



# Direct Distribution Pilot Programs



THE METROPOLITAN WATER DISTRICT  
OF SOUTHERN CALIFORNIA





Membership with CalWEP and AWE also *unlocks* access to additional “add-on” programs, products and tools developed specifically for water agencies to maximize water use efficiency.



Direct Distribution  
(Pilot programs)



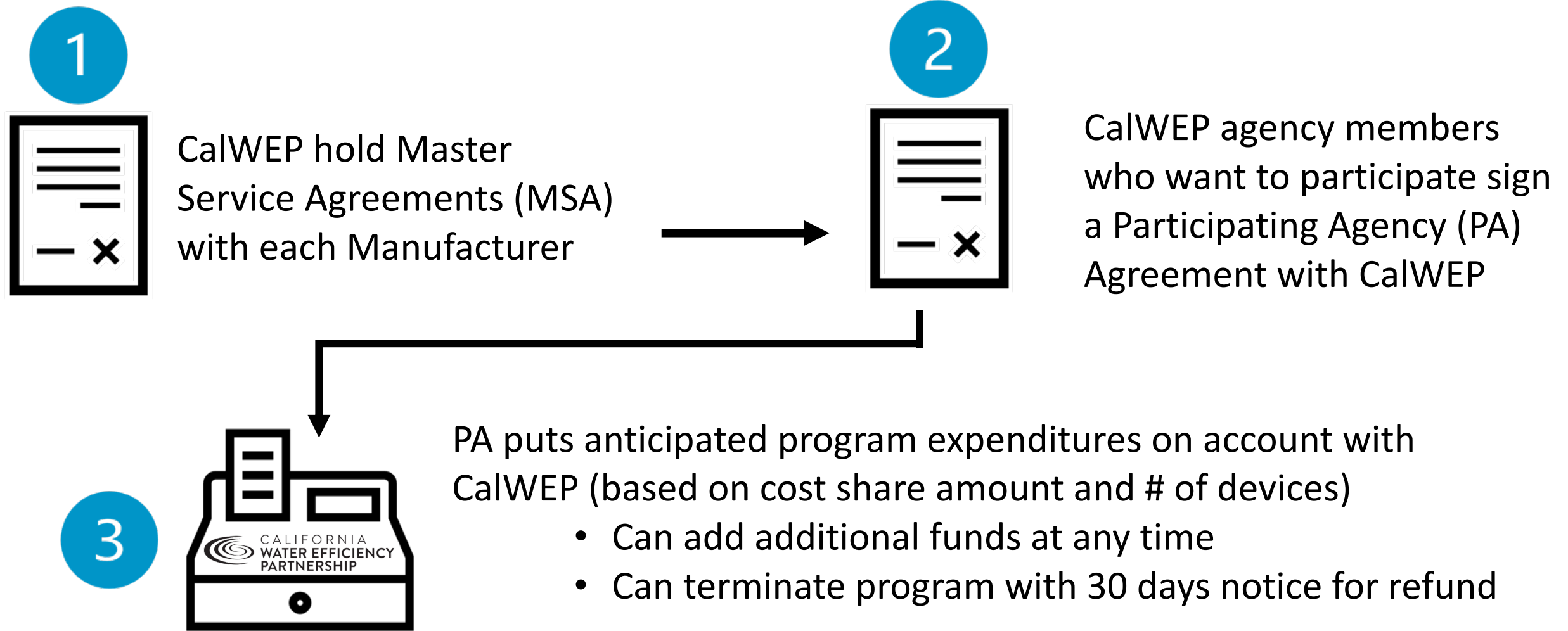
**WATERWAYS®**



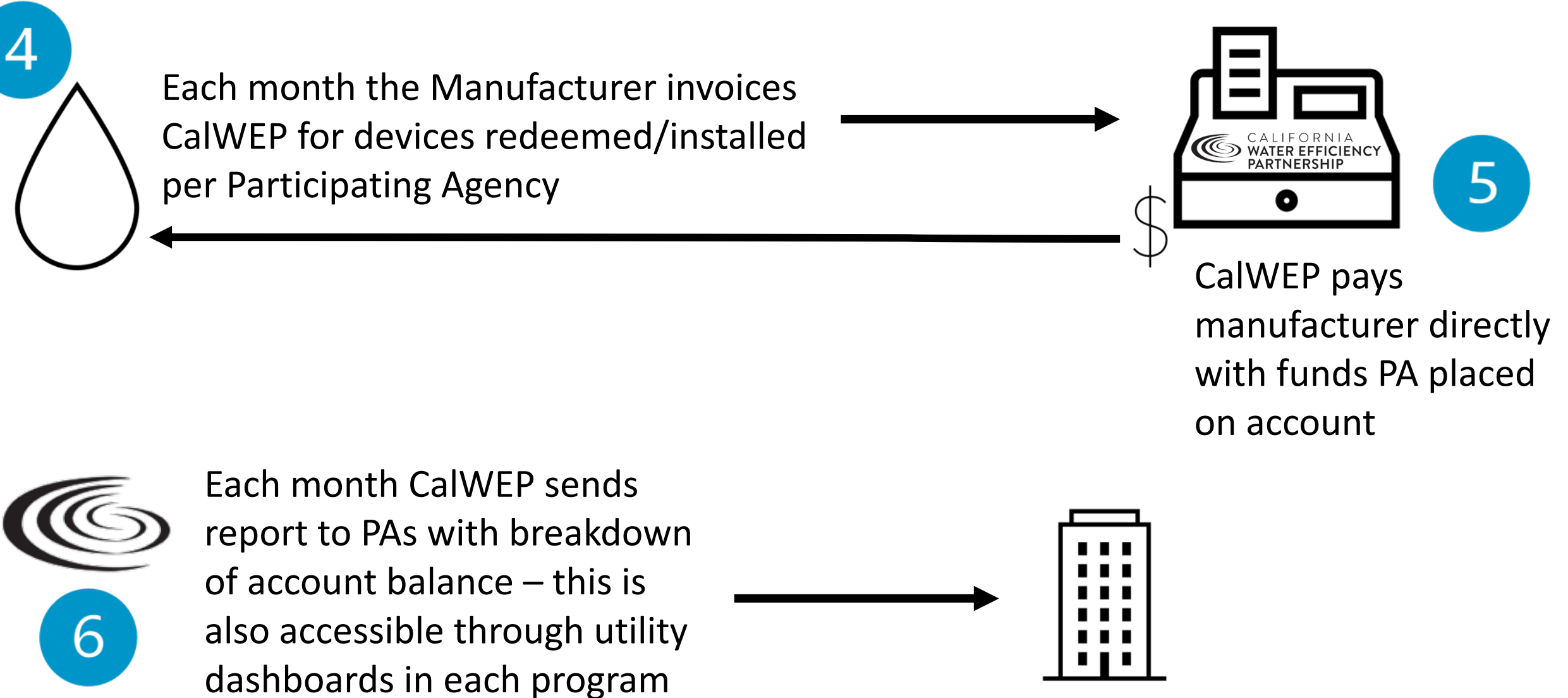
*Direct* Distribution



# Setting up the Program



# Setting up the Program





# Flume and CalWEP

Prepared for: CalWEP Peer to Peer Conference | 12.8.20



**Sarah Musiker**  
Director, Utility Programs

**You can't manage what you can't measure. At Flume, our mission is to empower people and communities to understand how we use water by liberating the data behind it.**

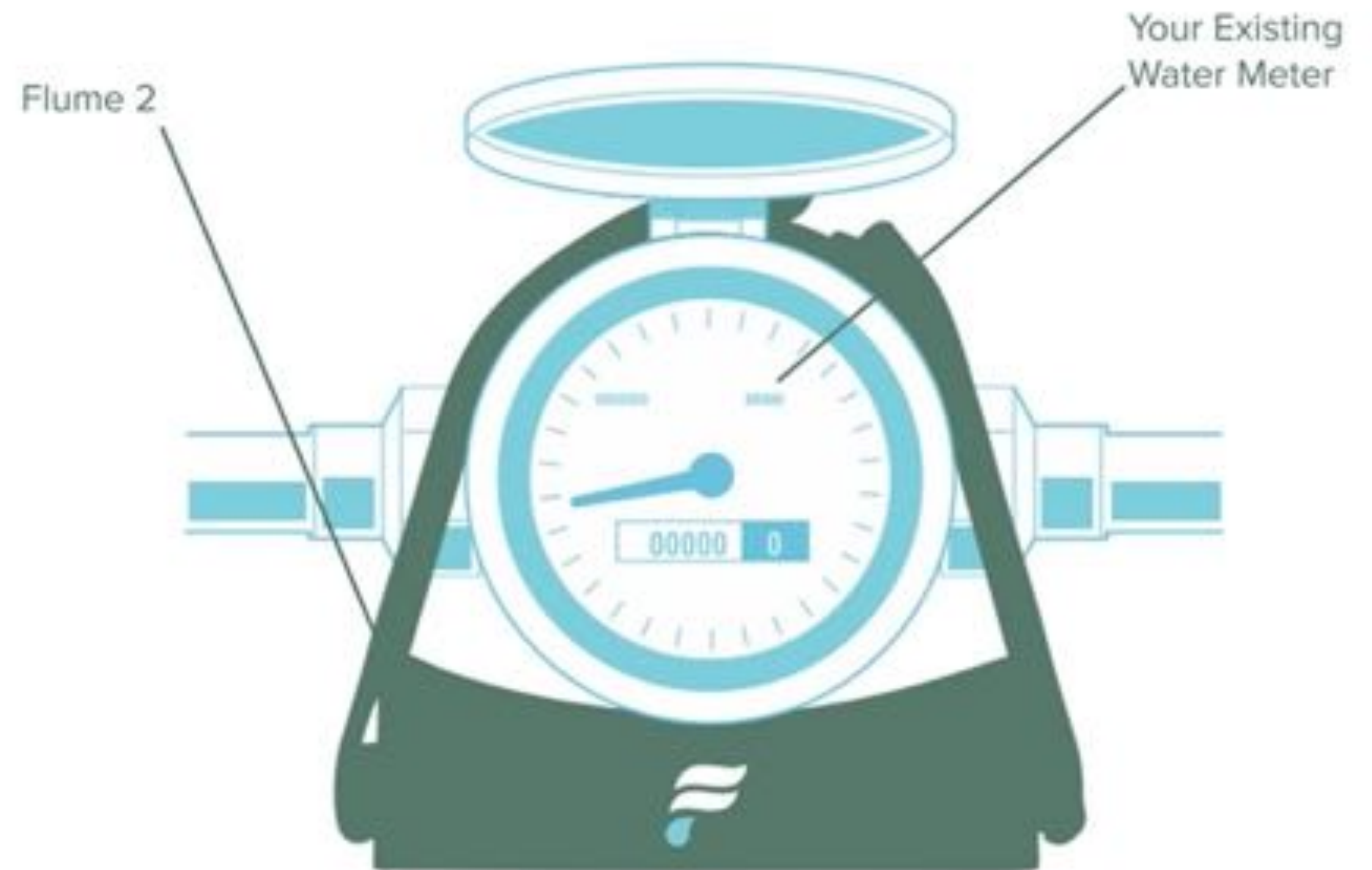


We're digitizing water.



## It All Starts with a Sensor

A plug-and-play system designed to help homeowners easily understand and manage their use.







## Flume, Gen 1

- 30-second reads
- 18 month battery, max



## Flume, Gen 2

- 5-second reads, enabling disaggregation
- 24 month battery, minimum
- Stronger WiFi range and RF signal

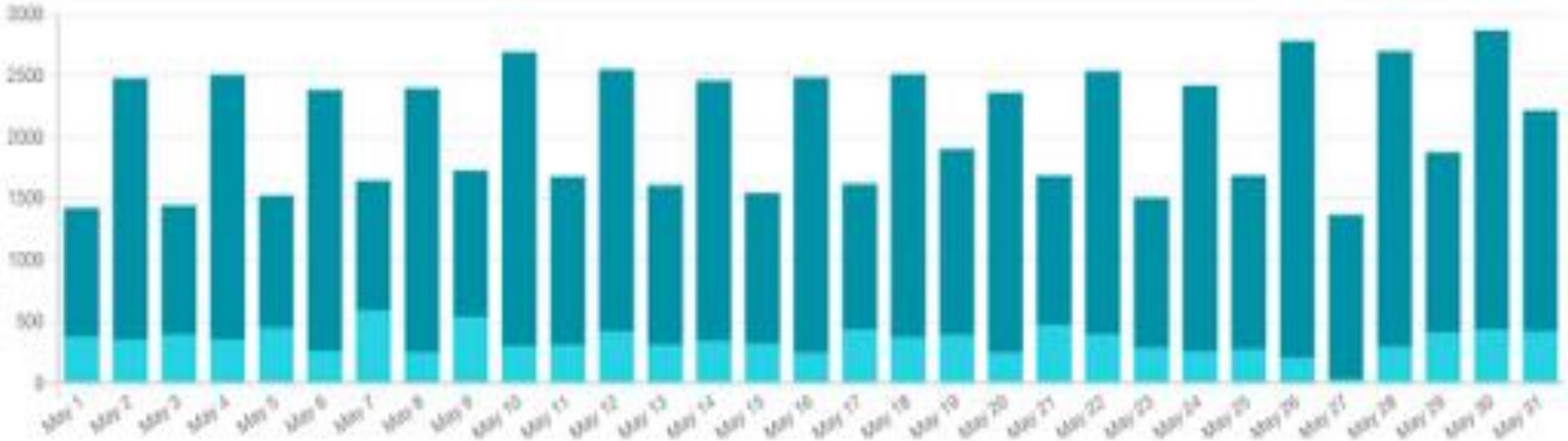


## Accompanying Software Enables Granular Insights

Flume provides smartphone applications and dashboards for quick access to real-time data. Available to both customers and utilities.



# Enabling Disaggregation



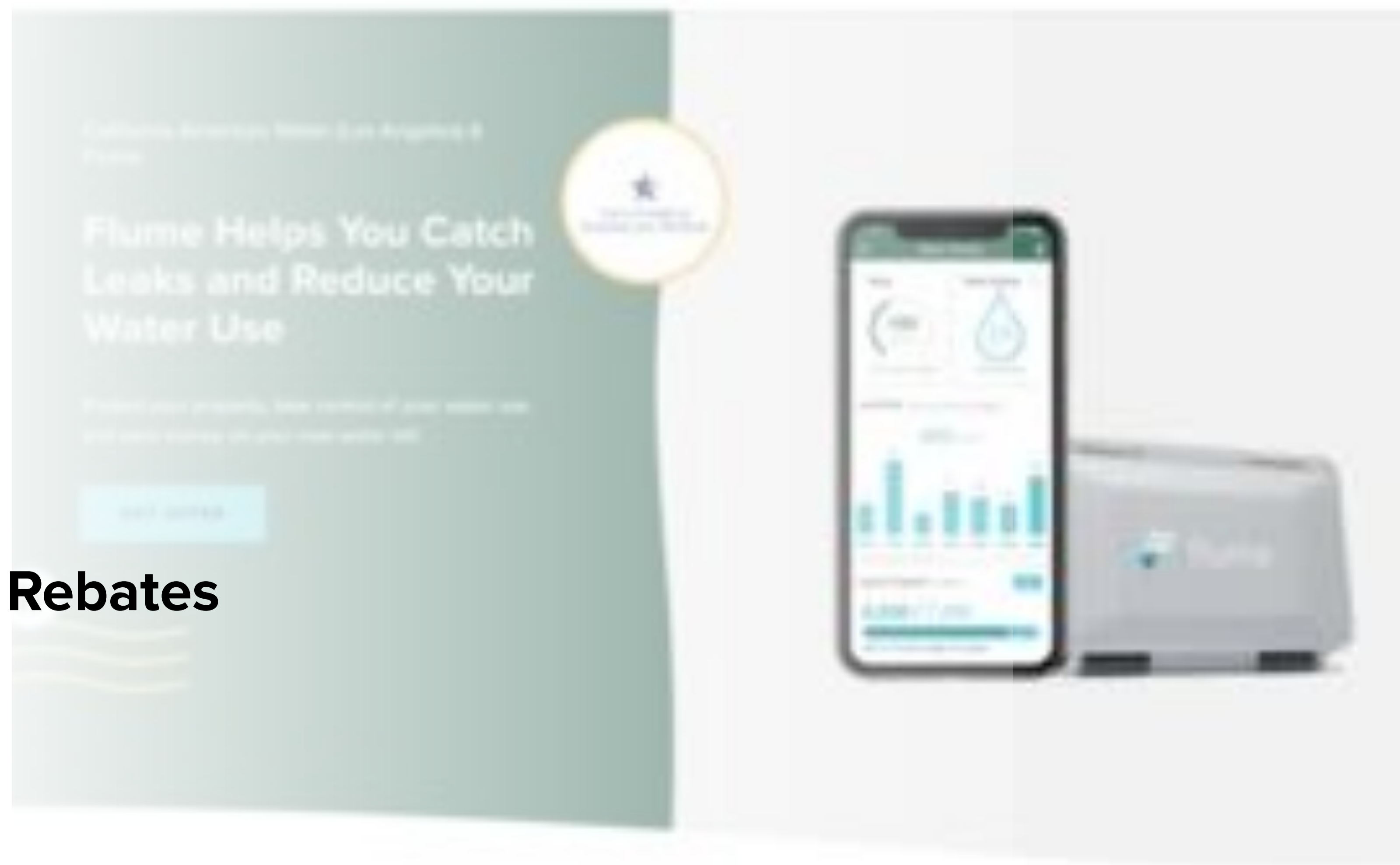
Flume offers whole-home immediate smart water monitoring, including disaggregation of indoor and outdoor water use.





**Flume's Unique  
Utility Solution is as  
easy as 1-2-3**





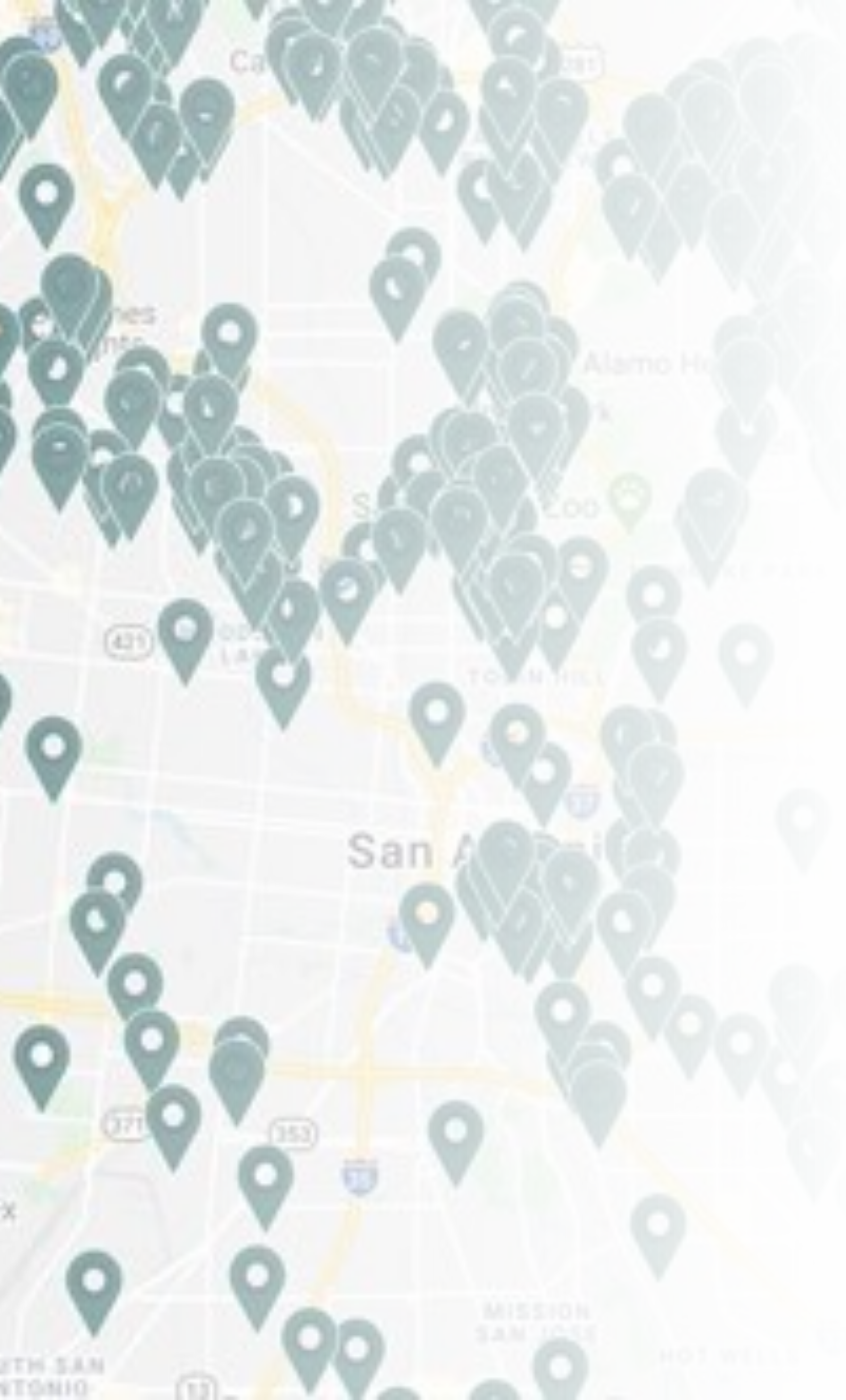
## Simple, Effective, Equitable Rebates

Flume provides a dedicated landing page for instant rebates, eligibility verification and data-sharing opt-in.

70% of New Flume Customers Found a Leak







## Hands-off Fulfillment, Distribution and Installation

Once ordered, Flume is shipped directly to the customer and we handle all customer support, reducing Utility operations burden.

**1,800+ units deployed  
in less than 4 weeks**

for San Antonio Water Systems

**400+ units deployed  
in less than 48 hours**

for California American Water





## Down-to-the-Minute Water Data

Once installed by the customer, all information is brought online instantly for both service area and customer-specific, aggregated flow, disaggregation, water use, and leak data.







## **Flume reduces high water bills.**

San Antonio Water System saw an **18%** reduction in consumption among high water users.

## **Flume increases customer satisfaction through real-time leak alerts.**

More than **66%** of Contra Costa Water District customers discovered leaks.

## **Flume improves efficiency and clarifies water use.**

**88%** of Rainbow Municipal Water District customers reported a change in their water use.





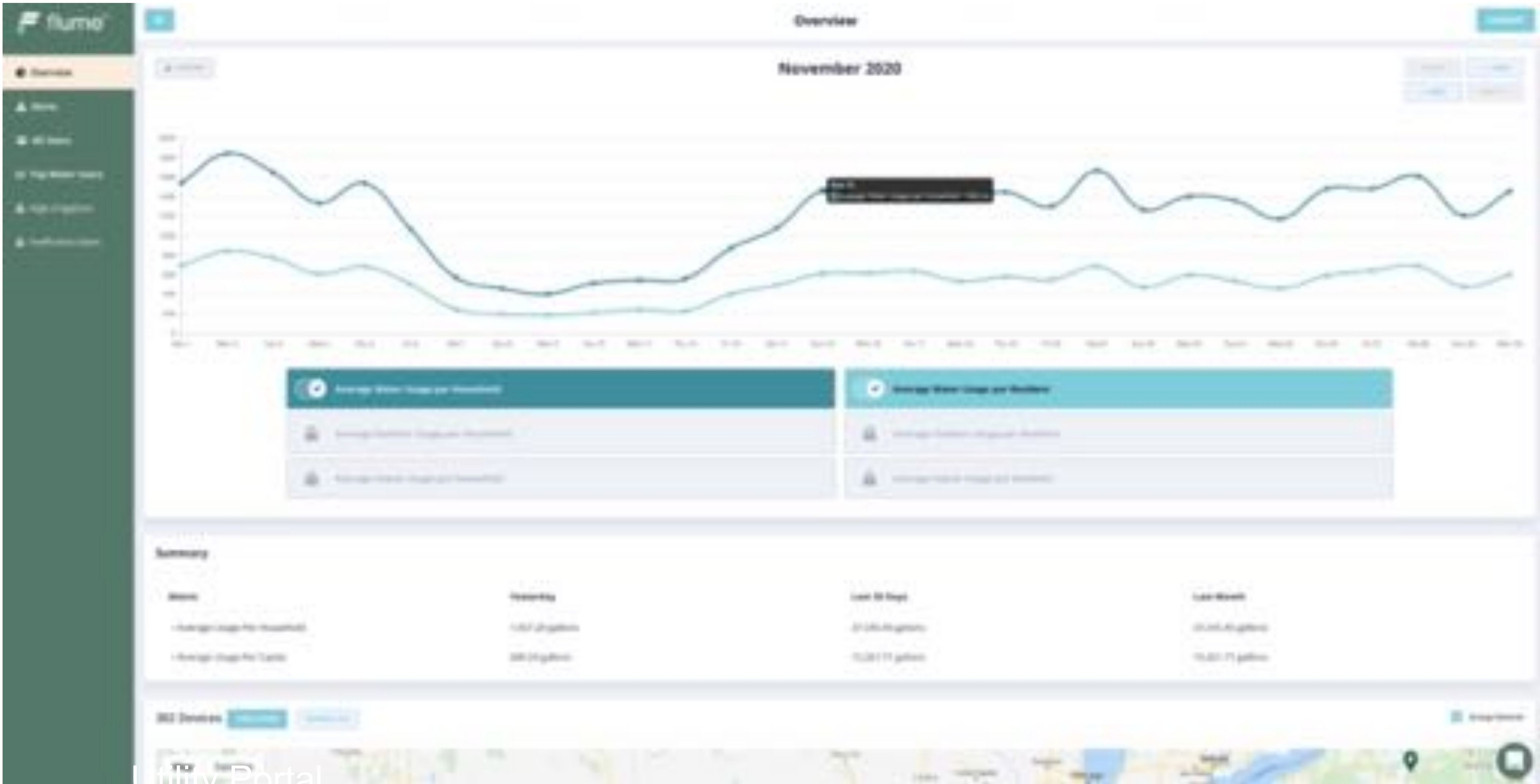
## **Flume's next generation enables smarter planning**

Flume offers whole-home immediate  
smart home water monitoring,  
including disaggregation of indoor  
and outdoor water use.

This new development enables  
easier segmentation, budgeting and  
long-term planning.



# Aggregate Reporting



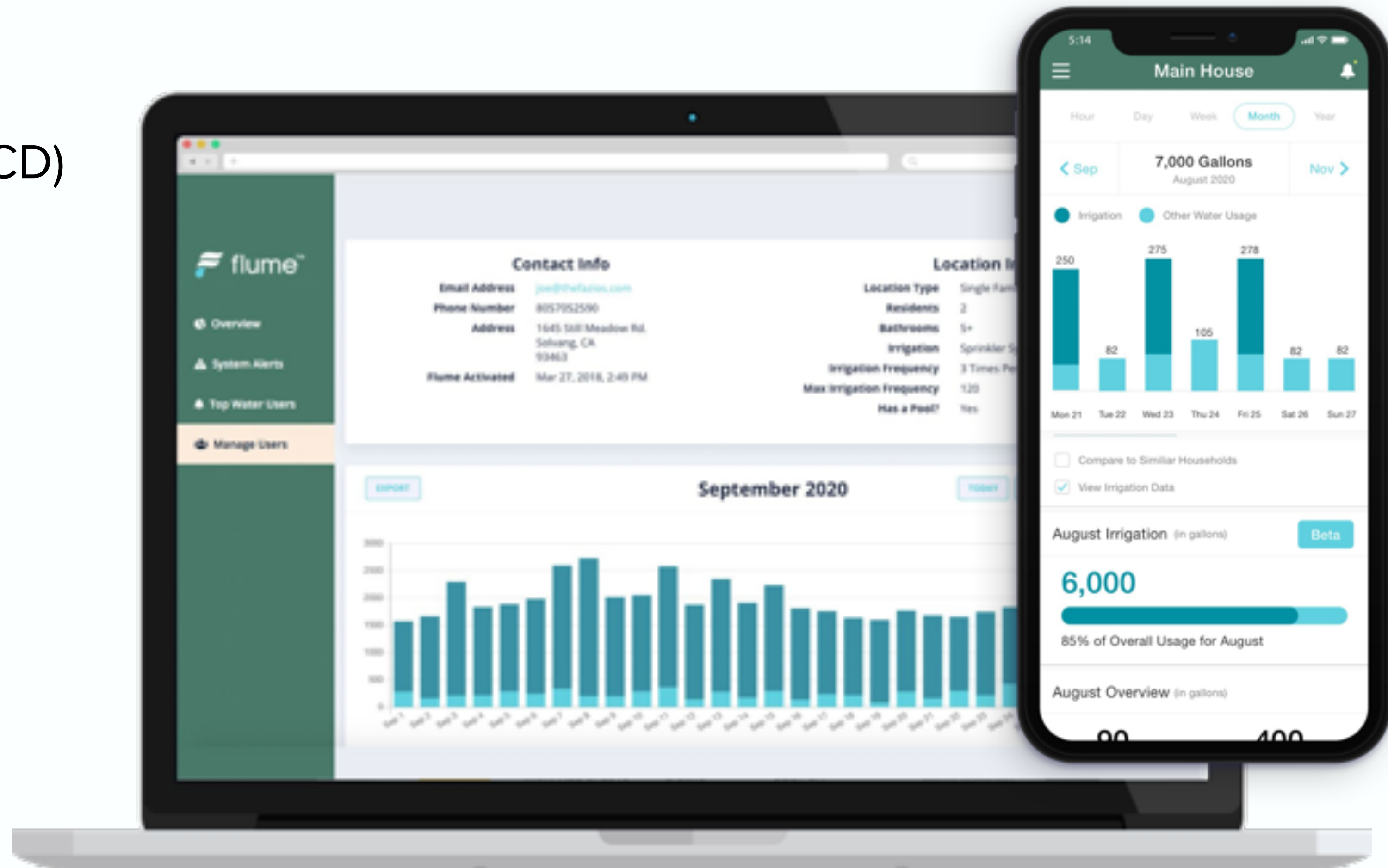
# Unique Datasets





## End Use Data:

- Customer and Household Water Use Information (Hourly, Daily, Monthly, GPCD)
- Live and Historical Leak Data
- Customer Segmentation
- Real Time Flow Data
- Water Budgeting
- Live System and Leak Alerts
- End-Use Disaggregation (Total and Current Indoor/Outdoor Use Data) and fixture usage (coming soon).





# Partnering with Flume and CalWEP



## Utility Portal Access

Featuring leak  
detection information  
and granular aggregate  
water use

## 6 months

Free disaggregation  
data for all utility  
partners

## Water End-Use Analysis

Analysis of end-use  
data for retailers

## Flexible Implementation

Landing pages and  
dashboards configurable  
to any agency



# Some of Flume's Utility Partners







**Thank You**  
[sarahm@flumewater.com](mailto:sarahm@flumewater.com)



## **Partnering with Water Utilities Across North America**

*Our Mission:*

**We make sustainable water use  
effortless and personally rewarding**

# Rachio + CalWEP

## Direct to Customer Program

Tuesday, December 8th  
Peer to Peer

Danielle Cumming  
danielle@rachio.com

# At Rachio, we achieve our mission by developing delightful products for ratepayers and water agencies

## Ratepayers



### Smart Controller

A smart Wi-Fi irrigation controller that takes the guesswork out of watering & reduces your water bill



### Thrive

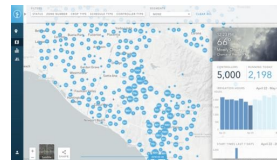
Create longer & stronger roots for drought resistance & decreased water needs without nonpoint source pollution

## Water Agencies



### Discounts

Preferred pricing to encourage ratepayers to adopt Rachio's highly reviewed controllers



### Insights

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

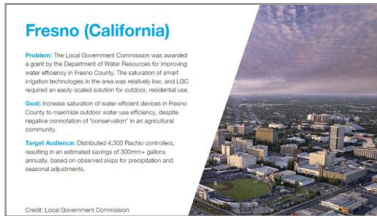


### Engagements

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

# Our most impactful work happens when we partner with water agencies at scale to drive specific results

## Conservation



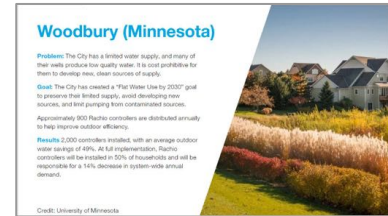
Installing Rachio controllers led to an estimated **savings of 300M+ gallons annually**

## Peak Shaving



**Peak reduction is estimated to reach 9%** with program scale of 10,000 controllers

## Water Quality



**14% decline in system-wide demand** to limit pumping from contaminated sources

**We continue to innovate across North America, but we're just getting started. We are ready to partner to bring these results to your ratepayers**

# Working in California

---

- Through utility programs, we have distributed over **tens of thousands** of controllers throughout California
- We have partnerships with over **30 utilities** in California
- We understand the weather severity and our controller has been proven to save anywhere from **15-30% in water savings** in California



**LAS VIRGENES**  
MUNICIPAL WATER DISTRICT

**BAWSCA**  
Bay Area Water Supply & Conservation Agency

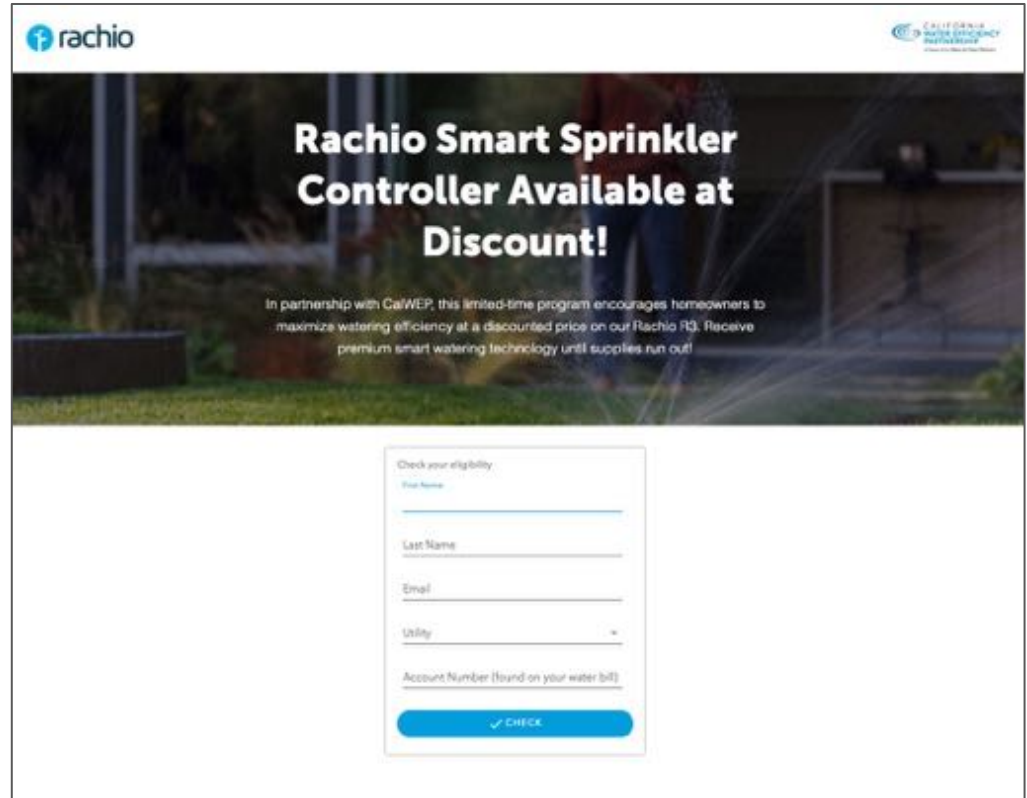
**RWA**  
Regional Water Authority  
BUILDING ALLIANCES IN NORTHERN CALIFORNIA

 **Irvine Ranch**  
WATER DISTRICT

 **MesaWater**  
DISTRICT®

# Direct Distribution Pilot with CalWEP

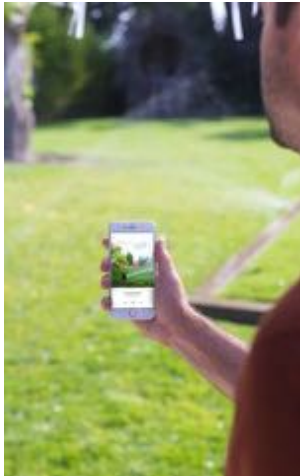
- Rachio has created a **customized landing page** ([calwep.rachio.com](http://calwep.rachio.com)) where each eligible homeowner can select and purchase a Rachio 'Rachio 3' controller and outdoor enclosure, if necessary
- CalWEP and Rachio are excited to launch and offer an **exclusive cost share program** to members of CalWEP
- CalWEP and participating member agencies will be provided **access to Rachio's Insight portal and Program Portal**



The screenshot shows a landing page for Rachio's Smart Sprinkler Controller. At the top left is the Rachio logo, and at the top right is the California Water Emergency Preparedness logo. The main heading reads "Rachio Smart Sprinkler Controller Available at Discount!". Below this, a paragraph states: "In partnership with CalWEP, this limited-time program encourages homeowners to maximize watering efficiency at a discounted price on our Rachio i3. Receive premium smart watering technology until supplies run out!". At the bottom, there is a "Check your eligibility" form with fields for First Name, Last Name, Email, and Utility. Below these fields is a field for "Account Number (found on your water bill)". A blue button with a checkmark and the word "CHECK" is at the bottom of the form.



# Marketing Assistance



## Extend the smart home outdoors.

The Rachio 3 Smart Sprinkler Controller knows exactly how much water your landscape needs. Sit back and manage the changing needs of your landscape with easy-to-use smartphone watering control and tailored schedules that automatically adapt to weather.

### Easy to install.

Set up in less than 30 minutes, with or without Wi-Fi.

### Set it and forget it.

Self-adjusting schedules from rainfall to freeze in. Ensure plants get the right amount of water without worry.

### Access from anywhere, anytime.

Homeowners can monitor and adjust sprinkler systems from their phone, tablet or laptop.

### Cutting-edge integrations.

Rachio works with most connected home platforms, including Amazon Alexa and Samsung SmartThings.

### Don't water in the rain.

Rachio Weather Intelligence uses predictive technology to automatically stop watering before the first drop of rain hits, saving water and money.

### Water only when needed.

Rachio uses customized plant details, watering science and technology to determine exactly how much to water and when.

On average, single-family homes in the United States use 50% of their water outdoors. Rachio plans report saving up to 10% on outdoor watering while keeping plants healthy.



### EPA WaterSense Certified

Top up your water savings and efficiency you can find with WaterSense Certified Rachio technology.



### Amazon Alexa Certified

Control watering with the power of your voice. Use more than 100 different voice commands to run zones, set run days and more with Amazon Alexa.



## Save money and water with the Rachio 3 Smart Sprinkler Controller

Take control of your **water** bill with this exclusive offer. Rachio and New York American Water are proud to offer the premium Rachio 3 Smart Sprinkler Controller at a **discounted price of only \$99.99 plus tax (normally \$230).**

~~\$230~~

**NOW \$99.99**

Rachio offers customers personalized watering, automatic weather adjustments, and leading smart watering technology for an unbeatable price with this special program.

Supplies are limited, so click the button below to reserve your controller now!

**CLAIM YOUR OFFER NOW!**

### What are other customers in Long Island saying about Rachio 3?

"Fantastic. It pays for itself in a few months time."

"Easy to install and easy to operate."

"[I] have seen a significant reduction in **water** usage. Easy to use app. Lawn looks good so far. Happy with it."

# Customized Landing page

**Rachio Smart Sprinkler Controller Available at Discount!**

In partnership with CalWEP, this limited-time program encourages homeowners to maximize watering efficiency at a discounted price on our Rachio IQ. Receive premium smart watering technology until supplies run out!

Check your eligibility:

First Name

Last Name

Email

Utility

Account Number (found on your water bill)

[✓ CHECK](#)

## Water only when needed

Rachio owners typically save 20-30% on their water bill every month.

- ✓ **Smart home meets smart lawn.**  
Control your sprinklers from anywhere with your mobile device.
- ✓ **Set it and forget it.**  
Calculates when and how long to run your sprinklers.
- ✓ **Never water in the rain.**  
Predictive schedules adjust to local weather conditions.
- ✓ **Effortless monthly savings.**  
Potentially see big savings on water bills.
- ✓ **Plays well with others.**  
Easily connect to Amazon Alexa, Google Assistant, Apple HomeKit, Nest, and more.

★★★★★

**#1 Rated and Reviewed**

On Amazon, Home Depot, Lowes, and other consumer rating websites and publications.

**Questions?**

[FAQ for CalWEP Program](#)

Program sponsored by **CalWEP**

- Customized program offering
- Controller countdown
- Controller features & benefits
- Dedicated FAQ page

# Eligibility Check

- List of eligible account numbers
- Ensure eligible residents have access to redeem
- Once an account number is used, it is marked as redeemed

?

SIGN OUT

DASHBOARD

PROGRAMS

RESIDENTS

## Residents

40

ELIGIBLE ACCOUNTS

27

STARTED REDEMPTION PROCESS

18

ACCOUNTS REDEEMED

### All Residents

+ Filter

Partners

Search

MUNE	PROGRAM	ACCOUNT NUMBER	REDEMPTION STATUS	UPDATED
The Water District	Demo	01234567	Yes	6 months ago
The Water District	Demo	12345678	No	a year ago
The Water District	Demo	0123456789	No	a year ago
The Water District	Demo	44444444	Yes	2 years ago
The Water District	Demo	54321431	No	2 years ago
The Water District	Demo	51234123	No	2 years ago
The Water District	Demo	43214312	No	2 years ago

Check your eligibility

First Name

Last Name

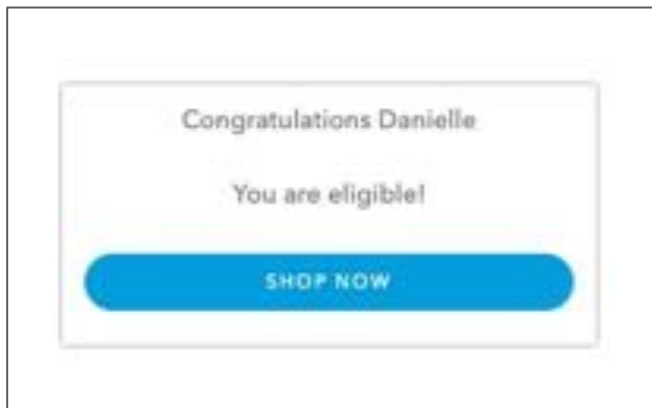
Email

Utility

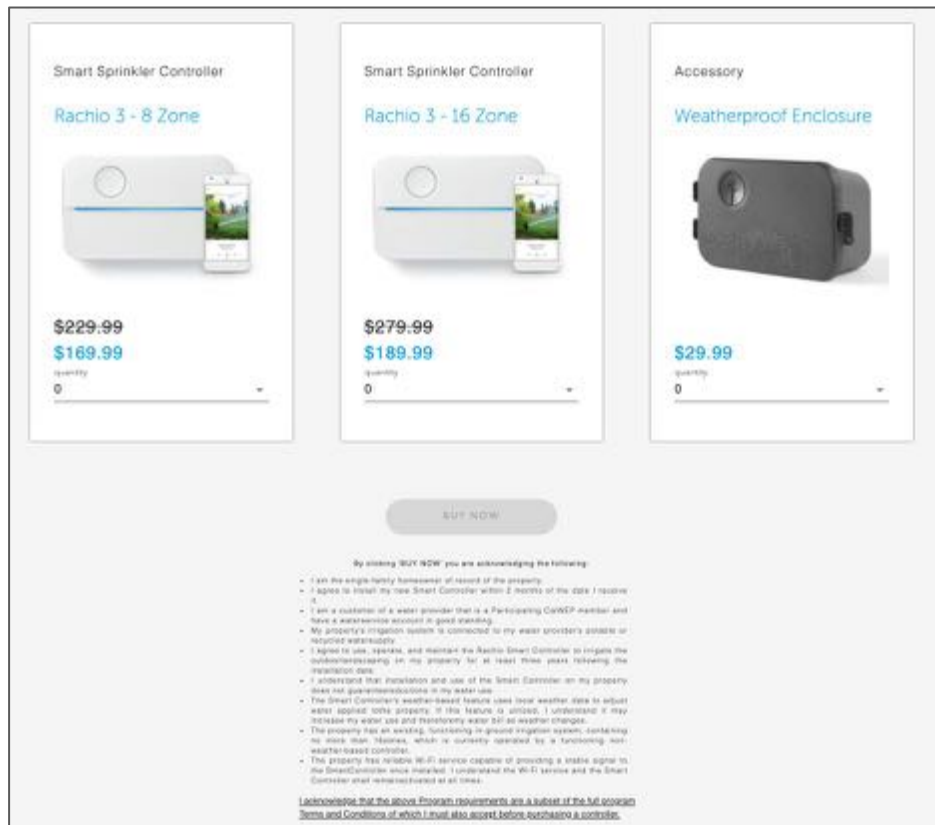
Account Number (found on your water bill)

CHECK

# Claim your controller



- Resident selects their controller
- Limit 1 per customer
- Outdoor Enclosure, if needed
- Agree to T&Cs



# Cost Share Program

Cost Share Option (\$)	Cost to customer (8 zone)	Cost to customer (16 zone)
Utility covers all cost	\$0	\$0
Utility provides \$100	\$69.99 + tax	\$89.99 + tax
Utility provides \$75	\$94.99 + tax	\$114.99 + tax
Utility provides \$50	\$119.99 + tax	\$139.99 + tax
Utility provides \$25	\$144.99 + tax	\$164.99 + tax
Utility provides \$0	\$169.99 + tax	\$189.99 + tax

- Up to the Utility to decide on the cost share option
- Utility pays CalWEP upfront for the number of controllers
- Resident pays their portion on the site
- No need to collect or send money from/to the resident!

The screenshot displays the Rachio checkout process. At the top, the Rachio logo is visible. Below it, the breadcrumb trail reads 'Information > Shipping > Payment'. The 'Express checkout' section features buttons for 'shop now', 'G Pay', and 'PayPal'. The 'Contact information' section includes a text field for 'Email or mobile phone number' with the value 'danielle@rachio.com' and a checkbox for 'Keep me up to date on news and exclusive offers'. The 'Shipping address' section contains fields for 'First name', 'Last name', 'Address', 'Apartment, suite, etc. (optional)', 'City', 'Country/region' (set to 'United States'), 'State' (set to 'Colorado'), and 'ZIP code'. A 'Continue to shipping' button is located at the bottom right of this section. On the right side of the page, a summary of the order is shown: 'Rachio 3 Smart Sprinkler Controller 8-Zone Brown Box' priced at '\$220.00', with a discount code 'GENERATEONETIMEDISC8Y04GDE' applied, resulting in a subtotal of '\$169.99'. The 'Shipping' cost is listed as 'Calculated at next step'. The final 'Total' is displayed as '\$169.99'.

# Emails throughout the process



We noticed you haven't completed your Rachio 3 Smart Sprinkler Controller order (up to a \$270 value).

Complete your order here:

[COMPLETE ORDER NOW!](#)

Once you complete your order, you'll receive an email from us with DIY installation instructions, or, if you prefer, you can get in touch with a local Certified Rachio Pro using the [Rachio Pro Finder](#).

Happy Watering,  
Team Rachio

**P.S.** Any reason you weren't able to complete your order? If there's anything we can do to help, reply to this email to let us know!

*\*CalWEP and your local agency do not endorse any specific pro for installation*



We noticed you accepted the Participation Agreement for the CalWEP offer, but you didn't claim your Rachio 3 Smart Sprinkler Controller for a discounted price.

Don't miss out! To redeem your Rachio Smart Sprinkler Controller, re-submit your information here:

[COMPLETE ORDER NOW!](#)

You'll need to agree to the CalWEP Partnership Agreement so we can validate your account.

Once you complete your order, you'll receive an email from us with DIY installation instructions, or, if you prefer, you can get in touch with a local Certified Rachio Pro using the [Rachio Pro Finder](#).

Hurry - this is a limited-time program.

Happy Watering,  
Team Rachio

**P.S.** Any reason you weren't able to complete your order? If there's anything we can do to help, reply to this email to let us know!



**Congratulations!** You've successfully claimed your controller.

Keep an eye out on your doorstep - your controller will be shipped directly to your home and should be delivered within a week. It's time to get prepared for installation.

If you'd prefer DIY installation, [click here](#) to walk through our installation steps. Have any questions? Reach out to our support team at [calwep@rachio.com](mailto:calwep@rachio.com) or on the [Rachio Community](#).

Here's a friendly reminder of the terms and conditions of this program:

- I am the single family homeowner of record of the property.
- I agree to install my new Smart Controller within 2 months of the date I receive it.
- My property's irrigation system is connected to my water provider's potable water supply.
- I agree to use, operate and maintain the Rachio Smart Controller to irrigate the outdoor landscaping on my property for at least three years after it is installed.
- I understand that installation and use of the Smart Controller on my property does not guarantee reductions in my water use.
- The Smart Controller's weather-based feature uses local weather data to adjust water applied to the property. If this feature is utilized, I understand it may increase my water use/monthly bill as weather changes.
- The property has an existing, functioning in-ground irrigation system, containing no more than 16 zones, which is currently operated by a functioning non-weather based controller.
- The property has reliable Wi-Fi service capable of providing a stable signal to the Smart Controller when installed. Wi-Fi service and your Smart Controller shall remain activated at all times.

Happy Watering,  
Team Rachio

**P.S.** Any questions on your installation process? If there's anything we can do to help, reply to this email to let us know!

*\*CalWEP and your local agency do not endorse any specific pro for installation*

# Post Purchase



# Customer Support: Dedicated Email & Phone Number

**We invented the smart sprinkler category & we're still leading it today**



*"Our pick: Rachio 3. The most flexible and easy-to-use smart controller for your yard or garden irrigation system."*

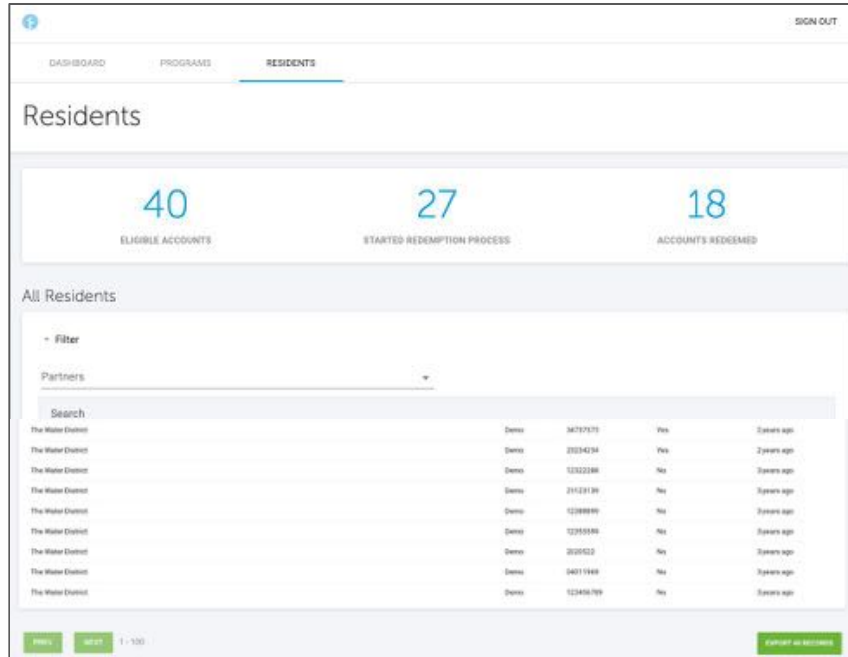
*"Rachio has already saved us money. It's intelligent operation allows us to focus on anything but the watering. Fantastic, straightforward operation."  
Amy F.*



**Net Promoter Score:**  
**65+**

**CSAT:**  
**~95%+**

# Monthly Reporting

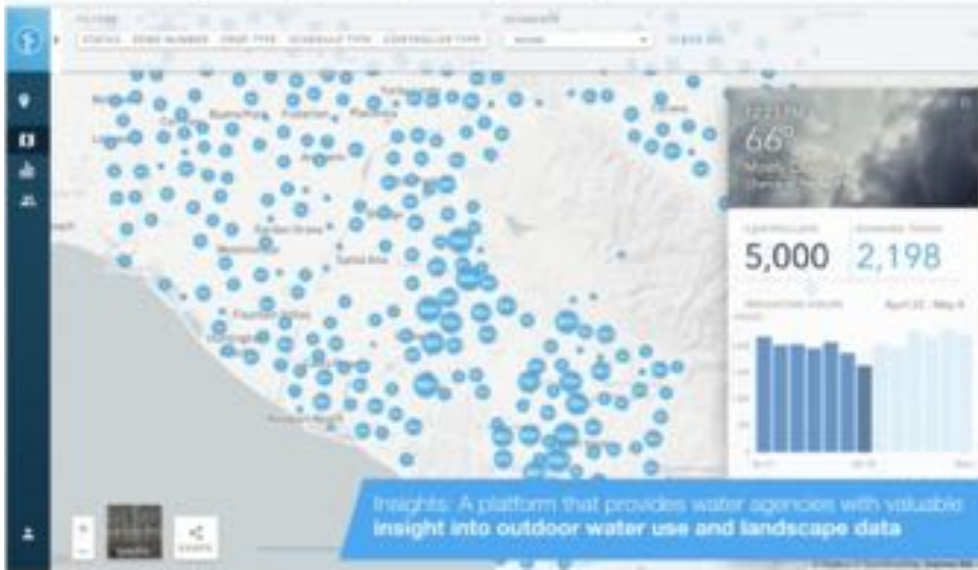


- Rachio Invoices CalWEP directly!
- Utility is able to see activated controllers through the program via Insights (at an anonymous level)



**Rachio Portal** - At any time you'll have access to the Rachio portal, which will show you the redemption information by account number. You can also export this report!

# Insights & Engagements maximizes the benefits of Rachio controllers in a water agency territory



**Rachio Insights** - understand how your service area is watering, at an anonymous level

**Rachio Engagements** - want to send a message to your residents? Rachio can help!



# How to get started:

- Let Tia know you're interested
- Select your cost share tier
- Sign the participation agreement
- Connect with Rachio
- Market the program!

Tia - [tia@calwep.org](mailto:tia@calwep.org)

Danielle - [danielle@rachio.com](mailto:danielle@rachio.com)

