

Advanced Metering Analytics (AMA) Software

Customer Engagement, Data & You

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Climate Change &
Resilience Manager**



WEST PALM BEACH

Why? Turn this into ...



...This! Add Value...



...And Usable Data



How? Software Engagement Tool



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Make it:

- Easy – digital or paper
- Relatable to them
- Interesting: Educate/Quality/Conservation/Save \$\$
- Open Communication

Logistics:

- Invite them to join in (paper letter or email)
- Customized – Their profile, alerts
- Report back – On line or paper

(Still do bill inserts, website, newsletters, social media, outreach programs)

Utility Dashboard

City of West Palm Beach

Accounts

SFR

26,668

Commercial

3,302

MFR

2,720

Other

929

Irrigation-Only

818

Municipal

540

Construction

16

Data status

Uploaded

Feb 24, 2018

Most recent complete period

2018-2

Feb 1 - Feb 28, 2018

Analytics

Consumption

513.3 MG in Period 2018-2

Compared to previous period

▼ 25%

Compared to one year ago

▼ 24%

TOTAL MG BY READING PERIOD

2017

2018

Leak Detection

Detected in the last year

1,256

Contact us to enable Leak Alerts.

CONTACT US

Tier Consumption

58% of SFR accounts within Tier 1 in Period 2018-2

Compared to previous period

▼ 5.0%

Compared to one year ago

▼ 3.6%

% ACCOUNTS WITHIN TIER 1

2018

Engagement

Mailings

6 cycles in past year

Active Recipients

17,987

Delivery dates

Feb 27 -

Group Messenger

5 messages sent in past year

Messages delivered

18,777

Open rate

48%

Customer Intelligence

Profile Updates

2,295

Email Addresses

6,083


NUMBER OF OCCUPANTS

BEGAN FEB 26, 2016

INFO

City of West Palm Beach

Accounts

 SFR	26,668	 Irrigation-Only	818
 Commercial	3,302	 Municipal	540
 MFR	2,720	 Construction	16
 Other	929		

Consumption

Total (2018-2)

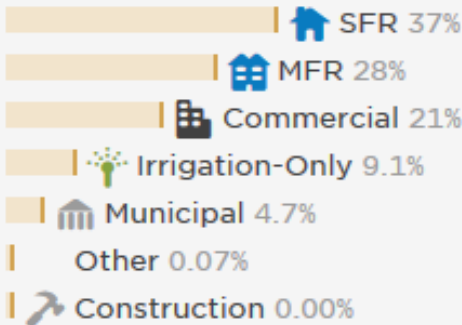
513.3 MG

16.94 MGD

▼ 25%
previous
period

▼ 24%
this period
last year

MAKE-UP OF TOTAL



Average (2018-2)

SFR
358 GPD

Commercial
1,266 GPD

Municipal
1,796 GPD

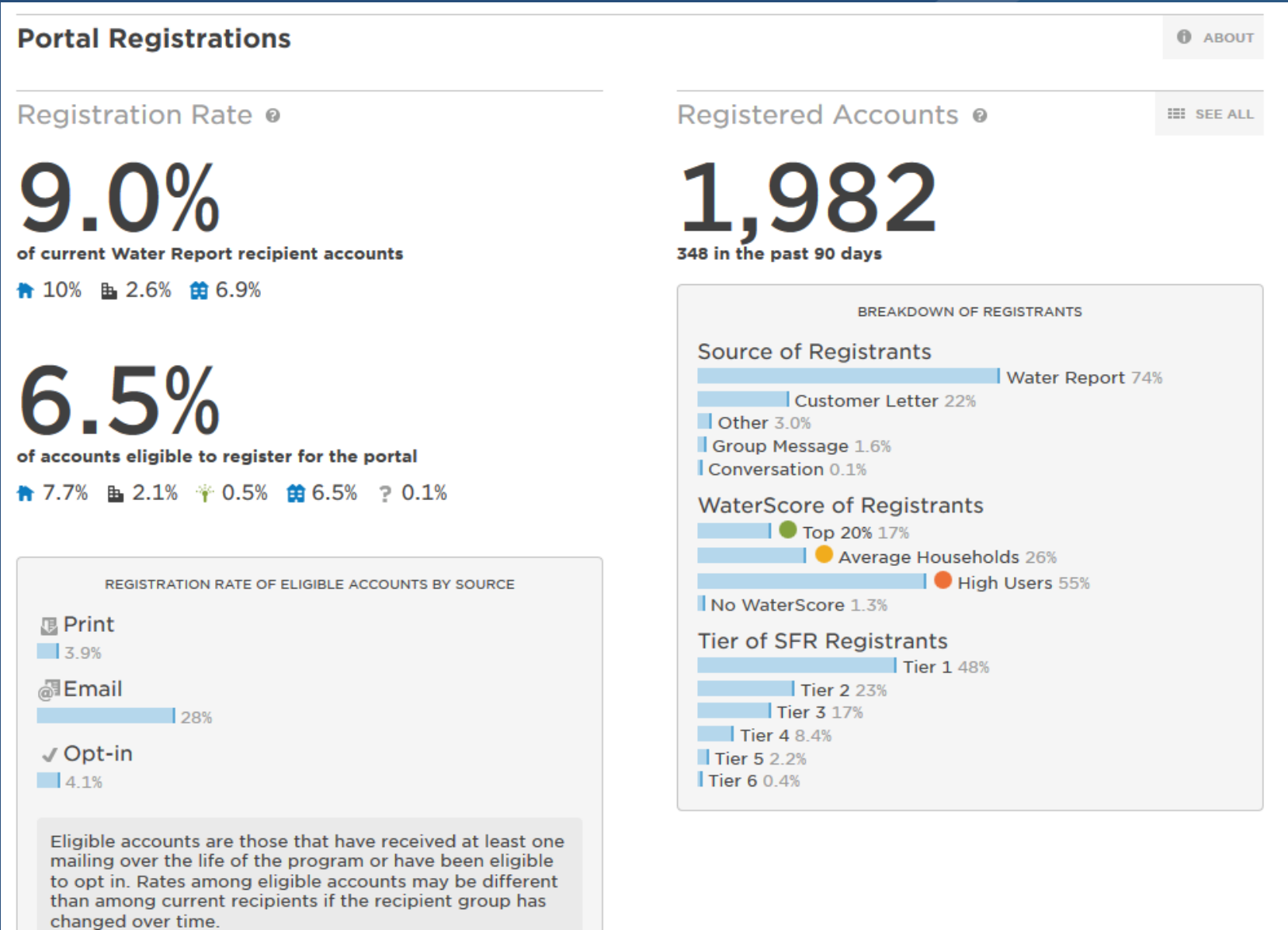
Irrigation-Only
2,354 GPD

MFR
1,884 GPD

Construction
335 GPD

? Other
16 GPD

Online Customer Engagement



Mailings

ABOUT

Water Report Recipients

SEE ALL

17,987

active recipient accounts in last cycle

Active recipient accounts in the last year

26,510

MAKE-UP OF TOTAL

Delivery Method

Print 78%

Email 22%

Meter Class

SFR 79%

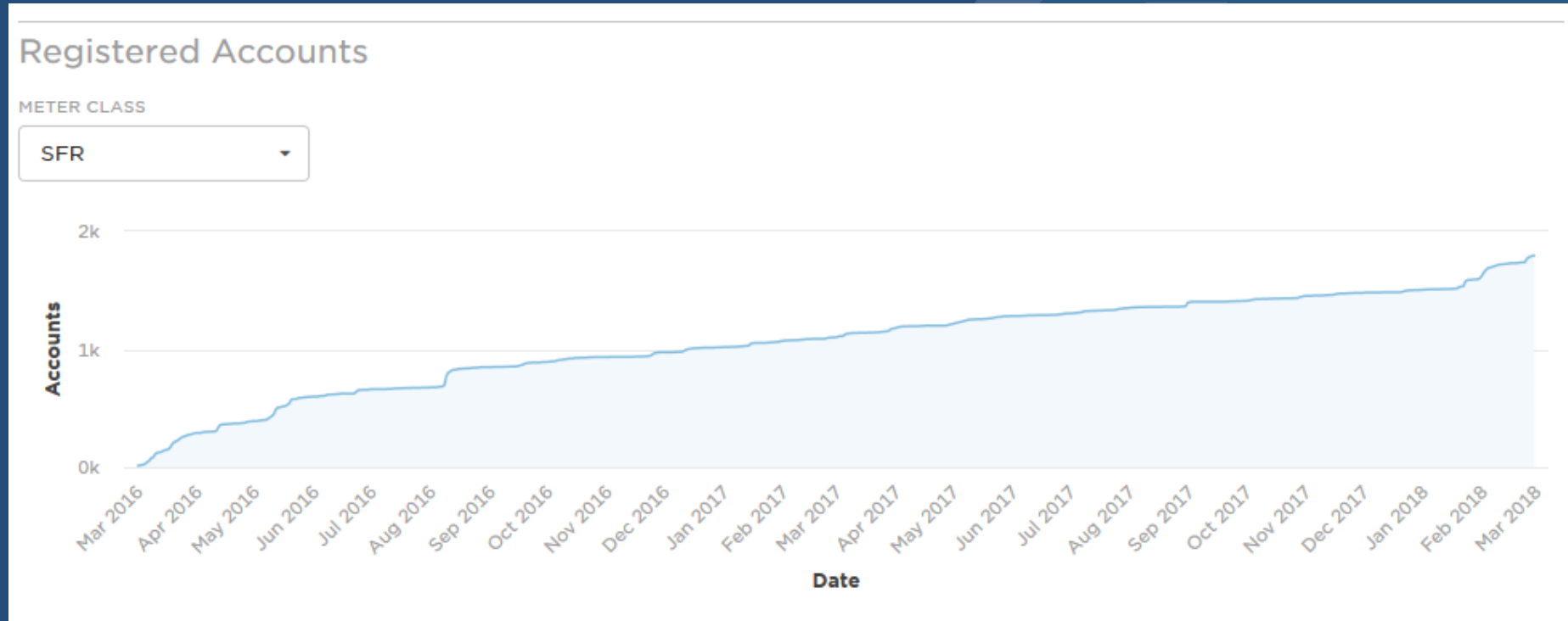
Commercial 11%

MFR 9.9%

SFR Accounts – 1,794 as of 2/27/18



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Water Conservation: >2%

Efficiency Study

APR 2016—DEC 2017

INFO

Participants

SEE ALL

- Water Report recipients
24,542 residential accounts
- Treatment
13,179 residential accounts
- Control
4,000 residential accounts

Treatment Effect (PRELIMINARY RESULTS)

2.3%

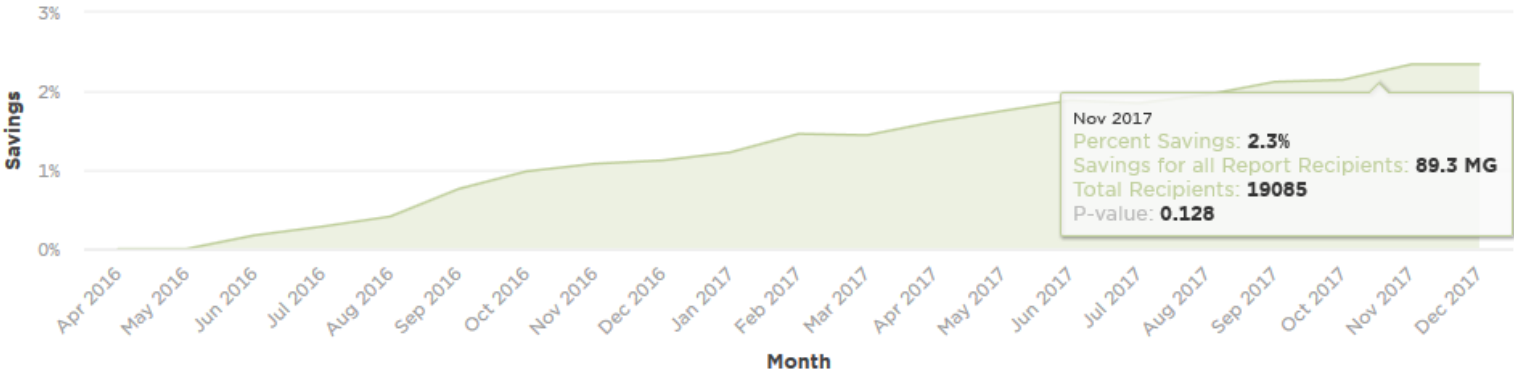
96.9 MG saved 129,569 CCF

Cumulative Savings

% SAVED

MG

The Program Impact on Water Consumption (Treatment Effect), from Apr 2016 to Dec 2017, is calculated [LESS ▲](#) using a randomized control group and a fixed effects (FE) regression model. The results are significant at the p = 0.128 level. The FE regression model controls for time period (month/year) and household account. The model also includes a set of indicator variables for each post period month which are used to determine the monthly savings. The savings in MG is calculated by applying the treatment effect to all Water Report recipients.



Home Water Report - print

WPB

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Public Utilities

WPB WaterSmart Program
Mayor's Office of Sustainability
401 Clematis Street
West Palm Beach, FL 33401

561.822.2005

wpbwatersmart@wpb.org

Your WaterScore

NOV 30 TO DEC 28, 2017

Way to go, WaterSaver!
You ranked in the top 20%.

Gallons Per Day (GPD)

2 CCF = 51 GPD

You

51 GPD

Top 20%

77 GPD

Average Households

128 GPD

Your water use is compared to homes in the City of WPB Public Utilities service area with 2 occupants and a similar yard size.

YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

SERVICE ADDRESS: 401 CLEMATIS STREET, SUSTAINABILITY
ACCOUNT NUMBER: 123-4567-89

GO PAPERLESS. SEE ALL INFO & PRODUCTS AT:
wpb.org/watersmart

U 0061 35506 V003 000027180 00026020
Penni Redford
401 Clematis Street Sustainability
West Palm Beach, FL 33401

Only rain down the drain

If you live or work near a storm drain please do not dump anything, including grass clippings, into the drainage system. This contaminates our water supply. If the system becomes blocked, water from heavy rainfall could back up into your lawn. Learn more at www.sfwmd.gov/community-residents/what-can-you-do

View your water use online

You are using **41% less** water than you did in the previous twelve-month period.

Jan Mar May Jul Sep Nov

previous current

Your personalized plan

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

Log on to update your profile

Save money and protect your home with the following actions:

Use a shower timer

Go green this holiday season!

Explore gardening resources

8

GALLONS PER DAY

\$35

DOLLARS PER YEAR

Make sustainable choices when you are shopping, traveling and choosing gifts.

Find outdoor conservation tips at www.floridayards.org

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

wpb.org/watersmart

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

Customer Portal View

Home

Billing

Track

Take Action

Settings

My Daily Use

232

Gallons Per Day

View use

Compare your past use

-43% ↓

For this billing period

GPD

206

Dec '15-Jan '16

406

Dec '16-Jan '17

232

Dec '17-Jan '18

My WaterScore

Nice Work

Dec 28 - Jan 25, 2018

Nice work, WaterSaver.

Continue to use water wisely.

Who am I compared to?

Top 20% 158 GPD

You 232 GPD

Average 257 GPD

Notifications


Reminder

Want Better Results?

Complete your home water-use p...

read more

Recommended




Choose Florida-Friendly plants

Savings up to


27 GPD

\$87/year

I Want To...

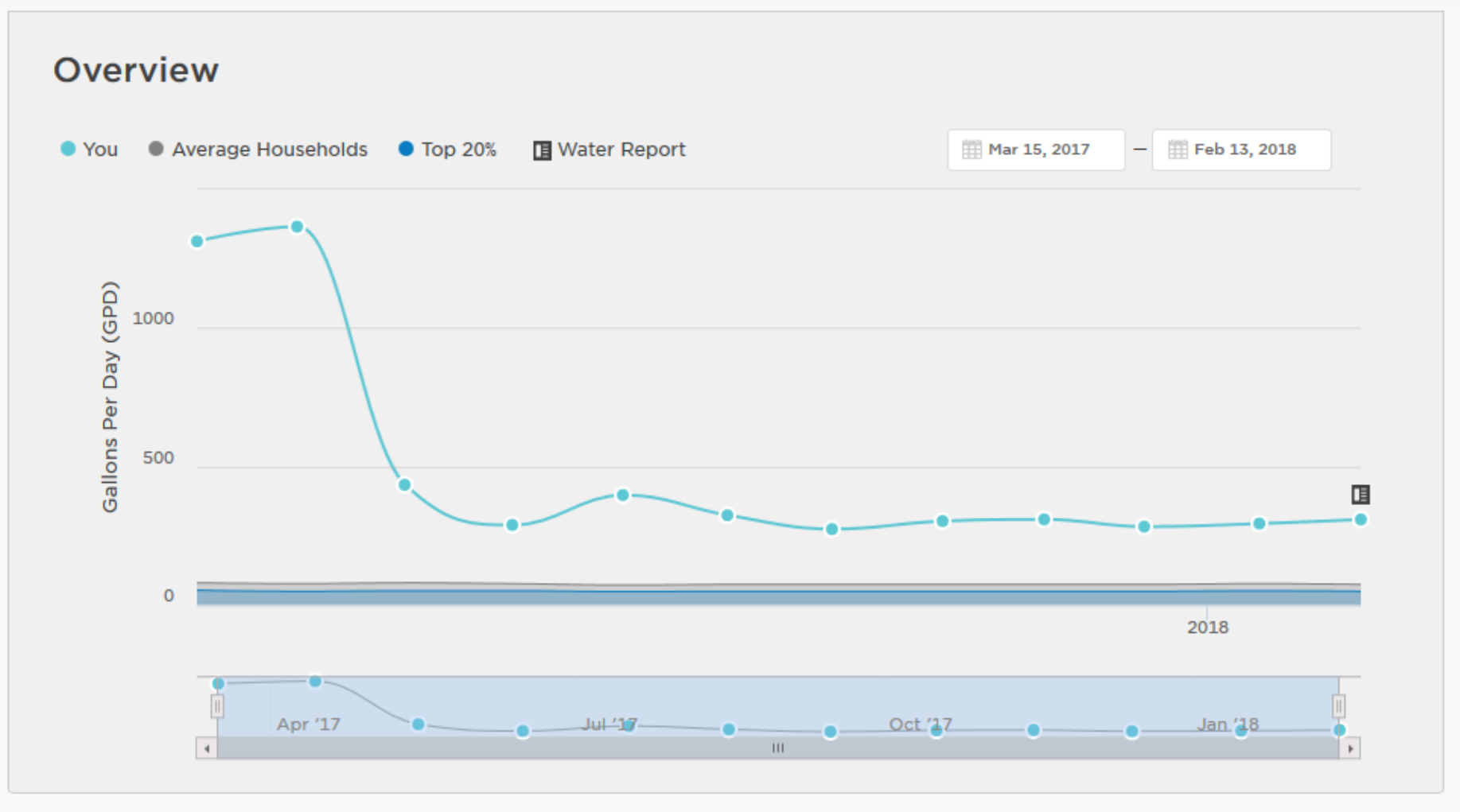


Check if I have a leak



Sign up for unusual use alerts

Water Use Tracking

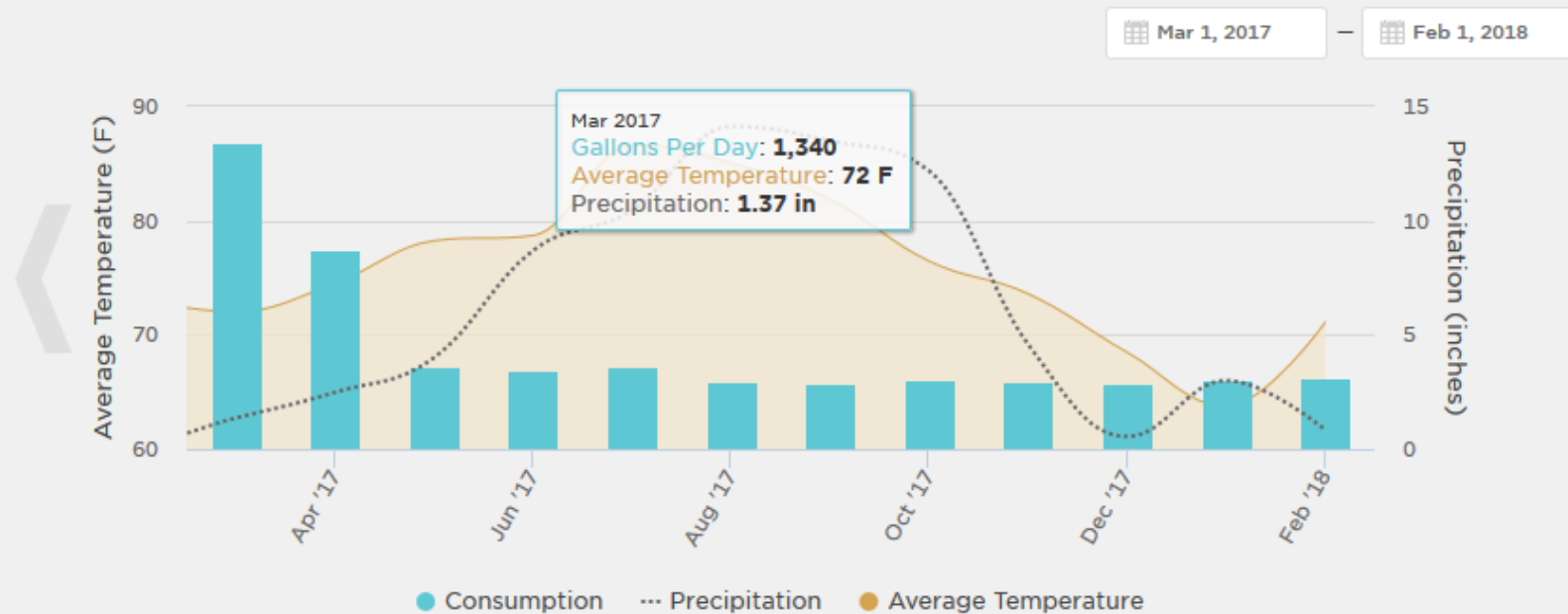


Seasonal Use Patterns



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Your Seasonal Use



Seasonal use

You use [less water](#) in the summer than in the winter. Note that your meter is read 12 times per year, which may make your water use appear less variable than it actually is.

Ways to save

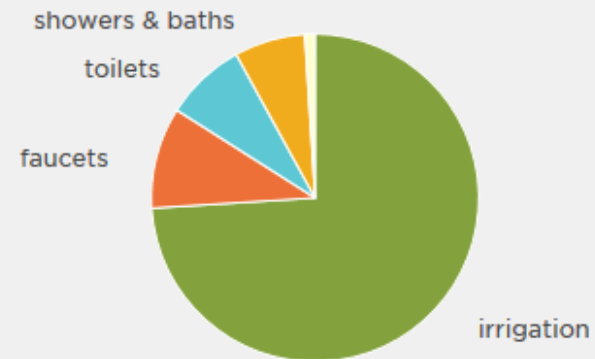
Usage Breakdown



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Utility Facing Dashboard

Estimating Your End Uses: 2017 - 2018



Biggest estimated use is irrigation

Based on your water use history, your household profile, and national averages, your biggest estimated end use is modeled to be irrigation. This model may not reflect your actual water use patterns.

[Update profile to improve estimates](#)

Recommended Actions

Recommended (6) Outdoor (30) Indoor (32) Resources (4) All (66)

Recommended Actions

Selected based on your [Household Profile](#).

Gallons Per Day (GPD) ⓘ

Don't put fats, oils or grease do...



[Read more](#)

Protect yourself, prevent mosqu...



[Read more](#)

Check shallow-rooted plants



[Read more](#)

Choose Florida-Friendly plants



[Read more](#)

Stop Irrigating When It Rains



[Read more](#)

Water at Dawn or Dusk



[Read more](#)

Savings up to... **172 GPD** **\$547/yr**

Savings up to... **47 GPD** **\$149/yr**

Savings up to... **35 GPD** **\$112/yr**

Lessons Learned



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- Takes some time to customize for your messages
- Needs to integrate with your Customer Service systems
- Can be costly – utilize everything to get your best value
- Engagement is key, use messaging for events, reports, incentives
- Customers love it – once they understand it
- Keep engaging (marketing) in multiple mediums

Thank you!



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Happy Friday!

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