

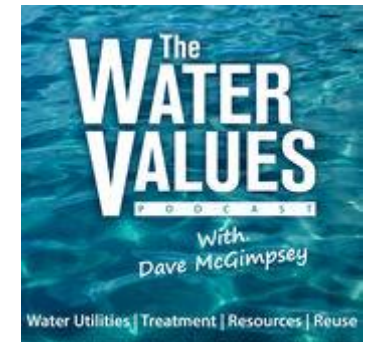
Some thoughts on messaging ...



Let's hear from an expert



Dave McGimpsey interviews George Hawkins, CEO of DC Water, on the Water Values Podcast (Change Leadership episode)



<http://www.podcasts.com/the-water-values-podcast-44/episode/change-leadership-with-dc-water-ceo-george-hawkins>





The water utility is like the office IT guys



If you want your story told, you tell it.





We learn through stories





For mere pennies a gallon ...





Your customers get this ...





... and not this ...





Bottled water costs up to 300x tap water



In typical 500ml bottles it's \$7.50/gallon



Messaging costs

Service and cost are directly related





But don't assume your customers
understand your message ...



utility?

What would your Customers say
about the utility?





utility?

What would the Governing Body say about the utility?

Does the Governing Body set the overall vision regarding what they want the utility to be?

Is that message shared throughout the utility?





utility?

What about the utility staff?





Your Utility Story ...



Communication & Conversation





Conservation messaging...

Shaking the handle won't fix the leak even if you
Jiggle it.

Repairing home plumbing leaks – can save hundreds of gallons a day.



San Francisco
Water Power Sewer
Servants of the San Francisco Public Utilities Commission

We're in a drought! Hetch Hetchy
water – too good to waste.
sfwater.org/conservation



#DroughtSF

Cute, but not that effective



How about this?

When showering, make it a

Quickie.

Shorten showers – save 2.5
gallons per minute.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



San Francisco
Water Power Sewer
San Francisco Public Utilities Commission

What do these even mean?

**save
water**



A dripping tap can waste over 20,000 ltr. of water evry year.



Save Water ... Save Life

Act Before it turns into a reality.

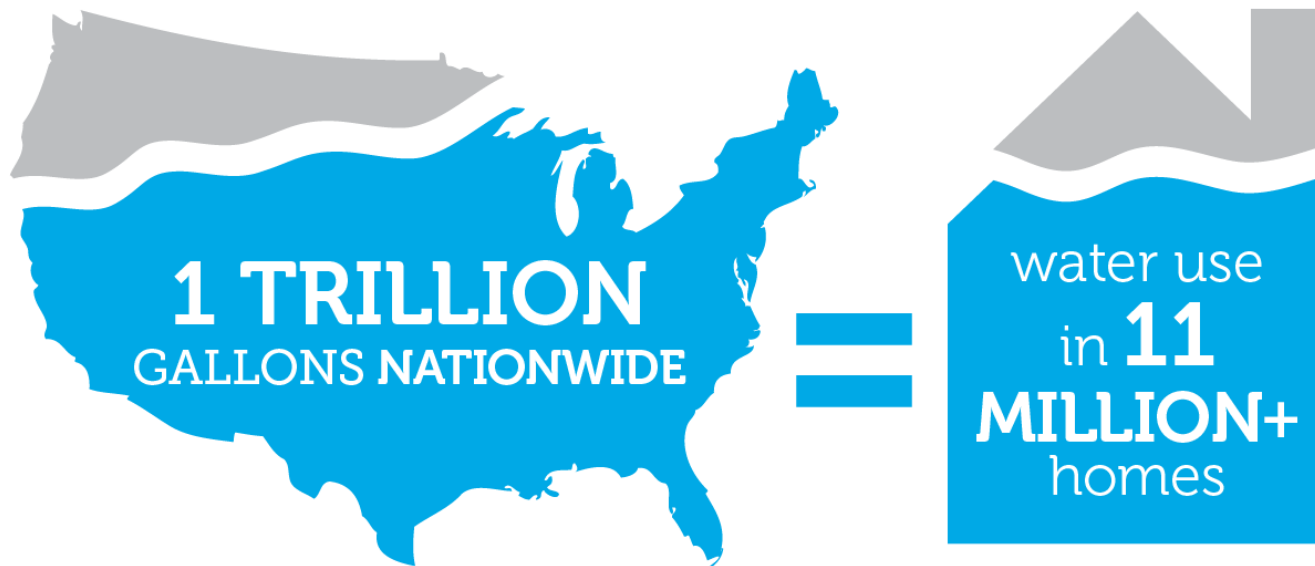


Recharge Ground Water

Denver Water







Eh...



HOUSEHOLD LEAKS WASTE



=



$$\begin{array}{r} 10,000 \text{ gal} \\ \times \$7.50 \\ \hline \$75,000 \end{array}$$

*Average U.S. family per year





You can use humor: Denver Water





Denver Water



Tell your story ...





Money not spent = breaks





That drip is 2000 gallons a year...



\$15,000 at bottled water prices...

utility?

Communicating with your...



Water Budget Explanation

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LAGUNA BEACH
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Water Budget Based Rate Structure

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In 2011, the District implemented a Tiered Rate Structure based on property specific Water Budgets. Tiered rates provide customers with an economic incentive to use water efficiently and pass on the higher costs associated with conservation programs and development of supplemental water sources to those who use water inefficiently.



- Water budgets promote efficient water use by providing enough water for typical, yet efficient, water use indoors and outdoors without penalty. Budgets are property specific and take into account different water use factors depending on whether you have a single-family, multi-family, commercial/industrial/institutional, mixed use, or irrigation-only water account. Since approximately 50 percent of a typical customers water use is for irrigation, the water budget focuses on weather and irrigation data, allowing more water in the summer months.
- Water budgets allow you to decide how to use your budgeted water. If you want to use more water for a flower garden, you might consider areas of your yard where you can cut back or you might make sure to have water-efficient appliances and implement water-saving practices for your family. Water budgets are about choice. As long as you're not over watering or wasting water in other ways, you should have plenty of water for your indoor needs and to maintain a healthy landscape.
- Water budgets enable the District to reduce water demand quickly in the case of unexpected water shortages. For example, if the District were to experience a prolonged infrastructure emergency, such as a water main break, imposing watering restrictions would be a last resort. Instead, the District would lower water budgets and let you determine how to use your budgeted water allotment.

How your water budget is calculated

Your Water Budget is the amount of water your household or business requires each two-month billing period. The

Water Budget Calculator



Irvine Ranch Water District

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IRWD customer bills are calculated using [IRWD's Budget Based Rate Structure](#). This rate structure provides you with the water you need and promotes water conservation and efficient use of water.

The idea behind this calculator is that you can see how your bill will change, depending upon how much water (measured in CCFs) you use during the month. Remember that one CCF is equal to about 748 gallons. The calculator is based on an average residential family of four with a home that uses a 5/8" size meter, has .03 acres of irrigated property and no variances.

This rate calculator uses Proposed FY17-18 [IRWD rates](#) effective July 1, 2017 and can be used to estimate your bill with proposed IRWD rates. To see how your bill will change depending upon how much water you use, just slide the bar to adjust the number of CCFs.

Please note: This online calculator is for estimating purposes only. Your actual bill may vary. If you need assistance or have specific questions about your water bill, please contact an IRWD Customer Service Specialist at customerservice@irwd.com or call 949-453-5300.

This rate calculator does not require an account number, if you would like to use a calculator that is specific to your account [please click here](#).

Water Budget Calculator

Select your Account Type.



Single Family



Multi-Family



Landscape

4

of people
in your home

1306.80

Landscape
area (Sq Ft)

Explanation & Motivation

Understanding Monthly Residential Water Budget Tiers

Tier 1: Low Volume	Up to 40% of monthly water budget	Water Use within Monthly Budget
Tier 2: Base Rate	From 41% to 100% of monthly water budget	
Tier 3: Inefficient	101% to 140% of monthly water budget	Water use over Monthly Budget
Tier 4: Wasteful	141% and over of monthly water budget	

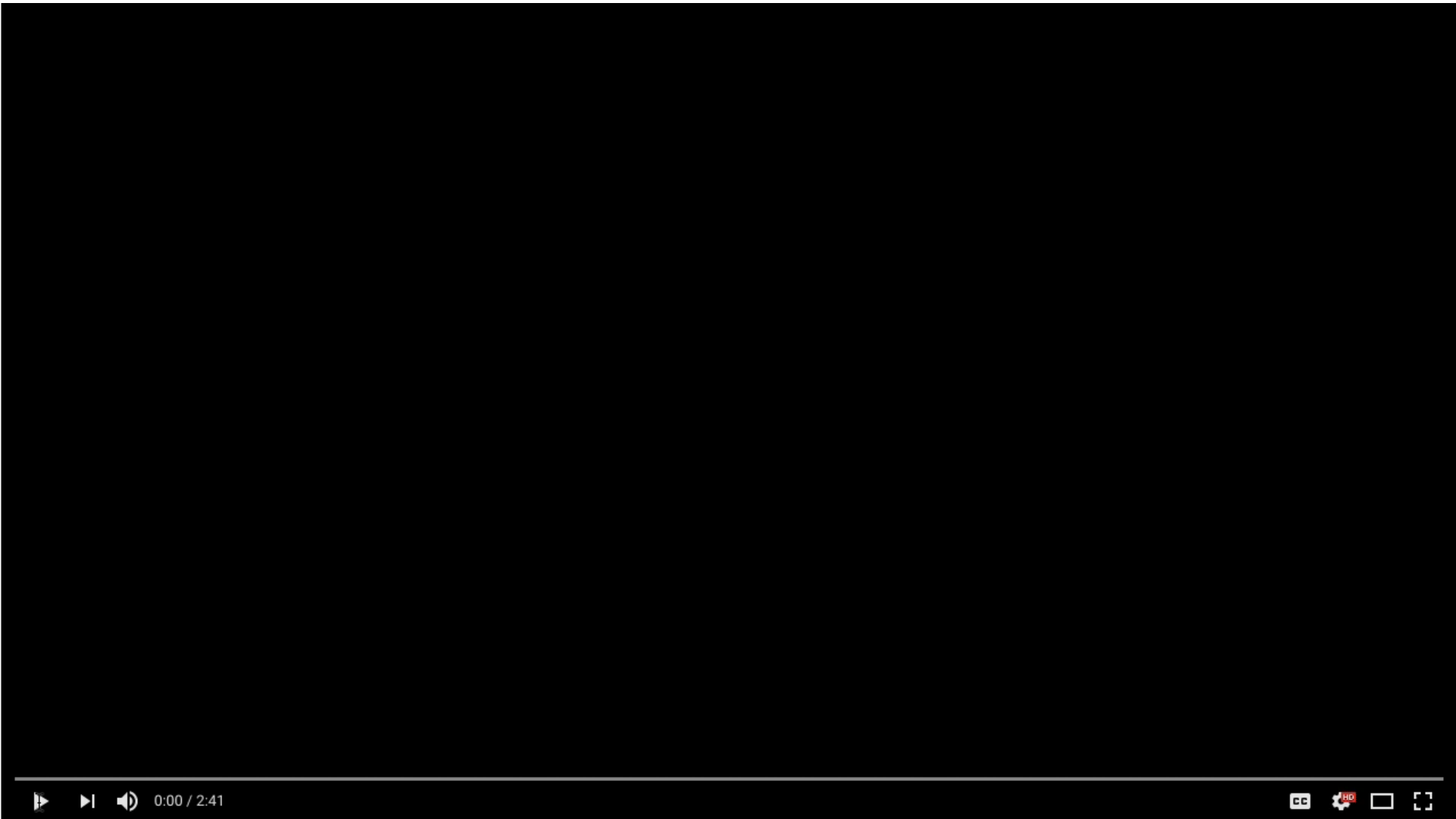
Monthly Water Rates for Fiscal Year 2017 -18

Irvine Ranch Rate Area - Residential Water Rates			
Tier	% of Monthly Water Budget Residential with Outdoor	% of Monthly Water Budget Multi- Family with No Outdoor	FY 2017-18 Rates Per CCF 1 CCF = 748 gallons
Tier 1 Low Volume	0 -40 %	0-50%	\$ 1.36
Tier 2 Base Rate*	41 -100%	51-100%	\$ 1.70
Tier 3 Inefficient	101-140%	101-120%	\$ 4.09
Tier 4 Wasteful	141+	121+	\$12.06








*your monthly water budget



But a video is worth 10,000 words





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**The City of Bloomington Radio Frequency Water Meter Installation Program
Frequently Asked Questions
January 2012**

1. How does the radio frequency (RF) device work?
The radio frequency (RF) water meters transmit a radio signal containing an encrypted meter number and meter reading that is received by a radio receiver in our marked City of Bloomington vehicle. Encryption of the data is a security feature that basically "scrambles" the data and makes the information unreadable except to a receiver that has the software to "unscramble" the data. The meter reading from that transmission is used to generate a water bill. The transmission lasts for 7 milliseconds (0.007 of one second) and occurs once every 14 seconds, using less than 100 milliwatts of power. This regular transmission allows the City of Bloomington marked meter reading vehicle to capture readings as it drives by and on-demand should a special reading (such a "final" reading for a tenant moving from an apartment) be required at any time. In other words, the meter transmits for about a total of 43 seconds a day from a single "D" cell battery that the manufacturer states will last 20 years.

2. What exactly will be installed at my property?
A radio transmitting device will be either added to your existing water meter or your existing water meter will be removed and replaced with a new water meter that contains a radio frequency device. The decision on replacing the meter in its entirety will be made at the time of change-out after the technician inspects the existing meter. If it is a newer meter, the RF unit will be added to the existing meter simply by changing the meter top. It transmits the reading and a unique ID from the meter to a receiver in a marked City vehicle.

3. So the water meter is the using the same technology but the way the water meter reading information is being collected is the upgraded technology?
Exactly, the water meter is the same style of meter that we have used for years in the City of Bloomington. The only change is the RF unit will now be added to the water meter to transmit the meter reading to the receiver once per month.

4. Is it necessary to have a RF unit installed with my water meter?
Yes. The new water meter with the RF unit attached or the RF unit attached to the existing water meter is required for future billing.

5. What if I don't want to have a RF device on my water meter?
This is not an option; all water meters will eventually have the RF device.

6. Are there options if I do not want the RF unit installed in my home?

Tell your story ...



