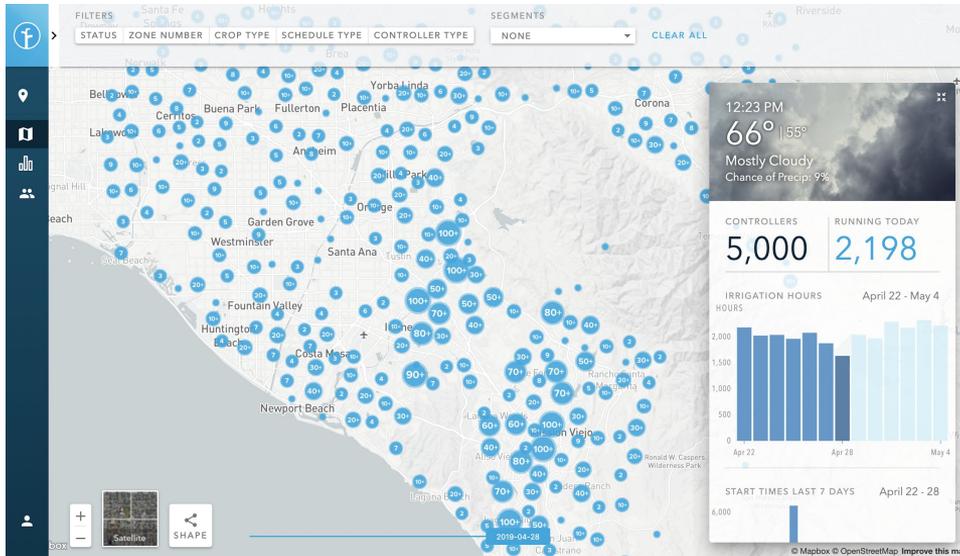




**Partnering with Water Utilities
to Improve Watering Habits**

Rachio Insights

A platform that provides water agencies with valuable insight into outdoor water use & landscape data

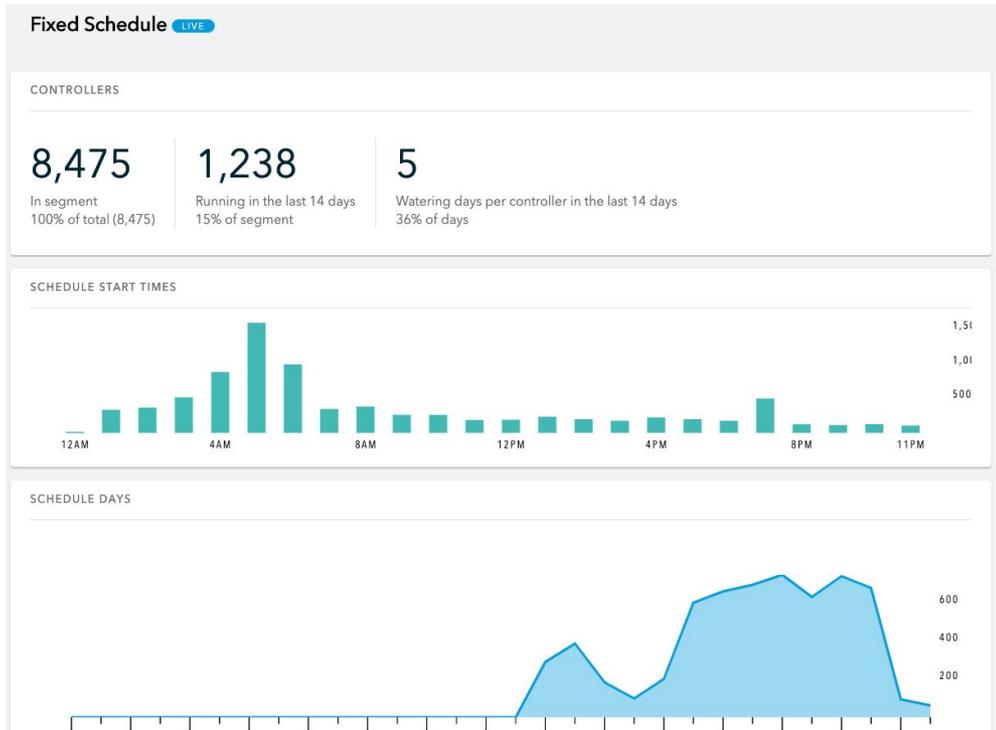


Rachio Insights Capabilities

- View all Rachio controllers in your service area, anonymously, with the ability to filter by a specific program or campaign
- Filter by controller status, crop type, schedule type and more!
- Understand watering behavior and times of your residents

Rachio Insights - Segments

An additional feature of Rachio Insights, Segments allows you to run reports based on saved filters, monitor the efficacy of engagements & more!



Rachio Segments Capabilities

- Create Live or Static reports based off of targeted filters:
 - Schedule types
 - Controllers status (online, standby, offline)
 - Controller count in service area
- Based on your findings, Rachio can send targeted emails (Engagements) encouraging a change
- Compare segments to see how well an engagement performed or how a program is running

Rachio Engagements

A communications offering delivered by Rachio that prompts targeted residents to adopt improved watering habits



Rachio Engagement Capabilities

- Target homeowners with specific messaging:
 - Suggest schedule changes - Fixed to Flex Monthly schedules
 - Encourage homeowners to turn their controller on or to standby
 - Educate customers about their controller setup
- Work directly with Rachio's marketing team to understand what type of messaging works with your residents
- Measure the success of an engagement directly in Insights, via Insight Segments

Engagements Menu of options

Beginning of Season

- Reminder to turn on sprinklers with optimal schedule to save water
- Recommended schedule type to maximize water savings targeted to ratepayers on Fixed Schedules
- Information regarding watering restrictions
- Information with tips and tricks on yard care activities that can save water and avoid polluting the water

Middle of Season

- Target high water users to update schedule
- Target residents watering at the wrong time or day / inopportune time or day to change their scheduling
- Information with tips and tricks on yard care activities that can save water and avoid polluting the water

End of Season

- Instructions on how to move controller into standby mode + winterization, provide Pro Finder offer and link
- Tips for the off-season related to irrigation, yard care, or other topics
- Tips to prepare for the next irrigation and yard season
- Information with tips and tricks on yard care activities that can save water and avoid polluting the water and/or putting your yard to bed in cool season grass locations

Rachio Engagement Case Study, #1

Goal

Remind residents about the city ordinance and suggest an update to their watering time.

Context

This program was targeted to all water users in the service area and our partner wanted to make sure their residents were watering during the appropriate time. This included either modifying their schedule or creating a new schedule.

Results

We saw stellar movement - out of **6,535** schedules, **3,015 (46%)** changed the timing of their schedule timing. 414 new schedules created to be in compliance.



Hey Danielle!

We're getting close to the hottest part of the year, so it's time to ensure your controller is set up for success. Being smart about your watering times in this heat can make or break the health of your yard.

Here's What We Recommend

Check your schedule to make sure you're watering after 4:00 PM. This ensures you follow the [redacted] Ordinance and reduce early morning water demand.

Why It Matters: Did You Know? Around 5:00 AM [redacted] Water's distribution system goes into overdrive, pumping tens of millions of gallons of water to sprinkler systems! Sometimes this results in reduced water pressure, just in time for your morning shower. Try scheduling your sprinkling for the evening instead!

How To Update Your Watering Times

- Step 1: Open your Rachio App
- Step 2: Click on the Calendar tab, then click on Schedules
- Step 3: Click into a schedule, then click "Times"
- Step 4: Adjust the time to "Start at a specific time," then adjust to after 4:00 PM and hit done.

Don't forget, per the [redacted] Ordinance, you're not allowed to water between 10 AM and 4 PM.

Happy Watering,
Rachio Team

Rachio Engagement Case Study, #2

Goal

Suggest residents move their controller from Active status into Standby mode

Context

The city was concerned that residents weren't putting their controller in Standby mode and in turn spending more money unnecessarily

Results

We saw **20% of controllers convert** to Standby mode (from Active mode) within 1 week



Hey Rachio Users!

Winter is here, which means **it's time to turn off your sprinklers** to save on your water bill every month in 2020. Sewer charges are based on your average winter water use from mid-November to mid-March. By turning off watering now, you'll be saving money next year!

To turn your controller on **standby**, head to the More Tab, click the orange button labeled **Standby Mode**, and then click activate. If you need to water at all during the winter, you can still use the Quick Run feature from the Home Screen when in **standby**.

Need help? Reach out to our team at @[rachio.com](mailto:team@rachio.com).

Happy Watering

- Your friends at Rachio &

Rachio Engagement Case Study, #3

Goal

Educate and encourage residents to move from one schedule type to another

Context

This program is targeted to high water users and our partner wanted to make sure their residents were aware of the schedule type that saw strong cost savings, Flex Monthly. Before the engagement, a high percentage were on a Fixed Schedule

Results

We saw a **~5% increase** of controllers move to a Flex monthly schedule (from a Fixed schedule)



Switch to Rachio's Flex Monthly schedule for increased water savings!

You're currently on a **Fixed** watering schedule - but you could save even more water by using Rachio's advanced watering technology! Unlock smart watering by switching to a **Flex Monthly** schedule!

Switching to [Flex Monthly](#) improves the health of your landscape, reduces your environmental impact, and saves you money.

Under the Flex Monthly schedule, your Rachio controller reacts to the needs of each of your zones, based on seasonal weather data, soil moisture, and landscape data. This ensures you water the optimal amount, and take full advantage of Rachio's technology.

Don't just take our word for it!

Rachio owners love the Flex Monthly schedule!
Check out their thoughts:

"Rachio is much less intimidating to get started with and Flex schedules feel like "set it and forget it." - Rachio user in TX

"My lawn has never looked better and my wallet has extra cash. All because of Rachio! I've entered the information of the different zones and Rachio did the rest of the work. With its Weather Intelligence and Flex Schedule it made me look like a lawn pro. It saved me money from the previous year when I didn't have the Rachio." - Rachio user in CA

How do I make the switch to Flex?

To create a new Flex Monthly schedule in the Rachio app, go to the Calendar tab, click the blue "Schedules" button, then click "Add Schedule." From there, follow the steps in the app to finish creating your new schedule.

Insights, Segments & Engagements

Potential impact:

- Understand how much of your service area has a Rachio Smart Sprinkler Controller, when they are watering, **soil type**, **schedule type**, controller status
- Measure and prove **impacts of a Rachio conservation program**
- Optimize when your residents **turn their sprinklers on** and then into **standby mode in the fall**
- Drive **additional water conservation** with high water users by engaging with them to drive behavioral changes
- Understand and **manage peak demand** related to Rachio controller usage
- Engage with residents to **drive desired behavioral changes** and **leverage learnings** in other utility marketing/messaging



Rachio

If you would like to learn more or would like a demo of Insights, please don't hesitate to reach out:

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Schedule a demo: <https://calendly.com/danielle-rachio>

