

Who is Rachio?

A company focused on taking the guesswork out of outdoor irrigation and water use.

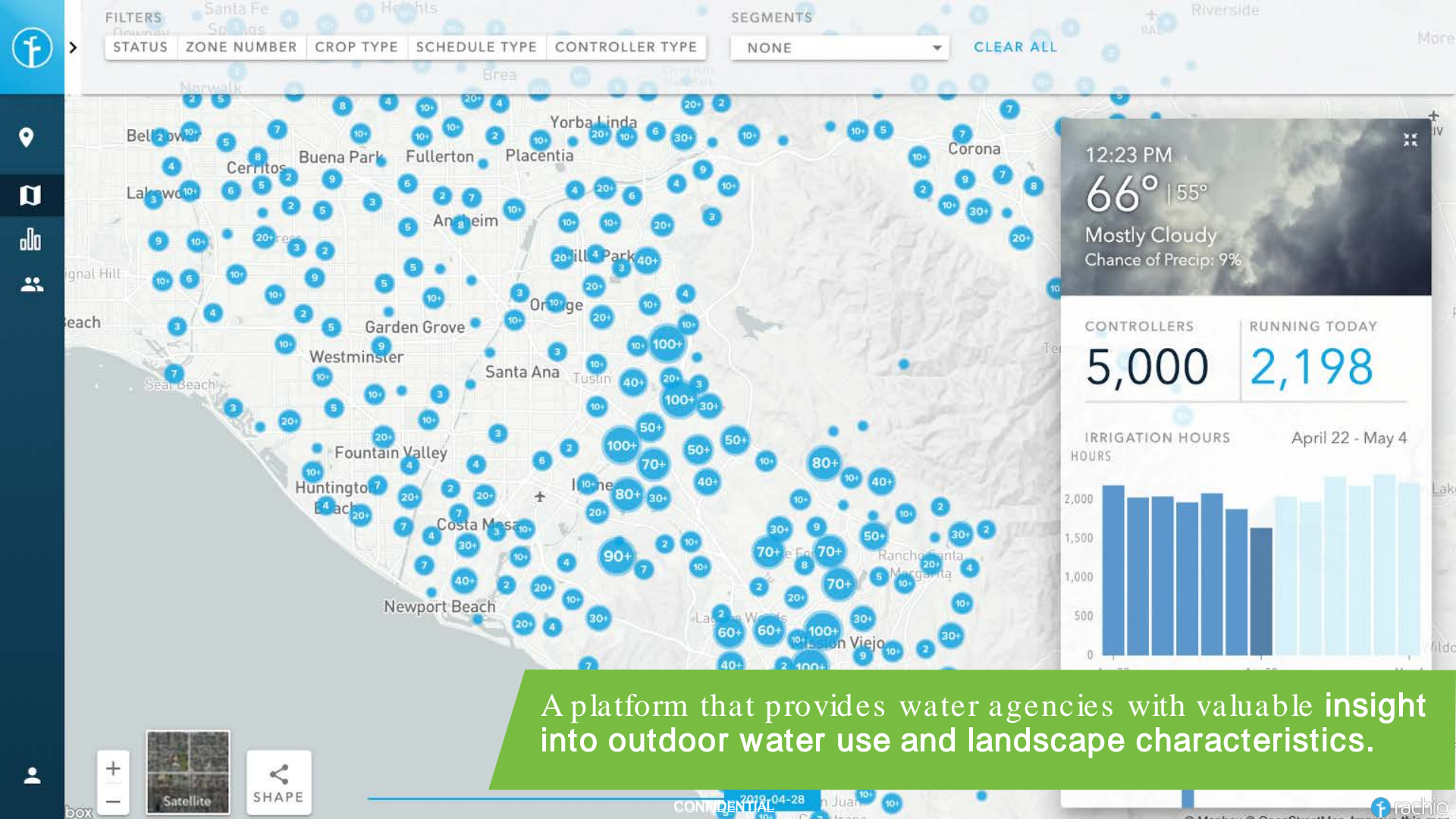


amazon



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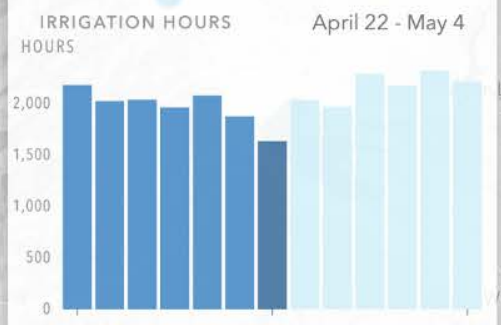
FILTERS
 STATUS ZONE NUMBER CROP TYPE SCHEDULE TYPE CONTROLLER TYPE

SEGMENTS
 NONE

CLEAR ALL

12:23 PM
 66° | 55°
 Mostly Cloudy
 Chance of Precip: 9%

CONTROLLERS	RUNNING TODAY
5,000	2,198



A platform that provides water agencies with valuable insight into outdoor water use and landscape characteristics.

Update from Rachio Utility Forum

Digital Efficiency Forum by Rachio

Join Rachio and special guests in water conservation and demand management as we explore the role of distributed infrastructure in California's efficiency framework.

Keynote speakers:



Karen Guz
SAWS



Cynthia Koehler
WaterNow

Interactive sessions with: MIT and MNWD

EVENT SCHEDULE

- 8:00 - 8:30 AM **Coffee & Networking** *(optional)*
- 8:30 - 9:00 AM **Introduction to Digital Efficiency Forum**
- 9:00 - 11:30 AM **Interactive Sessions**
- **OPERATIONS / Rational Markets:**
Marketing and evaluation of water-efficient products
(MNWD'S Lindsey Stuvick)
 - **CUSTOMER / Seamless Experience:**
Behavioral economics and conservation
(Swarthmore's Syon Bhanot)
 - **ASSETS / Distributed Infrastructure:** Leveraging DI for demand management
(Spanish Fork's Chris Thompson & Josie Paxton)
 - **TAKEAWAYS / How do these tie together?** *(Rachio led)*
- 11:30 - 12:00 PM **Lunch Break / Informal Gallery**
- 12:00 - 1:10 PM **Keynote Presentation**
- **OPERATIONS / Real-time & Automated:**
Science of Saving Water *(SAWS's Karen Guz)*
 - **ASSETS / Capitalized Solutions:**
Capitalizing Distributed Infrastructure
(WaterNow's Cynthia Koehler)
- 1:10 - 1:30 PM **Break**
- 1:30 - 3:30 PM **Rachio Insights Co-Creation Session**
- 3:30 - 4:00 PM **Happy Hour & Networking**

Rachio Beliefs - digital transformation for water utilities

- Digital is **driving innovative solutions at an extreme pace** in all industries
- **Consumers are demanding technology-forward solutions** that improve their lives and result in money savings and resource conservation
- Utilities can improve customer satisfaction and employee efficiency and effectiveness by **embracing digital solutions across the organization**
- **Distributed infrastructure** will optimize, and in some cases replace, centralized infrastructure by improving water availability & quality while matching supply with demand
- Digital technologies are a driving force **for rational markets** leading to more equitable consumer rates and utility economics
- **Capitalization of tech solutions** can dramatically increase scale and pace of adoption

6 critical digital themes: water utilities can partner with a variety of technology companies to meet future needs



Customer

Seamless Experience

Delight customers with user friendly products, high engagement, and price transparency

Impactful Results

Save money & water while improving customer satisfaction



Assets

Distributed Infrastructure

Balance supply & demand while conserving precious resources

Capitalized solutions

Increase adoption rates at scale to drive faster results



Operations

Real-time & Automated

Scale and streamline conservation and demand management decision-making and tactics

Rational Markets

Optimize customer rates & utility economics to support future infrastructure