



## Smart Irrigation Controller Program with Utility Facing Dashboard

### Project Summary:

CalWEP and Rachio are excited to launch and offer a cost share program to members of 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 participating member agencies will be provided access to Rachio's Insight portal, allowing to view device configurations and various irrigation data -at an anonymous level. CalWEP and participating member agencies will also be provided access to Rachio's Program portal which provides the ability to track redemptions by participating member agencies.

Any member agency that decides to take advantage of this program will be added to the program landing page. The participating member agency will be required to market the program to their residents - driving them to the Rachio/CalWEP landing page ([calwep.rachio.com](http://calwep.rachio.com)). Rachio will provide all marketing materials needed to market the program.

### How the Program Works:

Once applicants are directed to the customized landing page developed by Rachio, they will be led through an easy to purchase experience. Once the applicant arrives at the page, they'll be prompted to enter their water account number, or an individual numeric code provided to the homeowner by the member agency, their name, email, and ZIP code. Rachio will use these inputs to verify eligibility, and will provide error codes when these input data are improperly formatted. Once the eligibility code has been used, that eligibility code will no longer be eligible and will be marked as "redeemed" in our system.

Once the applicants select the product(s) they need (controller only or controller and outdoor enclosure), they will be directed to a payment page to pay the difference between the cost share and total price. Once payment is processed, the resident will verify the shipping information and complete the purchase.

During the application process, Rachio will populate the terms and conditions provided by CalWEP to the resident. Rachio is able to provide these terms and conditions via a checkbox that the resident is required to “accept” before moving forward in the process.

After order completion, the resident will receive two emails; one email with instructions on how to install the Rachio DIY plus a link to our ProFinder tool if they prefer a professional installation. The other email will include tracking information to monitor the shipping of their order. If the customer has any questions about their order, they can contact our customer support team using the dedicated email and phone number that will be created for this program between the hours of 7am-6pm (MST), Monday through Sunday.

## The Rachio Controller:

Rachio is the highest rated and best-selling smart sprinkler controller on the market. Our Rachio 3 sprinkler controller is the best selling on Amazon with 4.6 stars and over 3,000 reviews.

All of our controllers are designed in Colorado and manufactured in North America, allowing us to control manufacturing conditions, material quality, and distribution processes. Our software is developed at Rachio headquarters in Colorado, and our data is hosted in secure data centers located within the US. Our customer support call centers are also US-based.

By design, Rachio controllers leverage WiFi internet connectivity in order to enable the latest software functionality and weather predictions/observations. In the event of a WiFi outage, pre-programmed schedules continue to run. The controller will automatically reconnect when WiFi returns.

All Rachio controllers are EPA WaterSense certified and SWAT tested.

### **Rachio 3 Smart Sprinkler Controller**

Built on several years of hardware and software improvements, the Rachio 3 is Rachio’s latest and most advanced product.

The hardware features of the Rachio 3 include:

- Easy-to-use on-unit manual controls
- Easy-to-install and break-resistant wiring terminals
- Easy-to-install outdoor enclosure (for outdoor installations)
- “Future-proofed” WiFi chip that supports diverse, modern WiFi setups (2.4 and 5 GHz networks)
- Long range, low power radio that enables the controller to communicate



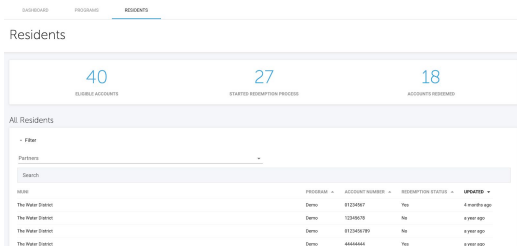
seamlessly with optional accessories

The Rachio 3 does not need a rain sensor to operate, however, the unit can take the input from existing rain sensors - interrupting the common wire signal. The Rachio 3 is available in configurations that support up to 16 zones, indoor installation, and outdoor installation.

## What you Get:

In addition to Rachio's top-rated consumer software, Rachio is pleased to offer exclusive software for utility partners like CalWEP.

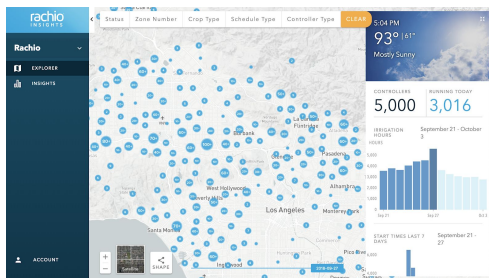
### *Rachio Program Portal*



CalWEP and participating member agencies will have access to view the account numbers or unique numeric codes uploaded to the database, the account number or code that was redeemed, the redemption status and the date of redemption. Rachio's web-based utility program platform provides the following capabilities:

- **Program tracking:** view number of account numbers eligible and track account numbers (residents) redeemed in real-time
- **Reporting:** ability to export a report to easily track against internal data to assist with program & distribution goals
- **Real-time tracking:** view all redemptions in real-time on a program by program basis

### *Rachio Insights Lite Portal*



Rachio's Insights Lite platform is an integrated analytics platform built to highlight irrigation trends, and to provide transparency into compliance with program parameters. Built to

the requirements of leading utility partners, Rachio's Insights platform provides geospatially-aware aggregated usage statistics and plots. These data can be filtered by a number of controller and zone-parameters, to highlight differences in schedule types, zone parameters, and irrigation patterns.

Insights Lite platform will allow CalWEP and participating member agencies to see aggregate data from the controllers in the service area and assess how they are being used. CalWEP will be able to filter for the entire service area or by program specifically. Rachio Insights Lite has the following capabilities, at an anonymous level:

- **Project implementation:** view number of controllers manufactured, shipped, activated, etc.
- **Distribution rate:** maintain visibility into distribution goals, and engage with Rachio project management resources to increase adoption rate
- **Controller status:** view activated, online, offline, currently watering status for each controller
- **Real-time insights:** view aggregate and individual data on programmed schedule start/end times, schedule days, schedule lengths, and estimated irrigation time
- **Compliance auditing:** audit controllers for compliance with local restrictions, time of day restrictions, and local parameters, such as soil type

### *Marketing Assets*

Rachio will provide participating agencies access to our marketing folder which provides you example copy for an email, social media templates, images and more!

### *Dedicated Customer Support*

Rachio has set up a unique phone number and email address for residents participating in this program. When using the telephone number and email address Rachio's support team will know the specifics of the program and will be able to assist quickly and efficiently.

Rachio's customer support team is available via phone and email, Monday through Sunday from 7am- 6pm Mountain Time. Our support team is able to provide answers to installation & set-up questions, information on their order and payment questions.

### **Pricing:**

The Rachio R3 8 zone MSRP is \$229.99+tax and the 16 zone MSRP is \$279.99+tax. Special pricing for this program has been approved for \$169.99+tax for the 8 zone and \$189.99+tax for the 16 zone.

Rachio understands that each participating member agency has varying conservation funds. Because of this, Rachio has created 6 different tiers of the cost share model:

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

To ensure timely reimbursement, the participating agency will place funds on deposit with CalWEP for anticipated program expenditures. At the end of the month, Rachio will invoice CalWEP by participating agencies for the number of controllers sold the previous month. CalWEP will then send a monthly statement to each participating agency outlining program expenditures, deposit account balance, and details on rebates issued. Each agency will be able to track redemptions by account number via the portal, this however, will not show pricing.

The participating agency can add funds to its deposit account at any time during the program period.

In order to create the custom landing page, maintenance on the portal and Insights platform, there will be a \$500 admin fee for each agency that decides to participate. This cost includes, marketing access and login access to the Rachio Insights platform (Lite version included) and Rachio Program Portal.

## [Questions?](#)

If you have any questions about this program please don't hesitate to reach out to:

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

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

We look forward to working with you!