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WaterSmart Software Comment Letter Regarding Docket 16-OII-01

Additional submitted attachment is included below.

October 27, 2016

Andrew McAllister
California Energy Commission
Dockets Office
MS-4 Re: Docket No. 16-OII-01
1516 Ninth Street Sacramento, CA 95814-5512

Dear Mr. McAllister:

We appreciate the opportunity to share comments on Docket Number 16-OII-01 in response to Executive Order B-37-16. We applaud the California Energy Commission for inviting stakeholders to submit information for the certification of innovative water conservation and water loss detection and control technologies that also support energy efficiency. WaterSmart Software has performed extensive work and research on water conservation and leak alerting strategies for its customers, and believes these experiences can prove valuable to State Agencies as they address Drought Executive Order B-37-16.

WaterSmart Software (WaterSmart) is the seminal innovator in Behavioral Water Efficiency technology. Using a unique combination of behavioral psychology, data analytics and cloud computing, WaterSmart generates personalized Water Reports and online portal for water consumers, which compares consumption to properties with similar characteristics (size, irrigable area, occupants, etc.) and makes property specific water savings recommendations. WaterSmart solutions are proven to improve water-use efficiency by up to 5% while doubling customer satisfaction and tripling levels of engagement. WaterSmart solutions savings are split: roughly 40% resulting from indoor activities and the remaining 60% resulting from outdoor activities.

WaterSmart has been commercially proven over the past five years and is currently in use by more than 50 water utilities throughout the United States from coast-to-coast. The company is now managing data from nearly 3 million water meters, which represents 3% of the total meters in the United States and is the single largest aggregation of water-use data in the country. The company has cumulatively saved 4 billion gallons of water and more than 25,000 tons of CO₂e since its founding.

According to the EPA, household leaks can waste up to 1 trillion gallons of water annually. WaterSmart offers the first and only closed-loop leak alerting and resolution system. With an algorithm to determine where water use and leaks are

occurring, this system leads customers through a seamless process to find and fix the leak, while providing resolution information back to the utility. WaterSmart can deliver water-use and leak notifications for both AMI and non-AMI accounts, with additional granularity and sensitivity available for AMI meters. So far, WaterSmart has detected over 200,000 leaks. Attributed savings from WaterSmart's leak detection services have cumulated to over 13 million gallons of water and over 60,000 kWh.

Sending leak alerts to residential customers without resolution instructions is a recipe for customer frustration and avoidable support calls. WaterSmart addresses this with a simple interface that helps customers find and resolve leaks on their own. WaterSmart's system requires no login, which reduces friction and increases leak alert click-through rates by 100 percent. WaterSmart's intelligent leak detection algorithm adjusts to a customer's unique usage, reducing future false positive alerts, while capturing all leak alerting and resolution data for easy customer service access. Using this feedback loop with customers, WaterSmart has documented that of the leaks that households were able to identify, approximately 45% come from irrigation systems, 20% from toilets, 13% from faucets, and 6% from pipes. The alerting system also detects large water use events such as pool filling (slightly less than half of non-leak irregular use events) or deep watering for irrigation (about 20% of non-leak irregular use).

We thank you for the opportunity to submit comments on the Informational Proceeding and the need for innovative Water Conservation and Water Loss Detection and Controls Technologies in accomplishing California's ambitious and laudable water and energy conservation goals.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter Yolles". The signature is fluid and cursive, with the first name "Peter" being more prominent than the last name "Yolles".

Peter Yolles
Founder, Chief Policy Officer