WaterSmart Pilot Program

(October 2014-March 2015)

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City of Dallas | Water Utilities

Outline

- **Dallas Water Utilities Background**

- **WaterSmart Software**
  - Selecting Samples
  - Home Water Reports
  - Results
  - Lessons Learned

Dallas Water Utilities Background

- Population served (2.5 Million)
  - City of Dallas - 1.3 Million
  - 27 Customer Cities - 1.2 Million
- Conservation Program Chronology
  - 2001 – First landscape ordinance
  - 2005 Water Conservation 5 Year Strategic Plan
  - 2007 Time of the day watering restrictions
  - 2012 Twice weekly watering restriction
- Water consumption change since 2001:
  - 170 BG in FY2000
  - 136 BG in FY2015

WaterSmart Software

Awarded 6 months of WaterSmart software as a part of National Mayor's challenge winnings (courtesy: Wyland Foundation and WaterSmart)

- **Pilot Program October 2014 – March 2015**
- **5,000 home water reports per month**
- **Customer service training**
- **Help with technical and customer support during the pilot phase**
- **End of pilot study report**

WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

WaterSmart SOFTWARE

Pilot Study Sample Selection

- 5,000 single family residences randomly selected as *Experimental Group*
  - Received one welcome letter,
  - water consumption survey
  - one home water report monthly for 6 months
  - end of pilot survey

- 5,000 single family residences selected as the *Control Group*
  - Similar in water consumption pattern with the experimental group
  - did not received any home water report or other outreach materials from WaterSmart

Sample Home Water Report

City Logo, Address

Water Score

Efficient Homes, Average Homes and You

Trivia/Info

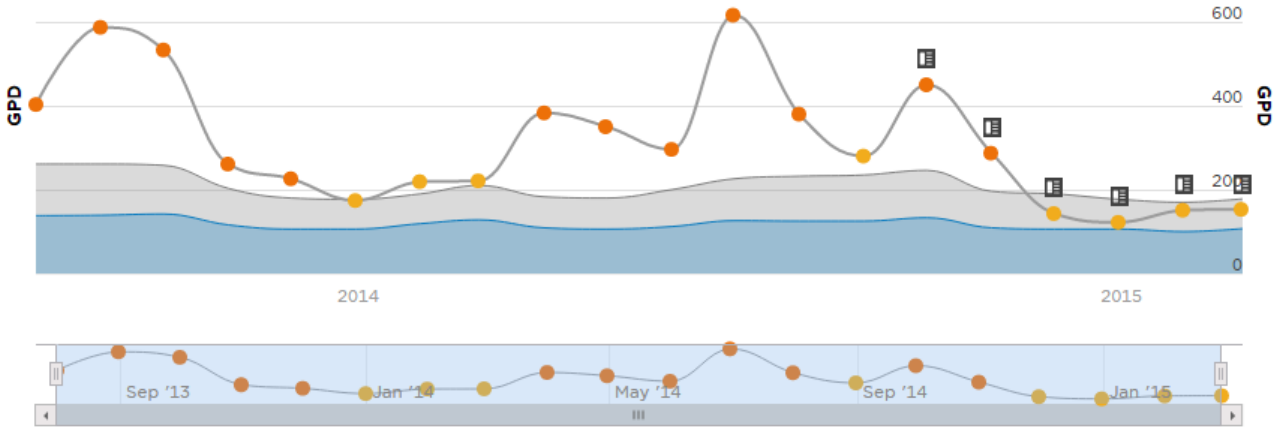
Tips for saving water

Average, Efficient and Below Average

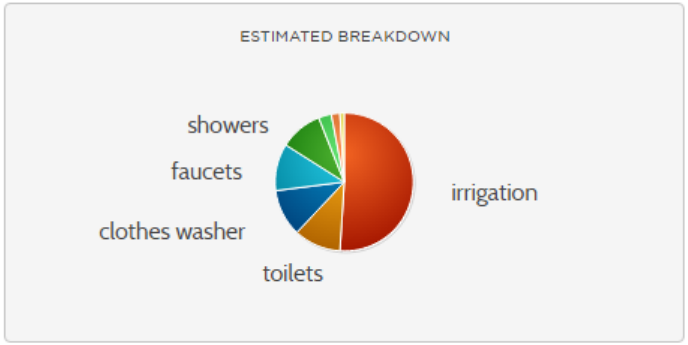
Source:

WaterSmart SOFTWARE

Online Dashboard for Consumers and Utility

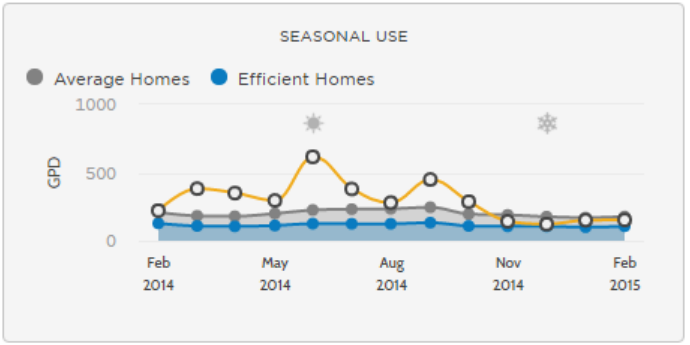


Track Usage



Watch your irrigation

Your biggest estimated use is irrigation at 51%.



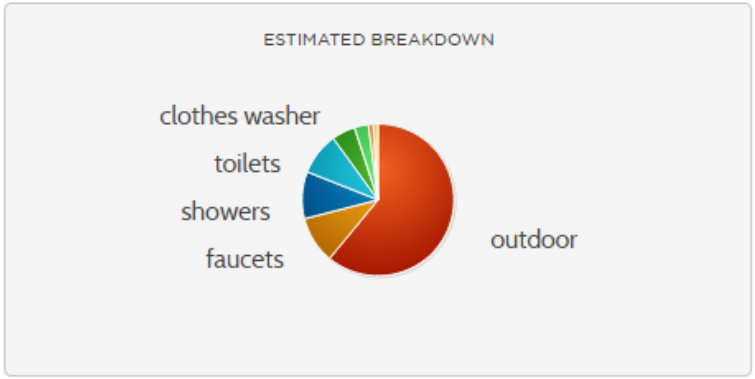
Seasonal use and irrigation

You use more water in the summer than in the winter; most likely due to irrigation.

Source: WaterSmart SOFTWARE

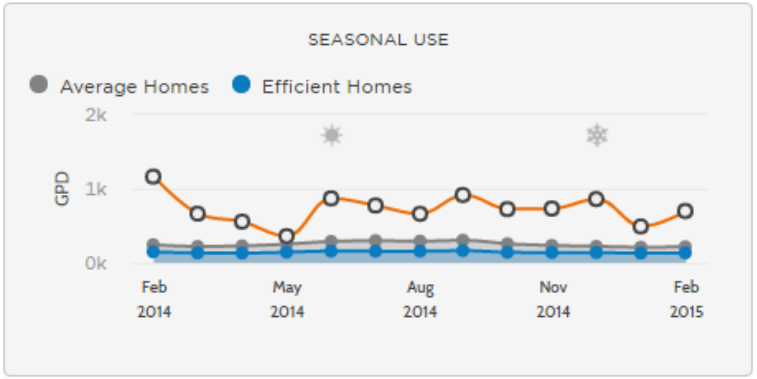
Dashboard Example 2

Track Usage



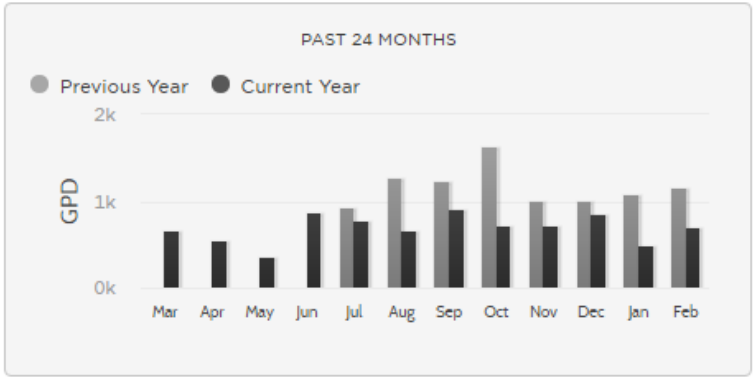
Watch your outdoor use

Your biggest estimated use is outdoor at 61%.



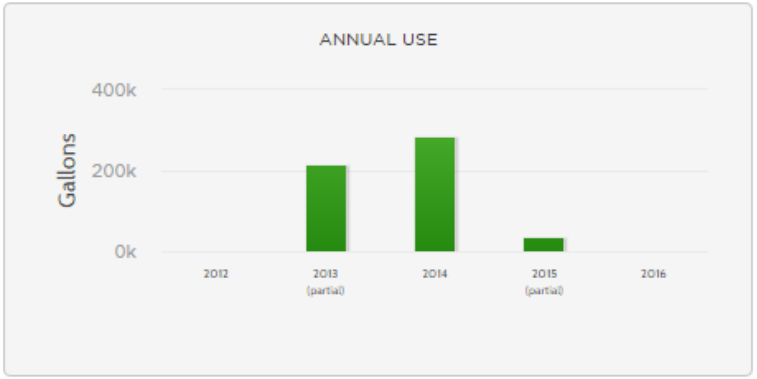
Consistent year-round use

You use about the same amount of water in the summer as the winter.



No use trend available

Usage trend analysis requires 265 days of coverage in the most recent and prior twelve-month periods.



No good forecast yet

We don't have enough data to accurately project this year's total consumption.

Source: WaterSmart SOFTWARE

Web Utility Dashboard Functions

Water Conservation Staff	Dallas Water Customers
Update customer profile	
Opt out a customer from pilot	Leave feedback or requests to opt out
Check Registration Rates	
Check Past Water Consumption Pattern for each customers	Check Past Water Consumption Pattern for each customers
Read customer feedback	
Check current and past home water reports	Check suggestions and tips provided to save water
Keep notes/maintain log	

Result of 6 Month Pilot WaterSmart

- WaterSmart reported 2.6% water savings
- City of Dallas Water Conservation (around 2.5% for the last 4 months of the program)
- 5% registration rate
- 10-12 customer calls/emails per home water report cycle

Lessons Learned

- **Make sure customer calls are assigned to appropriate staff**
- **Get better understanding of**
  - the customer classification
  - cohort grouping
  - assumptions
- **Software directly aligned with SAP if possible**
- **Flexibility with graphics on home water report**

- **Utilize existing conservation audit or irrigation evaluation program to do some on-site analysis**

Overall Results

- An ***innovative*** method to increase water consumption awareness among customers
- Short term ***increase*** in water savings (based on 6 month pilot study)
- Most noticeable savings among ***high water users***

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