



Water Conservation Program Update

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Environmental Conservation Program Manager

About Austin Water

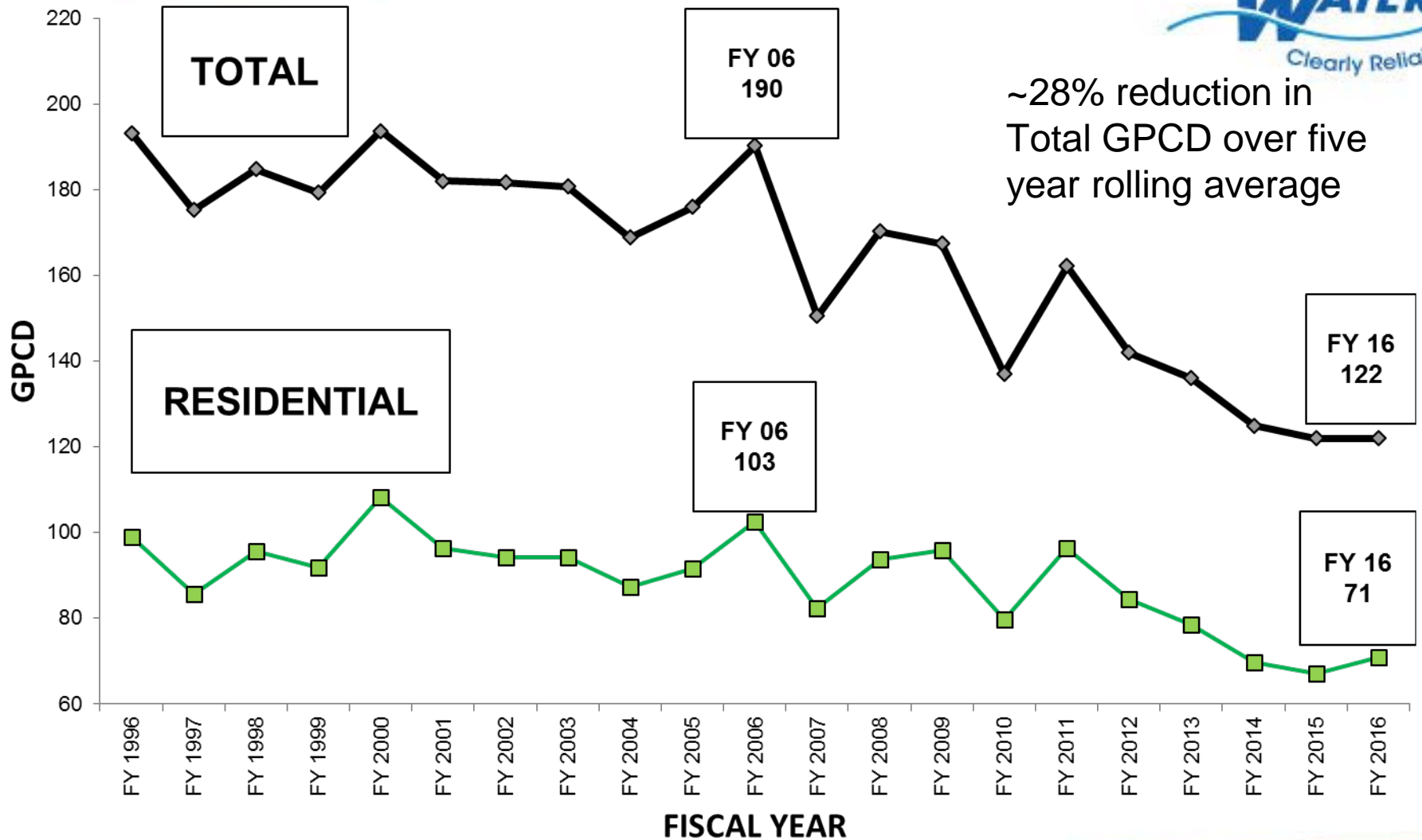
- Large metropolitan utility
 - 548 square miles
 - 225,000+ connections
 - 1,000,000 customers
 - 3,807 miles of mains
(both transmission and distribution)
- 100% surface water from lower Colorado River
 - Firm water rights backed by stored water contract up to 325,000 acre-feet/year
 - Peak withdrawal ~ 175,000 AFY; average 140,000 AFY



Mature conservation program

- Active/evolving conservation programs since 1983
- Early emphasis on efficient fixtures; later emphasis on efficient practices & regulations
- Council mandates in 2006, 2007, 2010 and 2014
- Peak day and total GPCD goals
- Peaking factor and delay water supply contract payment





Incentive program trends

- Traditional “low hanging fruit” implemented
- Many programs phased out due to federal manufacturing standards, market saturation, and state/local requirements
- Shifting focus to high use areas, auxiliary water, higher standards for new development, and innovative technology and methods



Rebates & Services

- Incentive Programs

- Rainwater Harvesting
- Irrigation System Upgrades
- Landscape conversions
- Pressure Reduction
- Commercial Process Rebates
- Irrigation Evaluations

- Free Equipment

- Showerheads & Aerators, Soil Moisture Meters

- Discontinued

- Toilets, clothes washers, hot water on demand, rain gauges, ICI/MF irrigation repairs

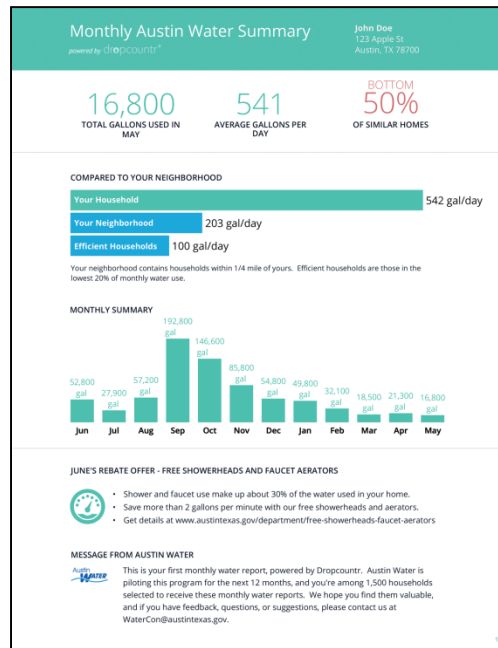


Dropcountr

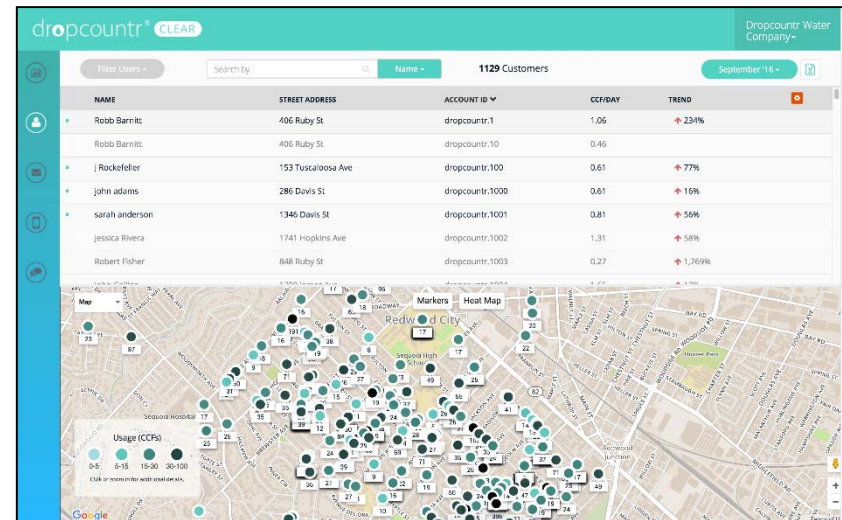
- “Native” mobile app and web based
- Custom home water use reports
- Analytics package
- Push alerts
- Intuitive
- Flexibility
- Cost



Dropcountr HOME App



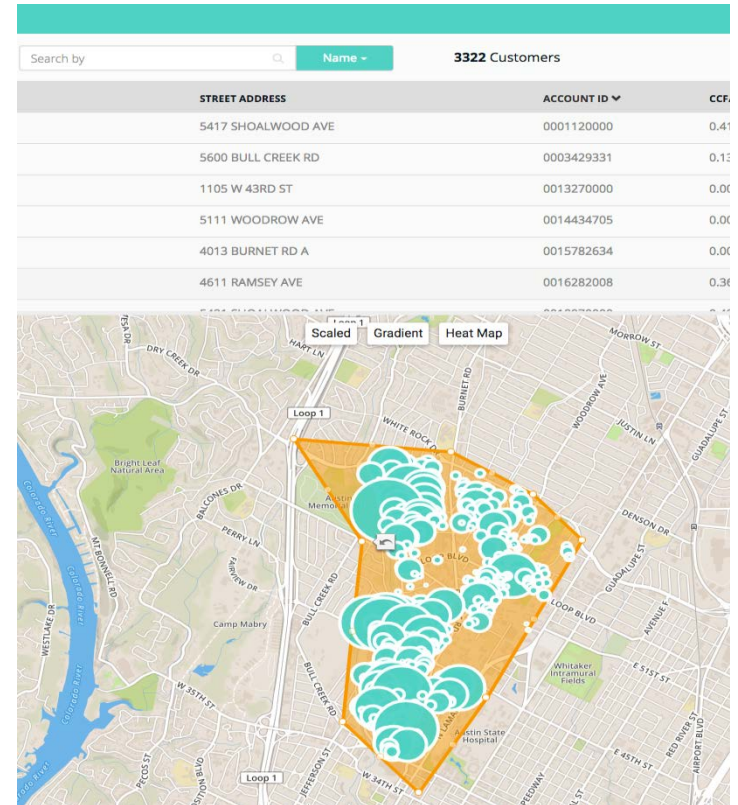
Mailed Home Water Report










Dropcountr CLEAR Analytics Platform

Provide actionable information

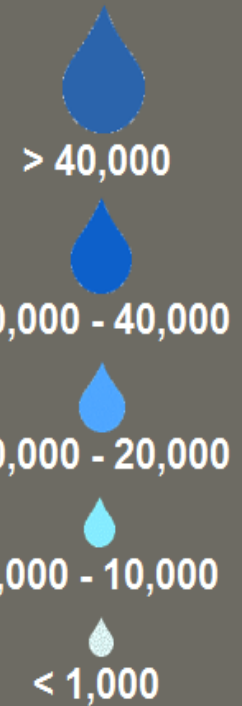
- Contextual water usage
- Rate tiers and costs
- Suggested measures, and fixtures
- Goal setting/surveys
- Leak notifications
- Push alerts (e.g., service outages, boil water notices, smoke testing, line breaks/repairs)



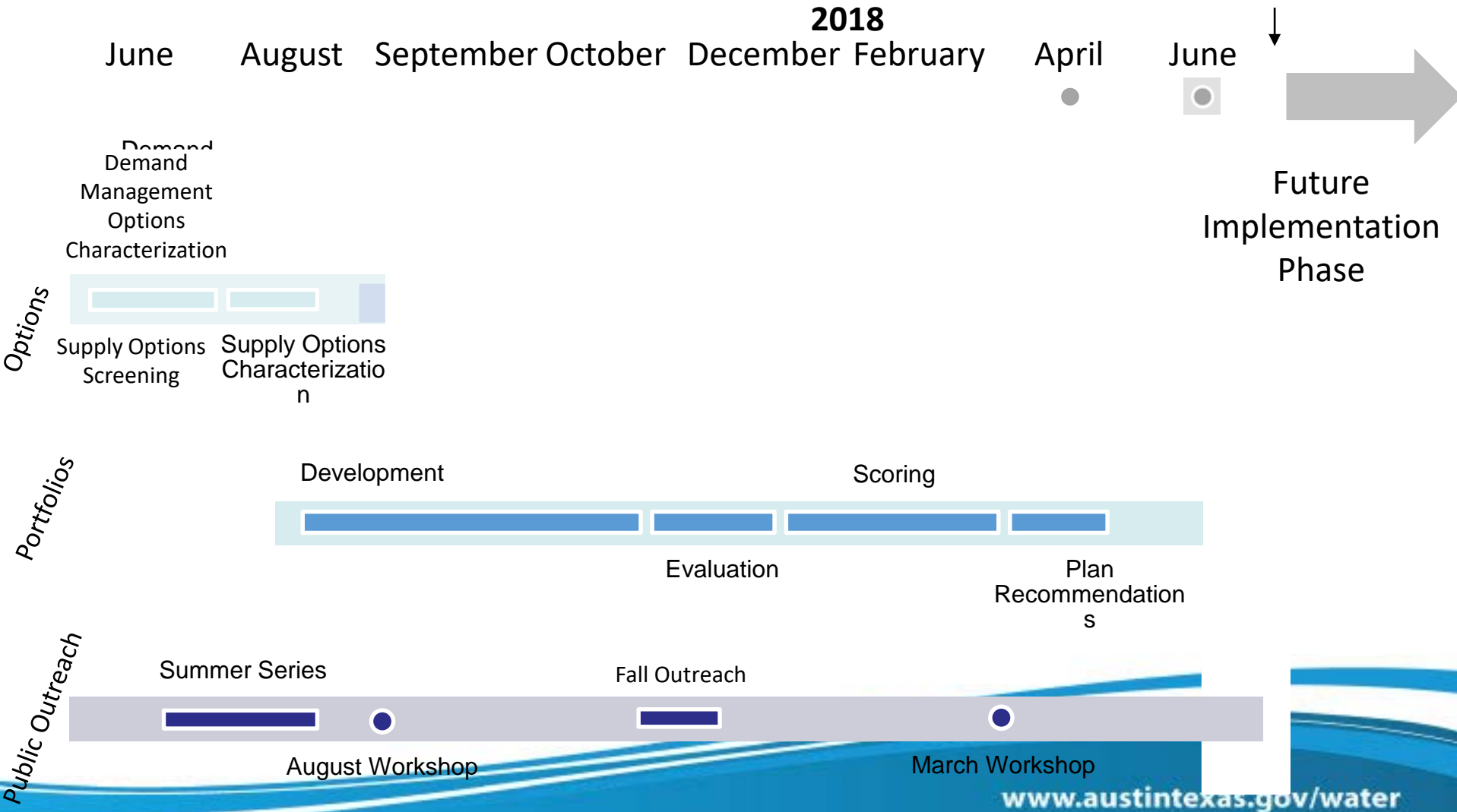
Water Forward Demand Strategies

Measure Name	Yield Potential 2115
Landscape Transformation Ordinance	
Benchmarking	
AMI	
Water Loss Control – Utility	
Landscape Transformation Incentives	
Irrigation Efficiency Incentives	
CII Ordinance for Cooling Towers	

Relative Magnitude of Yield (Acre-Feet)



IWRP Project Timeline



What's Next

- Provide Spanish language version
- AMI pilot study
 - Cost and technical feasibility study
 - Up to 160 smart meter pilot participants with near real time water use data and leak alerts
- Explore possibility of ICI/MF portals





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