



December 5, 2016

Dawn Hessheimer
City of Brighton
500 S. 4th Avenue
Brighton, CO 80601

Dear Dawn,

Thank you again for the opportunity to submit a proposal to continue to proactively engage and educate the City of Brighton's customers on their water use through the WaterSmart program, which has been in place since 2014.

WaterSmart recognizes Brighton's ongoing efforts to engage all of its customers about their water use. WaterSmart will continue to help the city reach single-family residential (SFR), multi-family residential, (MFR), commercial, and other metered accounts, which have been part of the program.

As such, this multi-year proposal includes the same elements as the current (April 2016-March 2017) WaterSmart program: direct engagement and education through Water Reports; access to personalized water-use information via the Customer Portal; in-depth analytics and reporting on all of Brighton's metered accounts through the Utility Analytics Dashboard; and the ability to email all customers, while providing insight into this engagement, via the Dashboard's Group Messenger.

During Brighton's engagement with WaterSmart, more than 1,200 email addresses have been acquired through the Customer Portal and WaterSmart administered surveys. The City has taken advantage of Group Messenger, sending targeted emails to these customers, to promote their EcoFair and new irrigation schedule, resulting in high open rates: 46% and 57%, respectively. Additionally, water savings have been consistent throughout the program with more significant savings seen in drier months - August (2.8%) and September (2.7%) - resulting in a cumulative 78.1 acre feet of water saved.

Since WaterSmart first engaged with Brighton, we have been focusing on improving our solutions to provide more features that meet utilities' needs, including: Water Reports for all customer classes, Electronic Bill Presentment and Payments (EBPP); additional messaging surrounding budget structures and water resiliency; and electronic alerts (for non-AMI meters), as well as other tools, which enable customers to manage their water use more effectively with self-service options. We are confident that Brighton can build on the success of our partnership.

Thank you again for the opportunity to present this proposal and to work with the City of Brighton.

Sincerely,

A handwritten signature in cursive script, reading "Elisa Feinstein".

Elisa Feinstein
Senior Customer Success Manager
ellisa@watersmart.com

WaterSmart Software Proposal for the City of Brighton

WaterSmart's mission is to change the way the world uses water through a world-class customer engagement, behavioral water efficiency and data analytics platform. Using our technology-enabled services, utilities are able to better educate their consumers about how much water their household is using, how it compares to other similar homes, and how they can save water and money. These benefits translate into system-wide savings for utilities in the form of avoided costs for water, energy, treatment, and future capital investments, while ensuring sufficient supply and reliability of the community's most precious resource.

The primary components of the engagement and educational program consist of the following:

WaterSmart Water Reports: Water Reports are the primary communication component that WaterSmart uses in its outbound engagement programs. Water Reports for single-family residential (SFR) customers can include a WaterScore, a relative ranking of water consumption compared with average and efficient homes with similar characteristics, as well as customized water-saving recommendations. Alternatively, Water Reports, for SFR or non-SFR customers, can show historical water consumption, instead of a WaterScore and comparisons, as well as customized messages and recommendations.

Customer Portal: The Customer Portal (Portal) provides customers with a valuable tool to better understand their water-use, stay informed of news and events from their utility, identify possible leaks, and learn how they can manage their water consumption. The Portal features an integrated customer survey to gather important customer details related to occupancy, appliance age, water use behavior, and other important metrics. The Portal also enables current WaterSmart participants to add other users, such as tenants, property manager and family members, to their account so they see their water-usage. The Portal is available and accessible from any Internet enabled device (computer, tablet, smartphone). WaterSmart hosts the Customer Portal and is responsible for all maintenance and security.

Mobile App: The WaterSmart mobile web app is designed to provide customers with current account information and interactive alerting capabilities. Intended for use on any mobile device, the mobile app has a variety of features, including: the mobile household profile survey, seasonal usage and water-use disaggregation, step-by-step leak resolution instructions, detailed water-saving recommendations, and ability to post water-saving actions on social media, such as Facebook and Twitter.

Alerts and Notifications: WaterSmart provides alerts to residential customers to notify them of a potential leak. WaterSmart also provides the ability for residential and non-residential customers to get alerted when their usage has exceeded a self-selected consumption threshold. Alerts and notifications can be sent through multiple channels -- email, SMS text message, or automated voice call. Customers can opt-in for these alerts through Customer Preferences, which is accessible via their email Water Reports or their Customer Portal.



Utility Analytics Dashboard: The Dashboard's features powerful analytics, administrative reports and interactive maps to assist staff in making ongoing improvements to the program by deepening their understanding of target customers through an easy-to-use interface. The Dashboard shows reports regarding the WaterSmart program (e.g. participants, engagement statistics), customer consumption details and patterns (e.g. high users), analytics on possible leaks found on the customer side of the meter, customer service tools, and monitoring of compliance requirements, such as consumption goals and allocations. The Dashboard also provides the ability to quickly communicate easily to targeted groups of customers via Group Messenger.

Group Messenger: Group Messenger is a module within the Utility Analytics Dashboard that allows the Utility to send targeted, personalized messages to groups of customers quickly. The Utility can select from preloaded message templates or create their own, and select recipients quickly from preloaded lists or lists that they create via the Dashboard's Lists feature. Group Messenger tracks message delivery times, click and open rates, and other engagement metrics.

PROGRAM MEASUREMENT AND THIRD YEAR EVALUATION

Measurement is a core element of the WaterSmart program, allowing us to qualitatively assess the impact of the program. WaterSmart conducts a post-launch Customer Satisfaction survey to measure new program participants' satisfaction with the utility, awareness of the program, and water-saving actions.

SECURITY AND PRIVACY

WaterSmart does not share personally identifiable customer information or customer-specific water use information with any third party without prior consent from the City of Brighton. Data transferred to WaterSmart from the City of Brighton is stored in a database dedicated to the City of Brighton and its WaterSmart program.

PROGRAM AT A GLANCE

Program Overview

- Program Length: Three 12-month program terms
 1. April 1, 2017 – March 31, 2018
 2. April 1, 2018 – March 31, 2019
 3. April 1, 2019 – March 31, 2020
- Total Accounts: 10,483
 - 9,390 Single Family Residential (SFR)
 - Non-SFR accounts:
 - 192 Multi-Family Residential (MFR)
 - 701 Commercial
 - 200 Irrigation-only
- Meter Data: AMR and rolling reads

Water Reports

- Recipients: 9,000 SFR and non-SFR customers
- Frequency: 6 cycles per program term

Group Messenger

- Recipients: All customers

Threshold Alerts

- Recipients: All customers

Leak Alerts

- Recipients: All SFR customers (optional)

Utility Analytics Dashboard and Customer Portal

- Dashboard: Profiles for all accounts
- Portal: Access for all customers receiving Water Reports

Special Circumstances: None

Pricing

The price for services includes the following:

- Utility Analytics Dashboard for all 10,483 accounts with unlimited utility users – annual subscription includes access to and for all meter classes plus reporting, alerts & other features
- Group Messenger – all accounts with unlimited messages
- Customer Portal – mobile and online access for all accounts receiving WRs
 - Threshold alerts via voice, text or email for SFR and non-SFR accounts
 - Leak Alerts via voice, text or email for SFR accounts
- Water Reports – paper or email for current, 9,000, participating customers
- Customer Satisfaction/Water-Use Survey – measures WaterSmart participants' level of satisfaction with the City of Brighton, their water-use behavior and engagement
- Efficiency Study – measures savings between participating customers and Control Group members, who do not receive Water Reports
- Customer support - an in-person or web-based refresher training; presentation of the Survey results; and consultation on messaging and the use of features as necessary.
- Application hosting, software maintenance, and security

Pricing valid until February 28, 2017. Program fees are due at the start of each program term.

Table A: Program Fee based on a Multi-Year Program		
Item Summary	Annual Investment	Payment Due
Year 3 (April 1, 2017 – March 31, 2018): See above.	\$63,346	Quarterly
Year 4 (April 1, 2018 – March 31, 2019) See above (plus any new features that are added to the program within the Scope of Work)	\$62,078	March 1, 2018
Year 5 (April 1, 2019 – March 31, 2020): See above (plus any new features that are added to the program within the Scope of Work)	\$62,078	March 1, 2019

Appendix

WaterSmart Software Solution Screenshots

Figure 1: Water Report with Comparisons – Single Family Residential

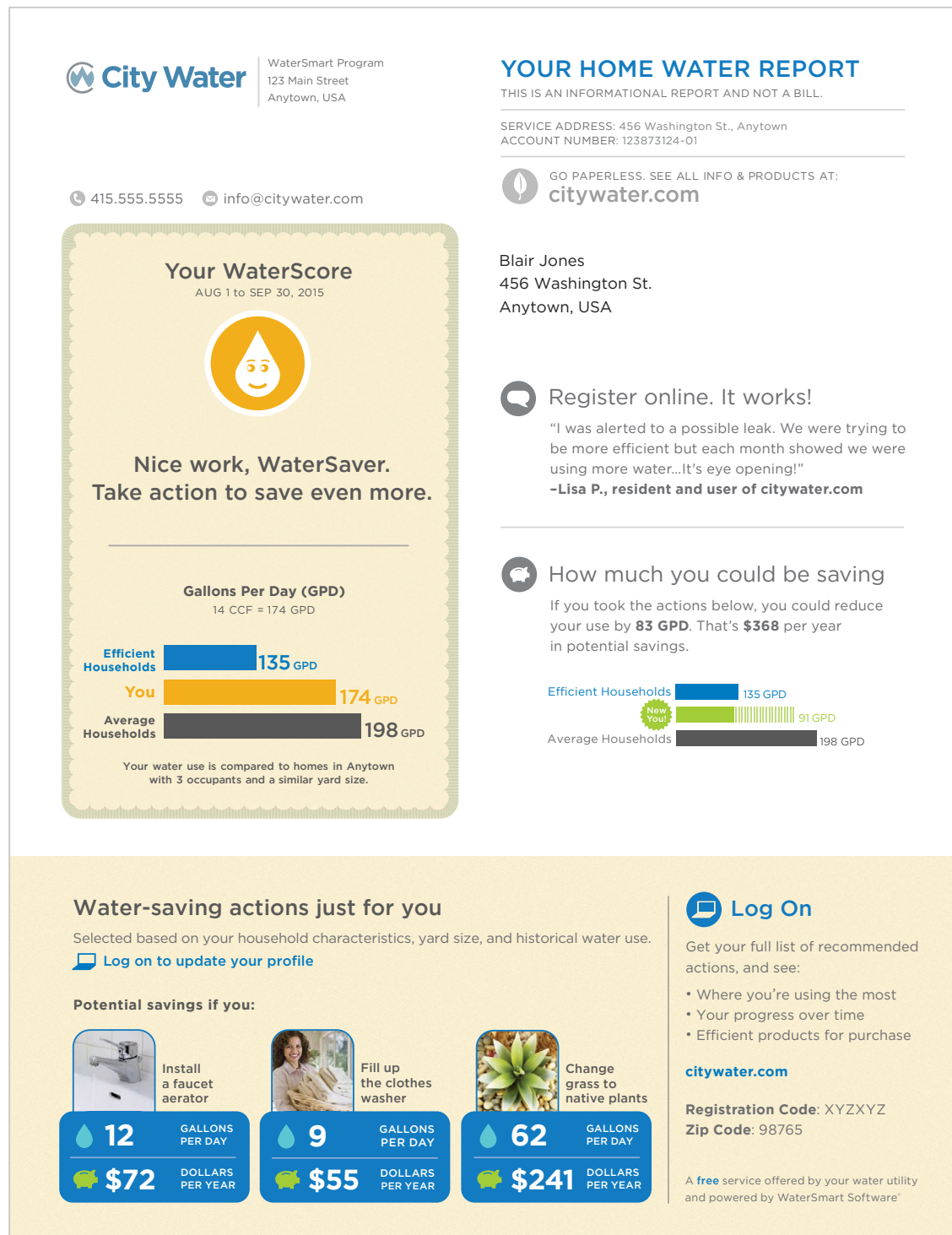


Figure 2: Water Report with Historical Use - Multi-Family Residential

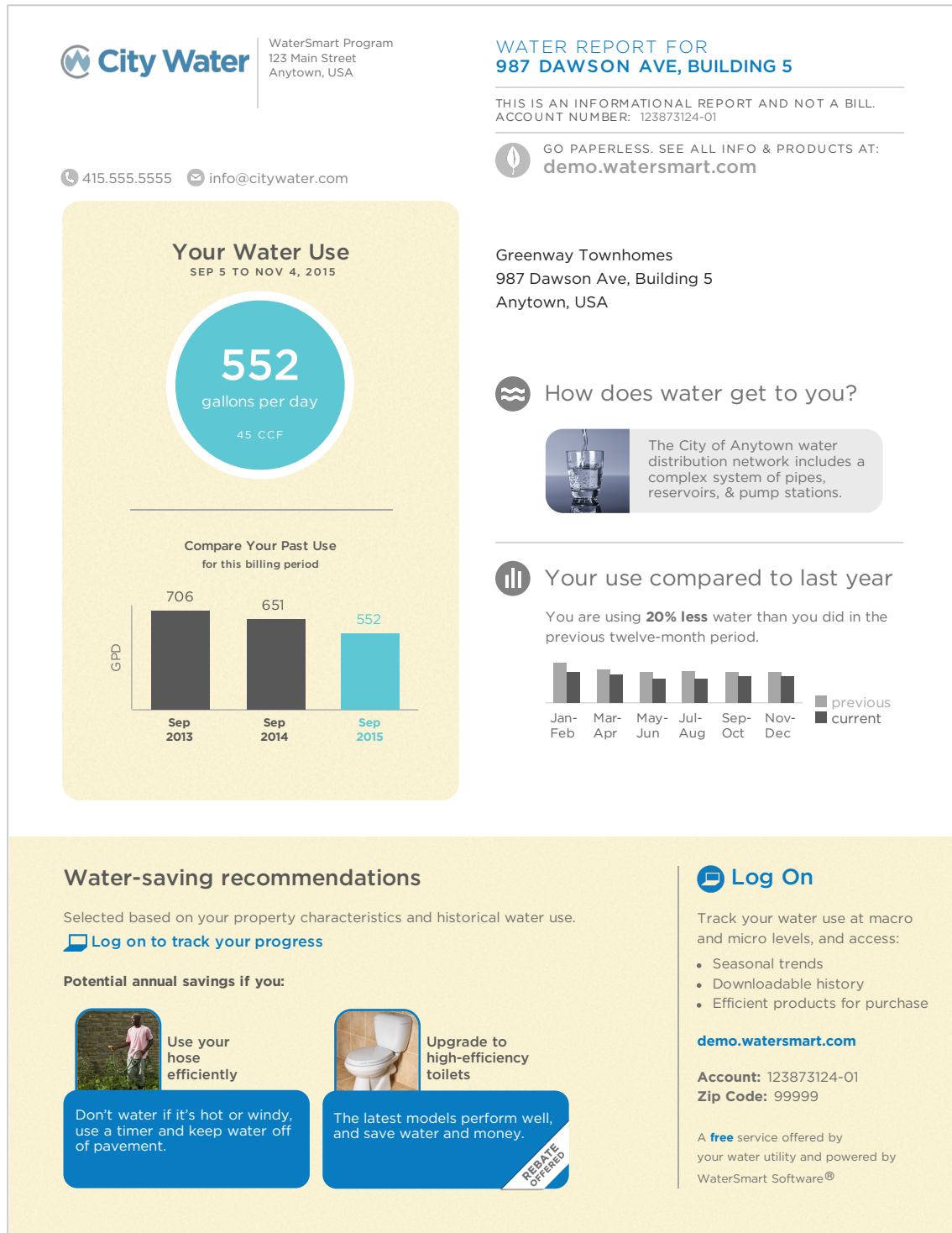
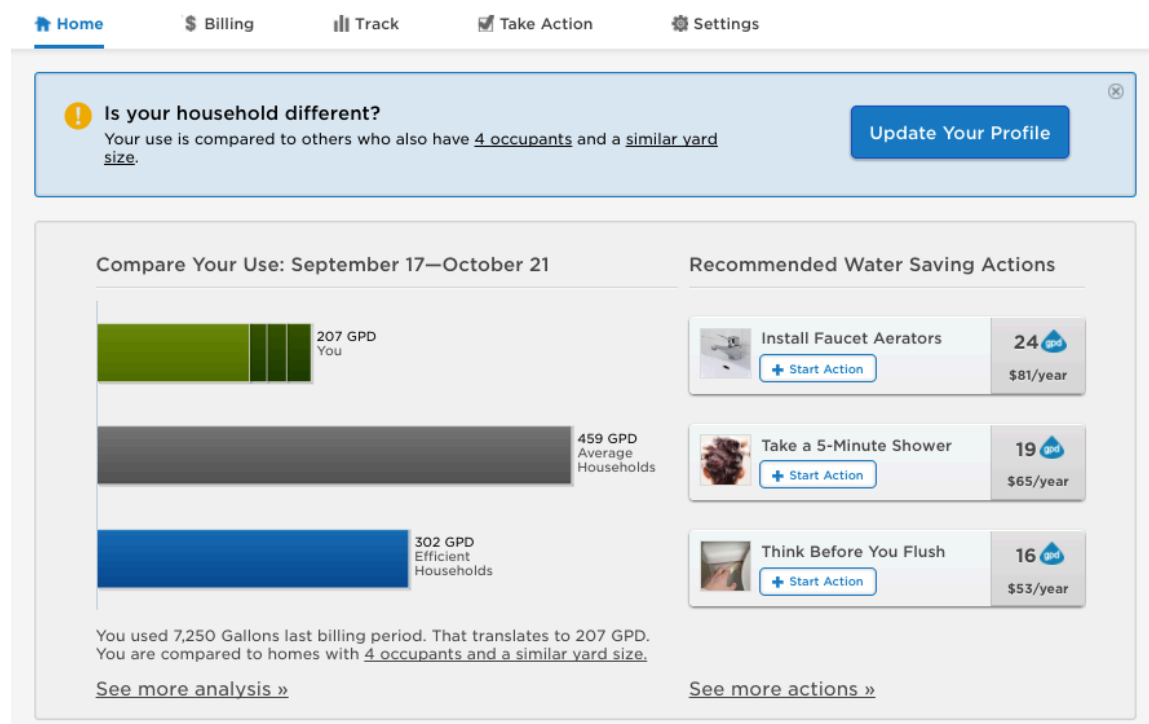


Figure 3: Screenshots of Customer Portal



The screenshot shows the Account Settings page. The left sidebar contains links for Account Settings (My Account, Additional Users), Communication Preferences (Water Reports, My Use Notifications, Utility Connect), and Settings. The main content area is titled "Account Settings" and contains a "My Account" section with form fields for First Name (Mandy), Last Name (Smith), Email (mandy.smith@gmail.com), Password (masked), Mobile Phone ((555) 555-5555), and Home Phone ((555) 555-5555). Below the form fields is a "Save" button. The "Additional Users" section below explains that users will be invited to access the portal and receive email water reports, with an "Add User" button.

Home Billing Track Take Action Settings

Account Settings

My Account

First Name: Mandy

Last Name: Smith

Email: mandy.smith@gmail.com

Password: [masked]

Mobile Phone: (555) 555-5555

Home Phone: (555) 555-5555

By clicking Save, I agree to the [Terms of Service](#)

[Save](#)

Additional Users

Users will be invited to access your City of Brighton Customer Portal and will receive email water reports as long as you are subscribed to Water Reports.

[+ Add User](#)

Figure 4: Screenshots of Mobile App

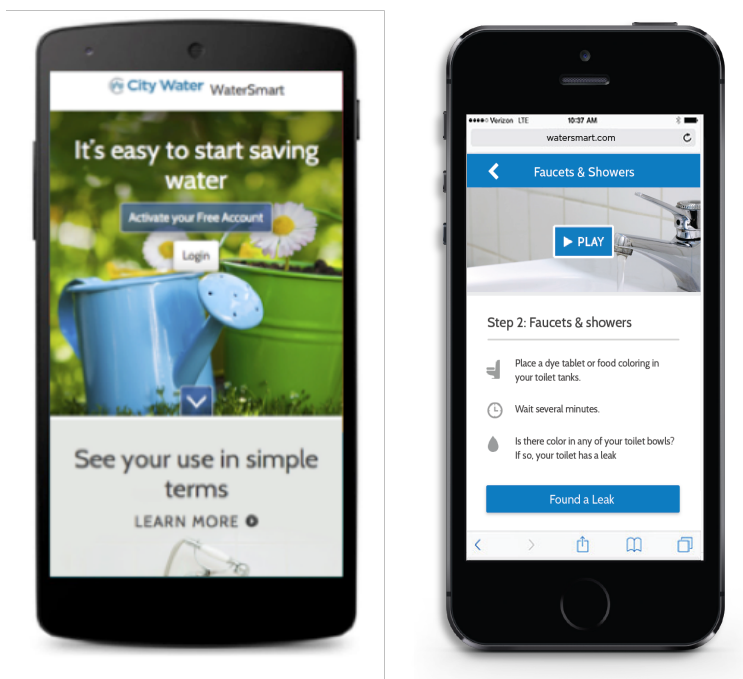


Figure 5: Screenshots of Threshold Alerts

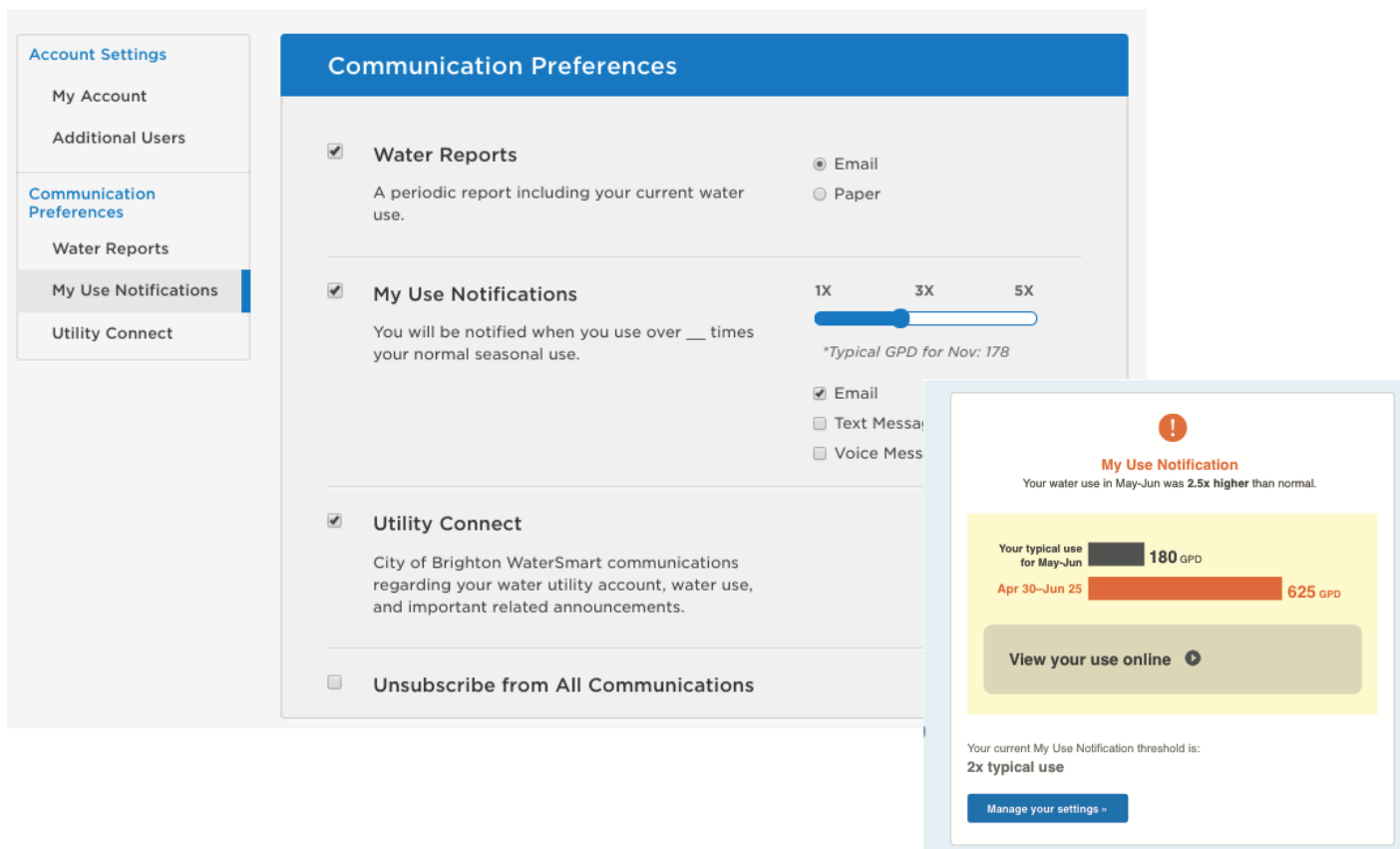


Figure 6: Screenshot of Utility Dashboard Consumption Analytics by Customer Class

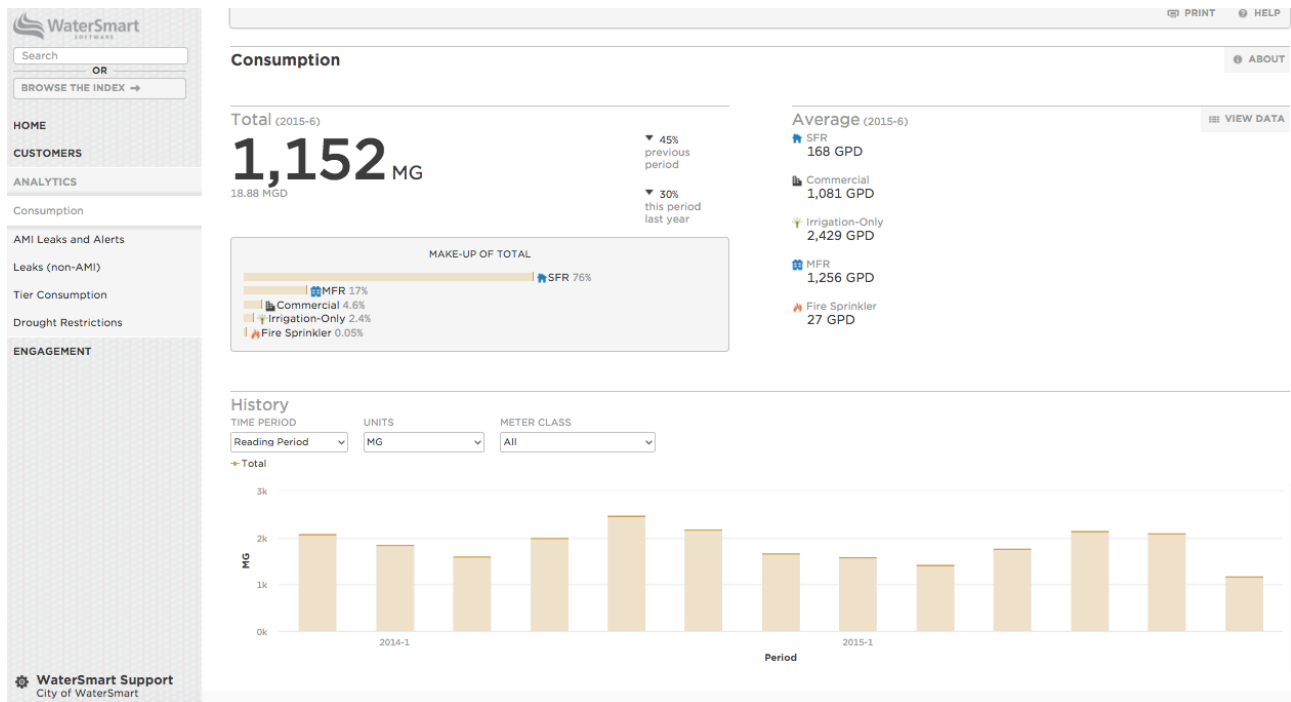


Figure 7: Screenshots of Group Messenger

Group Messenger

+ NEW MESSAGE

DELETE

HELP SAVE & CLOSE

<New Message>

Template: Select template

Name: <New Message>

Subject:

Reply To: waterconservation@brightonco.gov

Use one of our templates or create your own content from scratch.

Dear {CustomerFirstName},

Enter your text here...

Thanks for caring about your water use, {DashboardUserName} {UtilityName}

Send test email to:

Adding image to message

HOW-TO VIDEO

Email Message: City of WS: targeted top savers kit

Thu. Jul 14

49 RECIPIENTS

Open Rate: 51.02%
Click Rate: 18.37%

Delivery Update

QTY	STATUS	DELIVERY
49	✓ Delivered	Jul 14, 5:00 am

VIEW DASHBOARD →

MANAGE SUBSCRIPTIONS