



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

*Our Mission:*

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



# Rachio

## Engagements for Utilities

Thursday, June 3rd  
Peer to Peer

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

## Ratepayers



### Smart Controller

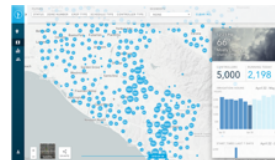
A smart Wi-Fi irrigation controller that takes the guesswork out of watering & reduces your water bill

## 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

# 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

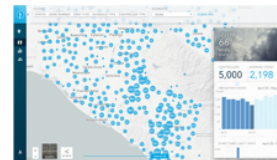
Create longer & stronger roots for drought resistance & decreased water needs without nonpoint source pollution

## 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

# Working in California

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- In California alone there are over **100,000 Rachio controllers** installed and saving water!
- Rachio controllers have helped save over **4 Billion Gallons** of water in 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®

# Rachio Engagements

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

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

Who does this help?

# Rachio Engagements

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

Who does this help?

- Utilities that don't have their resident's email address
- Utilities that don't have the time or the resources to send this type of email multiple times a year
- Utilities that need their residents to update their watering habits



# Rachio Engagements - The Message



## Rachio Engagement Capabilities

Target homeowners with specific messaging:

- Suggest schedule changes - Fixed to Flex Monthly schedules
- Encourage homeowners to create a special schedule for drought season
- Educate customers about their controller setup - is the zone setup correct?

# Rachio Engagements - The Marketing



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 Nassau County Irrigation Ordinance and reduce early morning water demand.

**Why It Matters:** Did You Know? Around 5:00 AM, New York American 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 Nassau County Irrigation Ordinance, you're not allowed to water between 10 AM and 4 PM.*

Happy Watering,  
Rachio Team

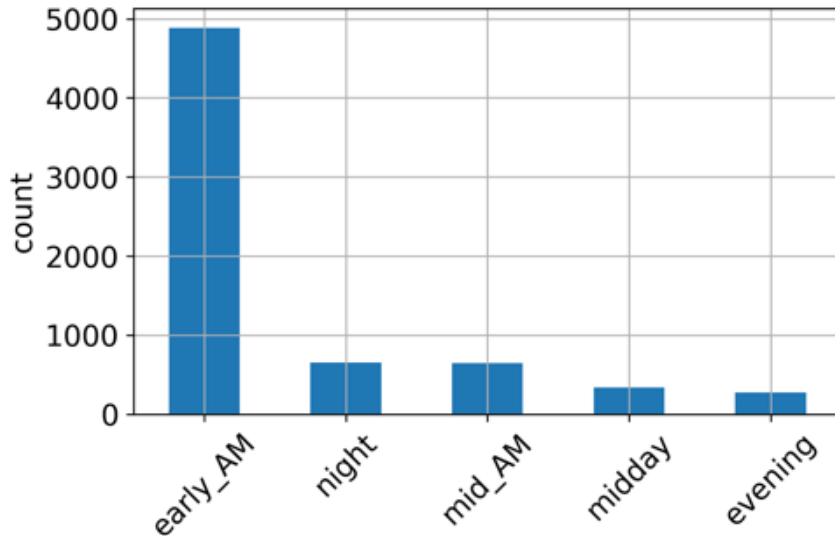
## Rachio Engagement Capabilities

Work directly with Rachio's marketing team

- Understand what type of messaging works with your residents
- Send follow up emails to those that didn't open the email or respond

# Rachio Engagements - The Results

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## Rachio Engagement Capabilities

### Results of the Engagement

- Receive a detailed report on the impact of the engagement
- Start to understand how to best communicate with your residents
- Have controllers set up correctly!

# Rachio Engagements - Menu of Options

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## 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
- Messaging around weather - is there a drought? Too much rain?

## 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
- A survey to understand your residents and get to know them better

# Rachio Engagements Case Studies

# Rachio Engagement Case Study, #1

## Goal

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

## Context

This engagement 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
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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 a Fixed Schedule to a Flex Monthly Schedule

## Context

The city wanted to make sure their residents were setting their controller up correctly, and on a schedule that would save the most water.

## Results

We saw **15% increase** of controllers moving to a Flex Monthly schedule



Hey Danielle!

Cold [redacted] in be hard on your irrigation system, and cracked pipes can be costly down the road. So now is a great time to make sure your system is in good working order for the warmer weather ahead.

### 3 Steps To Get Set Up For Summer

#### Step 1: Perform an Irrigation Audit

Check your system for clogged, broken, or missing sprinkler heads. You can DIY your audit with [these tips](#) or contact a [local irrigation professional](#) for a more thorough audit.

#### Step 2: Check Your Status

Make sure your Rachio controller is up and running. Move out of [standby mode](#) and ensure wiring and Wi-Fi are connected. Last year, Rachio customers in your area turned on their sprinklers around May 20th.

#### Step 3: Check Your Schedules

Ensure none of last year's schedules have an expired end date and consider switching any Fixed schedules to [Flex Monthly](#) to save even more water

As always, our support team is here to help you. Please reach out to [redacted] if you have any questions.

Happy Watering  
Team Rachio

# Rachio Engagement Case Study, #3

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## 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 in the off season

## 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.

Happy Watering

- Your friends at Rachio &



# Rachio Engagements

## Potential impact:

- 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 about Engagements,  
please don't hesitate to reach out:

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

