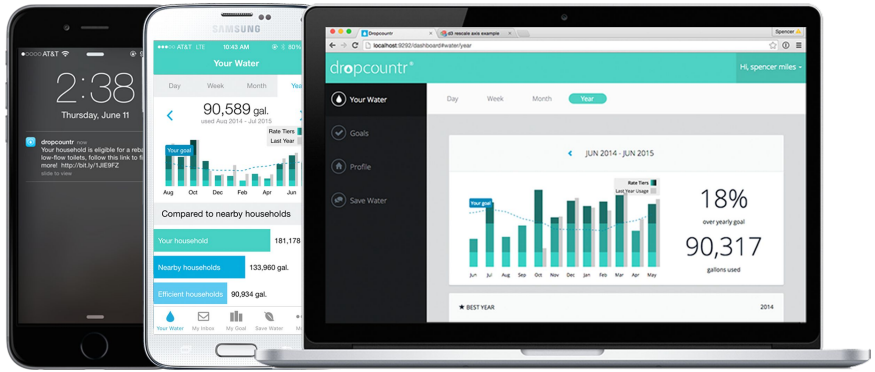
In Case You Haven't Heard...

- Formerly 25% Conservation Mandate
- Not equitable nor efficient
- Citizens want to do their part



A water SaaS company that transforms data into actionable information for utility staff and their customers.

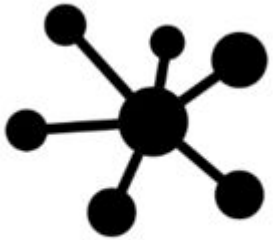




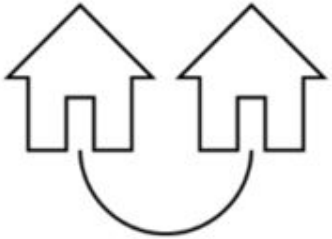
dropcountr CLEAR

dropcountr HOME

Empower The Utility. Empower The Homeowner.



Data Science

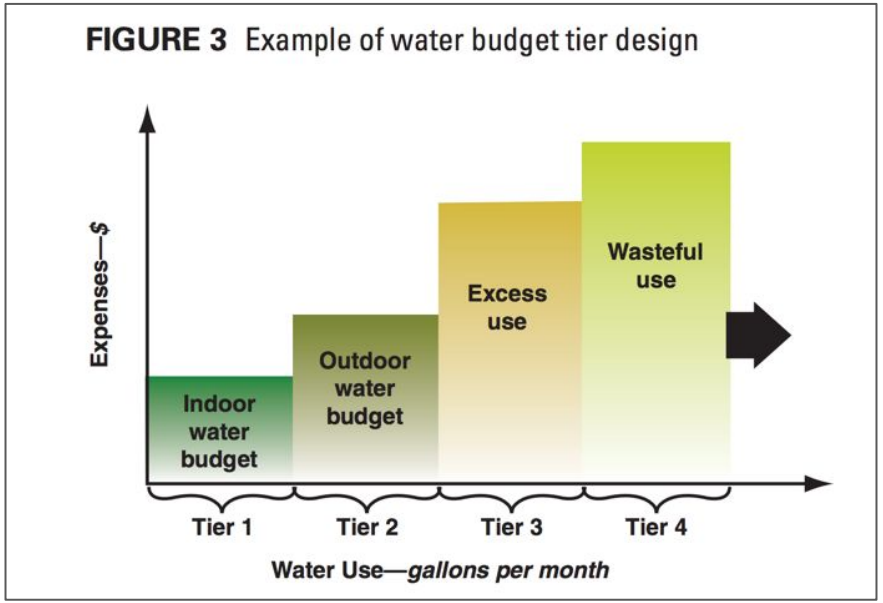


Behavioral Science

UI/UX

Budget Based Blocks :

Increasing block rates where the blocks are defined by an efficient level of water use **based on one or more customer characteristics**, such as lot size.



Water Budgets & California Law ~ AWWA

Eastside AirBnb

Lake Austin home

Different community, different budget

Eastside AirBnb

Same community, different budget

How Do We…

Generate unique budgets for our customers that are equitable and attainable

Communicate and support customers to achieve their budgets?

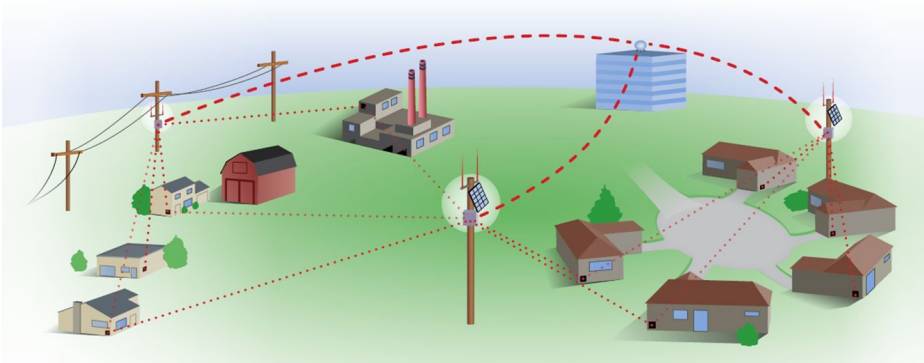
Difficulty #1 – Collecting Data Points

Mostly monthly, or bi-monthly meter reads

Advanced Metering Infrastructure (AMI) catching on

- Declining in cost
- Significant benefits
  - Lower meter reading cost
  - Accurate
  - More frequent billing
  - Better for customer service and billing disputes
  - Identify water loss

- Expected $7.2B market by 2025 (>1.3B meters)

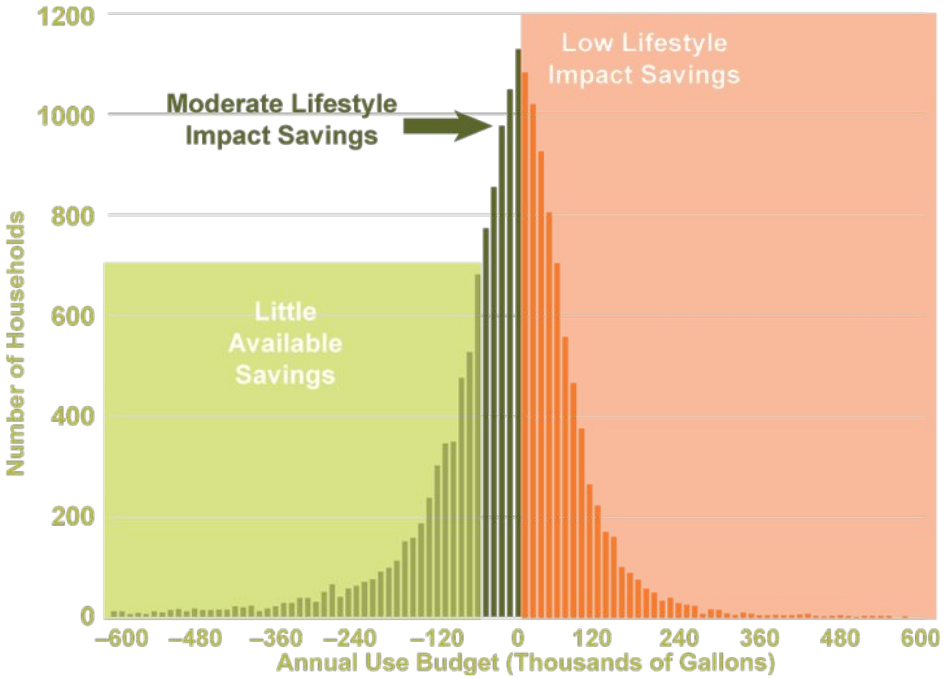


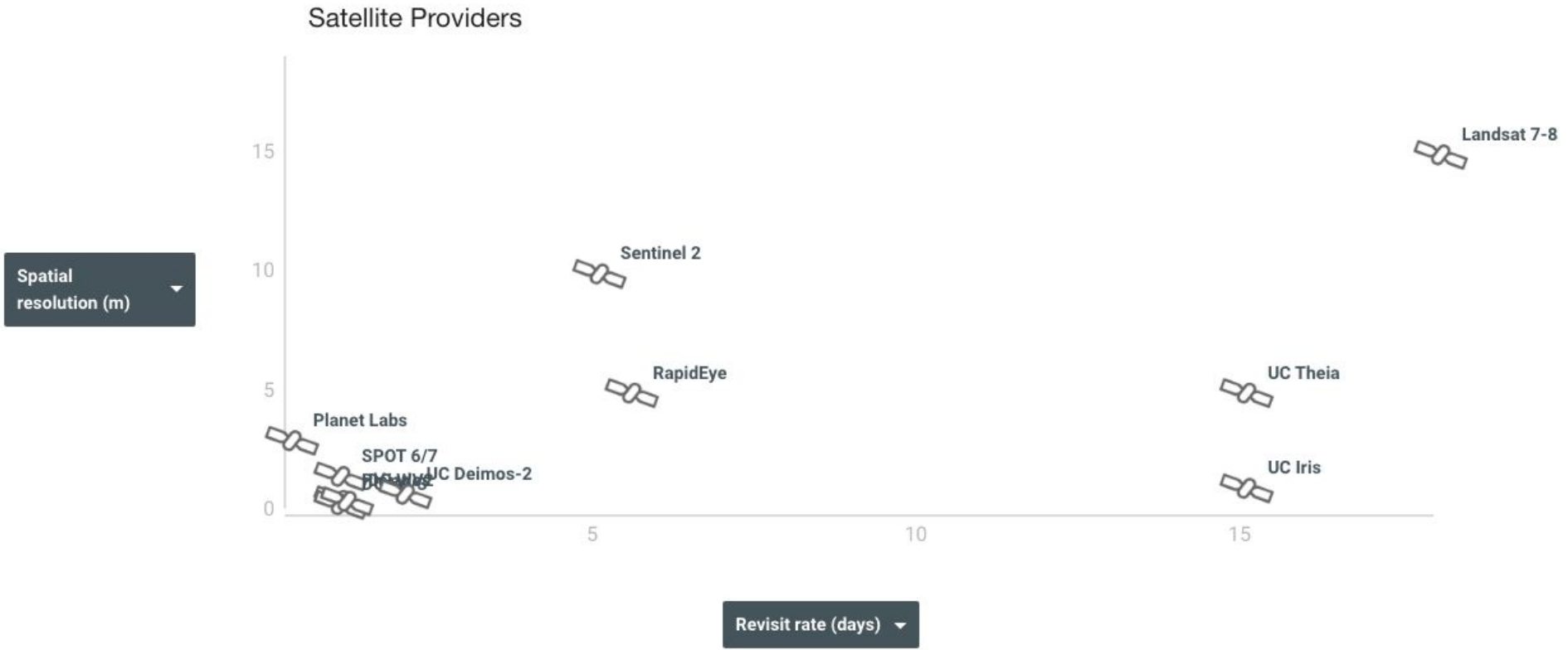
Difficulty #2 – Determining Compliance

55 GPCD good start, not enough

Satellite technology to evaluate outdoor water budget

Comparing water meter data with water budget gives utility an “efficiency scale”





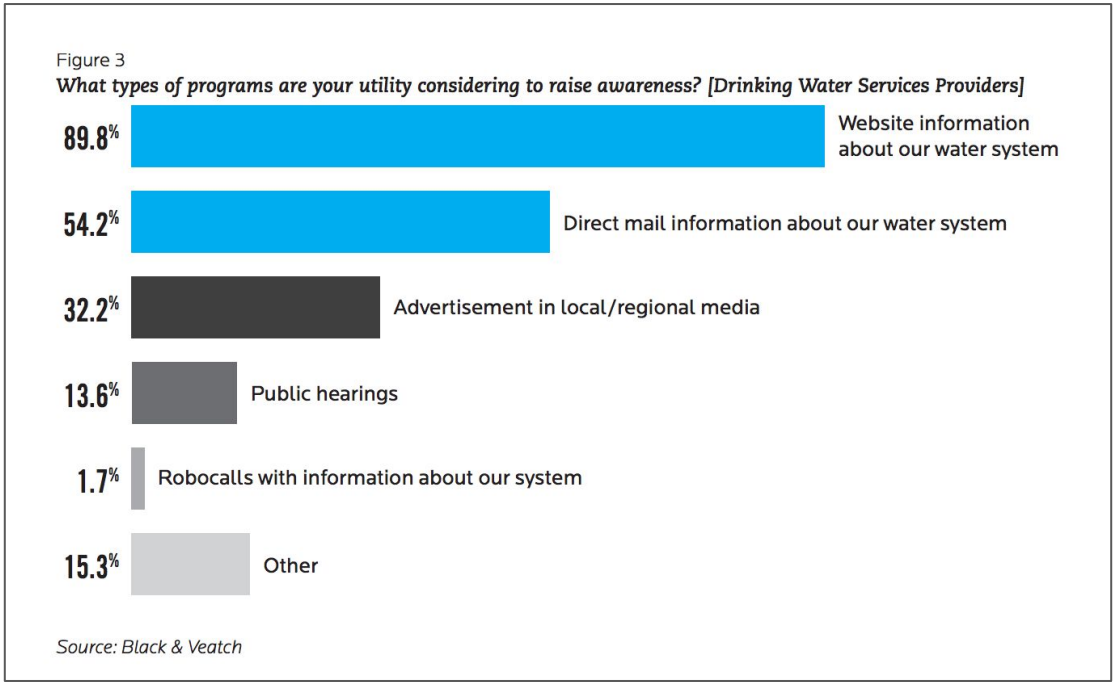
http://landscape.satsummit.io/#capture

Difficulty #3 – Engaging & Supporting Customers

Web not enough (passive communication)

Direct mail not efficient (cost + time)

Advertising & media not unique

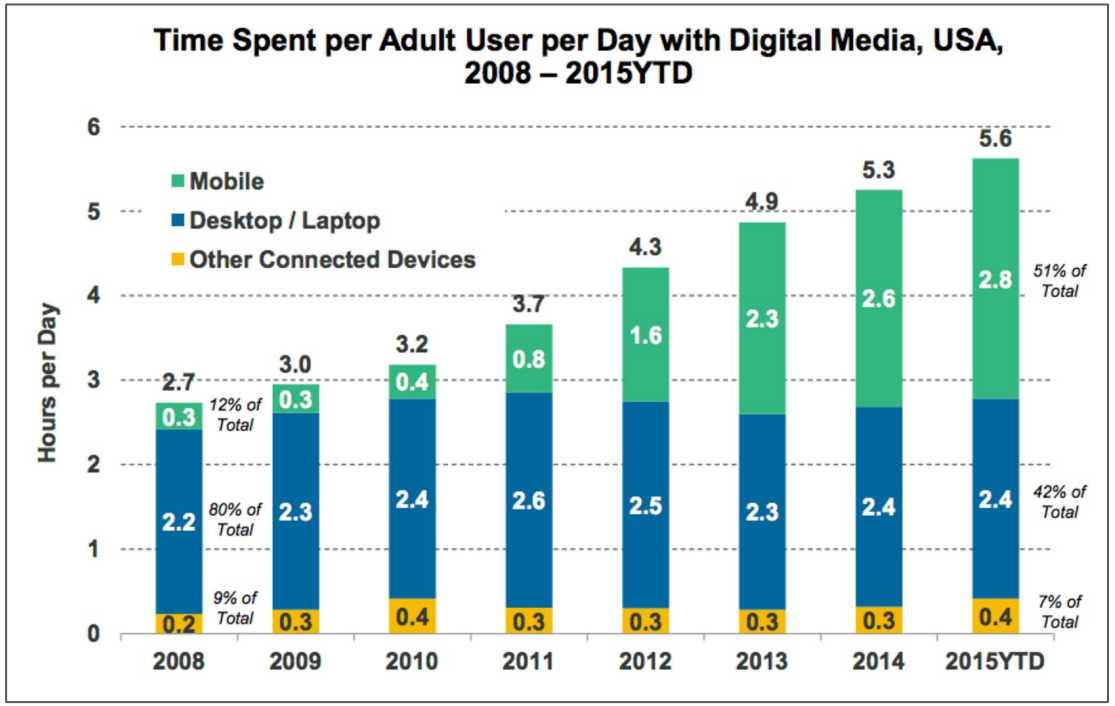


Difficulty #3 – Engaging Customers

Mobile focus increasing, while web is flat

Americans look at their smartphones **8 billion times/day**

Consumer expectations, and B2C relationships are changing



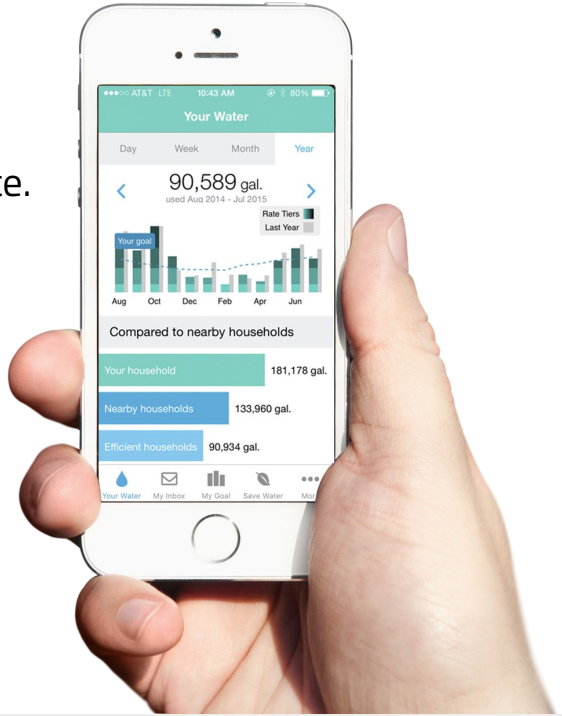
Difficulty #3 – Supporting Customers

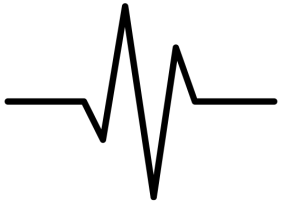
Equip utility staff with tools to evaluate and communicate

Equip homeowners with tools to self evaluate.

Improved communication and support increases business value of each customer:

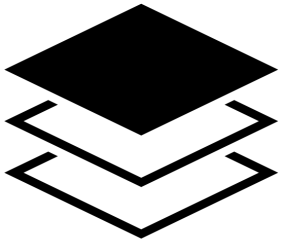
- Satisfaction
- Trust
- Participation
- Information sharing





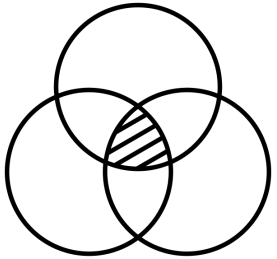
Granular Data

- Hi res data
- APIs, APIs, APIs !



Equitable Budgets

- Thinking beyond 55 gpcd
- Tailored to nuanced scenarios



Targeted Engagement

- Channels relevant to modern lifestyles