

# Increasing Access to Smart Water Data throughout California

## A New Partnership between the California Water Efficiency Partnership and Flume

Flume and the California Water Efficiency Partnership (CalWEP) are excited to announce a new partnership to deploy a suite of hardware, software, and information services provided by Flume's second-generation smart water monitor to help utilities across the State of California actualize water management goals and improve external relations.

This program will provide CalWEP members with discounted access to a Flume-specific direct distribution program and unique disaggregated end-use water data. This actionable information enables utilities with greater capacity to pivot their planning and programs to address efficiency needs, new regulations, and customer satisfaction.

### Flume Overview:

Inspired by the cycle of drought in California, Flume's co-founders created a device that empowers communities with an self-installed, whole-home monitoring solution that offers flow data, leak detection, and personalized water budgets. The system utilizes a sensor that straps around the existing water meter and reads the magnetic signal coming from the meter's mechanical register. This signal is translated to a flow rate in real-time and uploaded to the cloud, where it is then made available for customers and utilities alike via smartphone application and online dashboard.



Flume provides utilities and customers with an effective means to efficiently measure their water use in real-time. Instead of relying on monthly snapshots or delayed flow data, the Flume 2 Smart Home Water Monitor provides real-time water use insights and partners with water providers to help turn these insights into action.

### The Flume Program:

Through this partnership, Flume will provide participating CalWEP member agencies with a tailored program that magnifies the impact and increases the effectiveness of conservation and customer satisfaction initiatives, including:

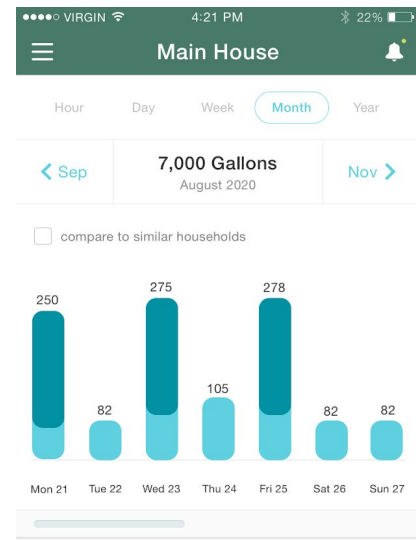
- Utility-Specific Landing Page with Simple Distribution and Customer Opt-In: All participating agencies will receive a unique, agency-specific, co-branded (Flume + Agency) landing page. As utilities promote this program, interested customers can visit the landing page to order their device. Here, Flume verifies customer eligibility and service addresses, obtains data-sharing agreements upfront, and applies subsidies so that customers can pay for the

device net-of the rebate amount. These pages enable low administrative burden for participating utilities and makes the enrollment experience easier for customers.

- **Easy Installation:** Once the customer orders the device, Flume will ship directly to the customer address provided. There, Flume customers can self-install in under 10 minutes, with no pipe cutting, wiring, or appointments required. Flume also provides exceptional support for any questions or concerns.
- **Direct Access to Water Data:** Once enrolled, both customers and utilities will gain direct access to 5-second reads on water use data. Using an online portal and customer smartphone interfaces, **Flume provides disaggregated indoor and outdoor water use** information, helping to catch leaks, change behavior and mitigate customer complaints.

**Customer Facing Application:**

The Flume App provides easy-to-understand information to customers about their water consumption. The app includes an overview of water use every minute, allowing users to see in real-time where their water is going. With this accelerated read, Flume provides volumetric separation of daily consumption. This new system can pinpoint the source of leaks or high usage appliances and fixtures, making these issues easier for households to address.



Water Customer benefits include:

- Intelligent leak detection and notifications
- Customizable water budgets and usage alerts
- Increased satisfaction and transparency
- Disaggregation of indoor, outdoor, and appliance specific water use
- Whole home (indoor and outdoor), real-time water monitoring via the Flume App

**Utility Facing Dashboard:**

The Flume Utility Dashboard creates a seamless interface between customer water use data and water utilities. Integrating live disaggregated water use data from homes across the service area, this dashboard enables a better understanding of indoor and outdoor use, leaks, and overall consumption data at the micro and macro levels. Each dashboard comes equipped to segment data in the following ways: aggregate and individual water consumption, gallons per capita per day (GPCD), interactive installation maps, a live queue of system alerts, and a list of top water users.



Partner Water Utilities benefits include:

- Utility-specific landing pages for simplified ordering processes and subsidized rates
- Access to high resolution consumption data, with ability to disaggregate indoor and outdoor end-use in daily, hourly, and minute segments
- Ability to engage customers regarding their usage and behavior
- Improved efficiency and decrease in non-revenue water and/or bill credits
- Increased customer satisfaction and improved utility-homeowner relationship
- Improved forecasting abilities via disaggregation data

With this partnership, CalWEP and Flume are able to provide greater access to water data for customers and utilities alike. Flume’s comprehensive, integrated solution is designed to help increase water use efficiency and customer satisfaction in a manner that is frictionless. Homeowners are empowered to better understand and optimize their consumption. Utilities will gain additional access to vital information in their service areas and be better able to delineate indoor and outdoor water use. As a result, Flume helps build meaningful relationships with customers, expand demand planning capabilities, and meet conservation and efficiency program goals.

**Sample Project Results:**

<b>Utility</b>	<b>% that found leaks</b>	<b>% net reduction in consumption relative to control group</b>	<b>% that report change in water usage behavior</b>
<b>Rainbow Municipal Water District</b>	63%	9%	88%
<b>San Antonio Water System</b>	>50%	18%	66%
<b>Contra Costa Water District</b>	66%	17%	67%

**Pricing**

All CalWEP members can access this program and associated benefits, as well as additional exclusive pricing benefits unique to this partnership.

The Flume 2 Smart Home Water Monitor currently retails for \$199, but this program ensures a combined cost not to exceed \$165 dollars plus tax and shipping. For example, a CalWEP Member Agency can provide a rebate of \$125, allowing customers to access the program for \$65, plus tax and shipping. Upon installation, Flume will issue an additional subsidy of \$25, bringing the final cost to the customer down to just \$40, plus tax and shipping. Flume will then invoice CalWEP for the Utility Subsidy. If not installed, the customer will have paid \$65 dollars for the device and Flume will not charge CalWEP. Actual rebate amount and customer cost will be determined by utility.

<b>Hardware Pricing Example</b>	<b>Tier</b>	<b>Utility Subsidy</b>	<b>Customer pays</b>	<b>Flume pays Customer after Install</b>	<b>Total Cost Not to Exceed</b>
	∞	\$125	\$65 + taxes + shipping	\$25	\$165

**Dashboard Access**

Under a standard contract, Flume would charge utilities for dashboard access. As part of the partnership program provided to CalWEP member utilities, Flume will waive the cost of this platform and forthcoming generations, including disaggregation data, for 6 months from the initial signup date. This free end-use data is only available within the first 6 months of any utility contract through CalWEP.

Should participating retail utilities choose to discontinue their use of the disaggregation data provided in the Dashboard, they can do so at any time without incurring penalties. Regardless, they will maintain the ability to access the base platform, which includes basic leak detection and flow information, free of cost for the length of their contract period.

<b>Flume Utility Dashboard</b>	<b>Tier Based on Units Deployed</b>	<b>Monthly Recurring Cost per Endpoint</b>	<b>Cost to CalWEP utilities within the first 6 months</b>
	0-4,999	\$0.99	\$0.00
	5,000-9,999	\$0.85	\$0.00
	10,000+	\$0.65	\$0.00

**About the Organizations:**



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 and digitizing the data behind it. We're bridging the gap between homeowners and water providers to fundamentally (and forever) change the way we understand and access water data.

CalWEP's mission is to maximize urban water efficiency and conservation throughout California by supporting and integrating innovative technologies and practices; encouraging effective public policies; advancing research, training, and public education; and building collaborative approaches and partnerships.