

Water Conservation: Are You Ready to H2Oscore?

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The Problem to Solve

Milwaukee 841 N. Broadway, Rm. 406
Milwaukee, WI 53202-3687

For Customer Service Information,
Please See Reverse Side.

BILLING DATE 10/03/11
NEXT READING DATE
TOWN MILWAUKEE
CLASS RES-MILWAUK
NAME ON ACCOUNT ANN VERMUT

METER NUMBER(S)	FROM			TO			DESCRIPTION	CONSUMPTION 100 CUBIC FEET	TYPE
	DATE	PREVIOUS READING	READ CODE	DATE	PRESENT READING	READ CODE			
92797824	06/07/11	1243	AMR	09/09/11	1255	AMR	WATER	12	Ccf

PREVIOUS ACTIVITY

Previous Billing \$161.65
Payment 7/27/11 - THANK YOU 161.65-

Balance Forward \$0.00

CURRENT CHARGES FOR MUNICIPAL SERVICES

Water Charges

Water Service Charge 20.28
Water Usage Charge 12 Ccf 20.16

MMSD Sewer Treatment Charges

Sewer Treatment Service Charge 15.91
Sewer Treatment Usage Charge 12 Ccf 17.28

City Charges

Local Sewerage Charge 12 Ccf 13.92
Storm Water Mgmt Charge 1 ERU 14.22
Solid Waste Charge 12.04

What we want to avoid



Can We Conserve Differently?



Can We Conserve Differently?

May 2011 – Early prototype launched



ard | h2oscor... x
localhost:8086/dashboard
bookmark Subscribe... Other

David Snopek's account | Logout

h2oscore.com

Main About Us Water at Home Water in Business Blog

Dashboard

Add a block

Usage chart

Average gallons per day

Date	Average gallons per day
Jun 10	160
Sep 10	140
Dec 10	135
Mar 11	132
Jun 11	130

Current score

Gallons per day (average): **131**
With # resident(s): **3 people**
Percent from average: **56% less**
Percentile (lower is better): **8th**

Tips

- Kitchen
- Bathroom
- Yard
- Washing machine

Usage chart

Score (1-100, lower is better)

Date	Usage percentile
Jun 10	10
Sep 10	10
Dec 10	10
Mar 11	10
Jun 11	8

How H2O Efficient are You...

Address: *
ex: 123 N Fake St

City, State or Zip code: *
ex: Milwaukee, WI or 53217

People in your household: *
--

Submit

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Our water conservation story

What has your front lawn done for YOU lately? 5 reasons to trade in the turf for native landscaping
By Nathan Conroy on 2011-06-28 14:16

What's in a Washing Machine?!
By Kirsten Nelson on 2011-06-27 18:53

Who'll Stop the Rain?
By Vivian Hoke on 2011-06-27 08:49

Put Your Water Where Your Roots Are
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Water Aerators-Instant Conservation!
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Can We Conserve Differently?

May 2011 – Early H2Oscore prototype launched

June 2011 – Partnership with UW-Whitewater, City of Whitewater and H2Oscore to study effects of rate increase and real time water use dashboard on water use patterns.



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June 2012 – First residents begin activating H2Oscore dashboards

Consumption:

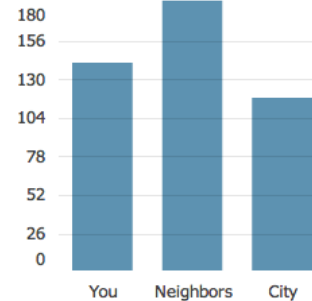
City records show your household averaged

139

gallons of water per day (GPD) over the last billing cycle

Comparisons:

(Lower is better)



Rank vs Neighbors:

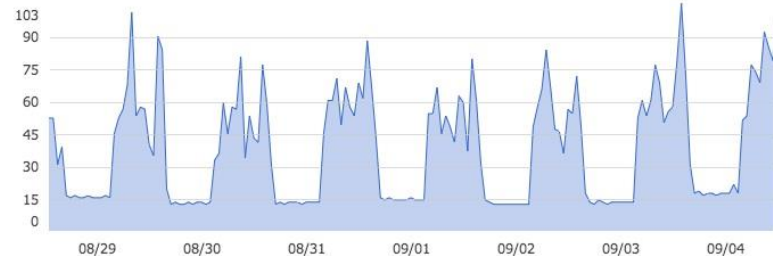
(Lower is better)



Your household rank is 34 of 103 in your neighborhood.

Your H2Oscore Water Tracker

Gallons Per Hour (Lower is better)



H2Oscore ConserveDifferently
Empower - Connect - Reward



Local Residents - Green Businesses - Sustainable Communities

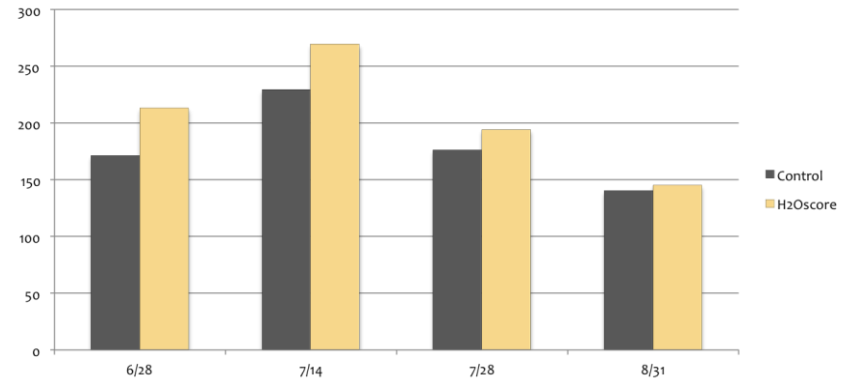
Pilot Test

- ~1700 Whitewater residents receive invitation to participate.
 - Letter explaining project and including special access code to use to create account.
 - Pre-test of attitudes toward water conservation and environmental awareness
 - 142 households activated accounts on H2Oscore accounts.

Early Success...but

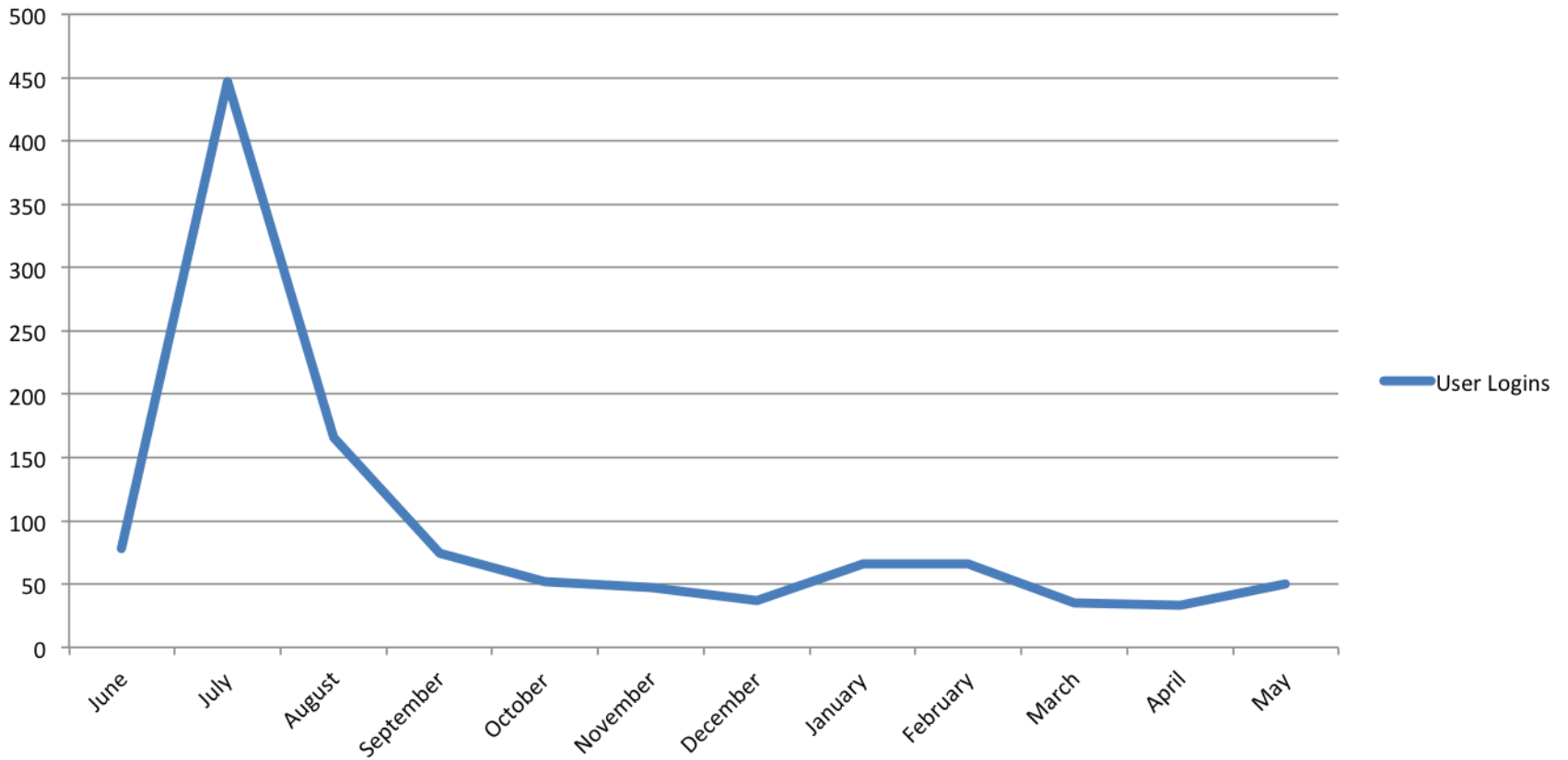
What We Found

- Before signing up with H2Oscore, participants averaged 213 GPD
- By the end of August, participants down to 148 GPD.
- Compared to Control Group of 600 random households who declined from 171 GPD to 144 GPD.



User Logins by Month Whitewater

User Logins



Why the dropoff?

- No follow up communication
- No new “goals” to achieve
- “Water use” is boring!

- Simply providing a “dashboard” or “customer portal” is only going to engage a small portion of the community.

Is Water Conservation Good or Bad for the Utility?

Whitewater

- Revenue
 - 2010 Operating Revenue:
\$1.4 million
 - 2012 Operating Revenue:
\$1.8 million
- Residential Sales
 - 2010: 125,168,000 ->
\$437,587
 - 2012: 135,987,000 ->
\$520,546

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Mukwonago

- Revenue
 - 2010 Operating Revenue: \$1.5 million
 - 2012 Operating Revenue: \$1.8 million
- Residential Sales
 - 2010: 120,256,000-> \$600,056
 - 2012: 125,216,000 -> \$779,804

Conclusions from Pilot

- A few residents responded enthusiastically to the information and made substantial changes to their water habits
- Many looked once or twice, but never returned
- Most often residents would log in when they received their bill in the mail

Phase II: Conservation Rewards

- Contract with Whitewater extended in September, 2013 to introduce “Conservation Rewards” program.
- Local business agree to redeem earned rewards for in-store credit.
- Residents earn rewards when they achieve year-over-year reductions in their monthly water usage. A penny per gallon saved.

Can We Conserve Differently?

October 2012 – H2Oscore Conservation Rewards pilot launched in Milwaukee

June 2013 – Grafton becomes first community to get dashboards and rewards

July 2013 – Waukesha joins H2Oscore and offers Rewards to residents

September 2013 – Whitewater extends its pilot to include all residents and Conservation Rewards program



George,

You currently have
\$7.64
worth of Rewards to Redeem

Thank you!

Now, increase your impact on the local economy and environment:
Redeem your Rewards with a local business!

- Slowpokes Local Food
- Downtown Pizza
- YogaOne Studio
- Grafton Pub & Bowl
- Earth Rite Builders
- In Good Health
- Unified Body Wellness Institute
- Blue Sky Massage
- Neutral Ground Martial Arts & Fitness
- Lillie's Weeds
- The Conscious Bath Co.

Slowpokes Local Food



1229 12th Ave.
Grafton, WI 53024
[Visit website](#)
(262) 375-5522

Deal Details:

Redeem up to \$5 in Rewards towards your next purchase.

Redeem up to
\$5.00
worth of Rewards towards this deal

Enter the amount of Rewards you wish to redeem

\$

Redeem

Sustainability Message:

The Mission of Slow Pokes Local Food is to provide local sustainability raised and organic products direct from area farms; provide age-appropriate educational opportunities and information which will empower individuals to take better care of themselves.

H2Oscore **Conserve Differently**
Empower - Connect - Reward



Local Residents - Green Businesses - Sustainable Communities

Frequently Asked Questions

- How does it work?
 - H2Oscore works with the data utilities already collect on water use.
 - AMI cities get to take advantage of real time data
 - Easy integration with billing system means little to no extra staff time required.

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 - Easy integration with billing system means little to no extra staff time required.
- How do businesses get involved?
 - H2Oscore staff are responsible for business outreach
 - Rewards participation is free for businesses
 - Some business elect to become “community sponsors” of the program

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- How is customer privacy protected?
 - H2Oscore is “opt-in” so only residents who activate their accounts hear from us.
 - All other information is kept strictly confidential in accordance with state law and our stated privacy policy

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- How much does it cost?
 - We believe H2Oscore dashboards should be free – for everyone.
 - We ask the municipality for a small yearly fee to help cover the costs of administering the rewards program.
 - Community sponsors also help defray costs