



500 South 4th Avenue Brighton, CO 80601

September 10, 2015

Rebecca Mitchell
Section Chief, Water Supply Planning
Colorado Water Conservation Board
Department of Natural Resources
1580 Logan Street, Suite 600
Denver, Colorado 80203

RE: Colorado Water Conservation Board Water Efficiency Grants
City of Brighton WaterSmart Project 100% Completion Update

Dear Ms. Mitchell,

Please find herein, the City of Brighton's 100% project report prepared in accordance with the Water Conservation Planning Grant requirements. The report provides information on the steps completed thus far, and those issues encountered.

We would like to report, due to the benefits of working with WaterSmart Software, Inc. (WaterSmart) we have implemented an extension to the Standard Professional Services Agreement between the City of Brighton (City) and WaterSmart, originally agreed to on May 16, 2014, and noted as the WaterSmart Water Conservation Program. The extension continues our focus on residential water use through Home Water Reports, access to the Customer Portal and the Utility Analytics Dashboard, with additional multi-family residential (MFR), commercial and industrial data provided by the City.

Program Overview and Project Steps Completed:

The Colorado Water Conservation Board approved funds on March 5, 2014 for the City of Brighton to implement a water conservation education and outreach program intended to: facilitate communication with residents regarding their water use; improve the City's understanding of water use by their residential customers; and reduce annual water demand.

Since the program launch in the summer of 2014, the City has worked with WaterSmart to implement a program.

On behalf of the City, WaterSmart randomly selected approximately 4,000 single family residential accounts for enrollment in the year-long pilot project designed to spur conservation among enrolled homes and provide the data necessary for clear results and data monitoring. Enrolled accounts, the “experimental group”, were sent six Home Water Reports, bi-monthly, over the course of 12 months. These accounts also have access to the web-based Customer Portal, which presents customer-specific water-use data and comparisons, and customized water-saving recommendations. A control group was also selected so WaterSmart could accurately measure the impact of the program by comparing results of the enrolled “treatment group” with the control group, which did not receive any communications.

Home Water Reports help residents understand their water use by providing it in gallons per day, and by providing comparative water-use data of similar households in Brighton. The Reports also provide targeted recommendations on how to reduce water use by making behavioral and fixture changes. Please refer to Table 1 below for the additional Home Water Reports sent to customers. The exact number of Home Water Reports sent may not total the 4,000 accounts due to missed, suspect, or bad meter reads, account closures or insufficient data.

Table 1: Home Water Reports Sent

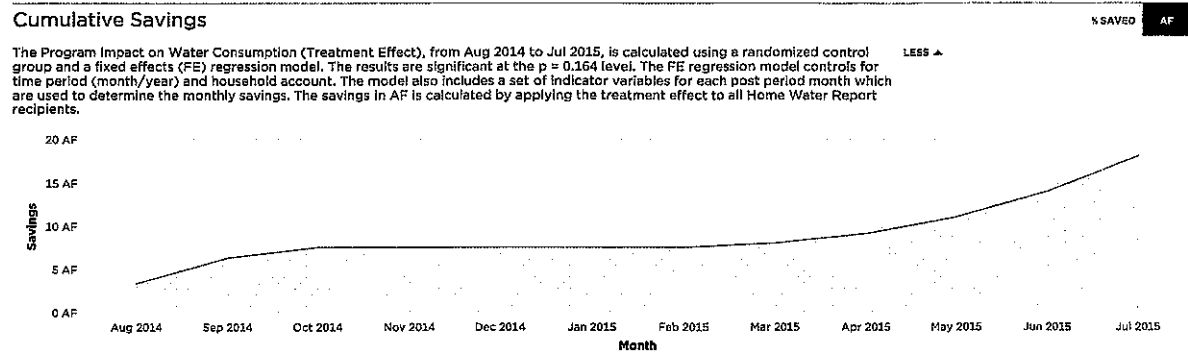
Mailing Month	Email	Paper	Total Reports Sent
June 2015	478	2,953	3,431
May 2015	451	2,878	3,329
March 2015	474	3,164	3,638
December 2014	447	2,932	3,379
October 2014	490	3,287	3,777
August 2014	482	3,380	3,862

Water Savings

Total water savings attributable to the sending of Home Water Reports during the one year program were over 18 Acre Feet, with a cumulative savings of just under 2%. Figure 1 shows cumulative savings over the course of the one year program. ¹

¹ The Program Impact on Water Consumption (Treatment Effect), from Aug 2014 to Jul 2015, is calculated using a randomized control group and a fixed effects (FE) regression model. The results are significant at the $p = 0.164$ level. The FE regression model controls for time period (month/year) and household account. The model also includes a set of indicator variables for each post period month, which are used to determine the monthly savings. The savings in AF is calculated by applying the treatment effect to all Home Water Report recipients.

Figure 1: Cumulative Savings August 2014 – July 2015



The total savings percentage was below WaterSmart's expected savings of 3-5% for the period. A comparison with other WaterSmart implementations indicates the large reduction in water use suggest that the low residential water use in Brighton overall during summer 2015 may explain part of the discrepancy. Residential water use in Brighton has been highest during the month of July. While the July 2015 consumption of 1.22 million (122,912,785) gallons of total consumption was the peak for 2015 use so far, it was 16% lower than 2014 overall. Rainfall during this period (2.68 inches), was more than twice the average for the month.² Rainfall in May of 2015 was also exceptional, totaling 5.76 inches, compared to normal precipitation of 2.24 inches. Irrigation overall was lower than average during this month as well.

Other Results

Digital Engagement

Through the WaterSmart program, Brighton was able to gather 639 email addresses (16-19% of all HWR participants). This has enabled the City to reach out to customers via email versus print communications, saving costs and time of delivery.

Customer Satisfaction

In May 2015, WaterSmart worked with City of Brighton to conduct a Customer Satisfaction Survey that focused on the perception of Brighton's customers of the WaterSmart Water Conservation Program. Outreach efforts included distribution of 538 email invitations to customers, which resulted in an overall response rate of 28.6 percent.

The survey found that those customers who received a Home Water Report found them to be effective, as 81.2% recalled receiving a HWR, 78.4% read their HWR's, and 63.2% indicated that the reports changed their behavior. The majority of customers (87.9%) specified that they would like to continue receiving the reports. Overall, the general feedback implied that customers, "enjoy reading the reports," "are interested in other indicators that can help them

² <http://www.usclimatedata.com/climate/brighton/colorado/united-states/usco0043/2014/7>

change their behavior,” and “will continue to do better with their water use, as well as make others more conscientious.” The survey showed that Brighton’s customers’ attitude about the Program was that it has been an extremely welcoming and positive experience.

Thank you for all your support and guidance with our Water Conservation Plan Grant. If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Dawn M. Hessheimer". The signature is fluid and cursive, with the first name "Dawn" being more prominent.

Dawn M. Hessheimer

Water Resources Specialist

Cc: Ben Wade, Colorado Water Conservation Board
Curtis Bauers, Director of Utilities, City of Brighton
Dominique Gomez, WaterSmart Software, Inc.



WaterInsight Program
500 S. 4th Ave
Brighton, CO 80601

YOUR HOME WATER REPORT

THIS IS AN INFORMATIONAL REPORT AND NOT A BILL.

SERVICE ADDRESS: 215 N 6th Ave
ACCOUNT NUMBER: 46012501



SIGN UP TO GET THIS REPORT VIA EMAIL:
www.brightonco.gov/waterinsight

303-655-2127

waterconservation@brightonco.gov

Your WaterScore

FEB 28 TO MAR 27, 2015



You used **more water** than
similar households in Brighton.

Gallons Per Day (GPD)

30,110 GALLONS = 1,075 GPD

Efficient
Households

88 GPD

Average
Households

136 GPD

You 1,075 GPD

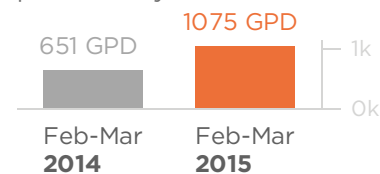
Your water use is compared to homes in Brighton
with 2 occupants and a similar yard size.

<RecipientID>brighton-1</RecipientID>



Your use compared to last year

You used **65% more** water than during the same
period last year.



When can you water?

By ordinance of Brighton:

Follow the Circle, Diamond and Square watering
schedule: bit.ly/2015WateringSchedule

Remember: no irrigation between 10am-6pm.

Water waste is subject to fines.

Water-saving actions just for you

Selected based on your household characteristics, yard size, and historical water use.

[Log on to update your profile](#)

Potential annual savings if you:



Choose low
water-use
plants



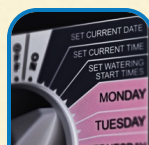
332

GALLONS
PER DAY



\$1,108

DOLLARS
PER YEAR



Stop
irrigating
when it
rains



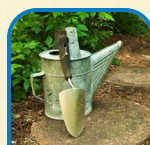
100

GALLONS
PER DAY



\$335

DOLLARS
PER YEAR



Don't water
if soil is
moist



65

GALLONS
PER DAY



\$219

DOLLARS
PER YEAR

Log On

Take the guesswork out of saving
water. See:

- Where you're using the most
- All actions relevant to you
- Step-by-step tips and rebates

www.brightonco.gov/waterinsight

Registration Code: AVTH48

Zip Code: 80601

A **free** service offered by
your water utility and powered by
WaterSmart Software®



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Customer Satisfaction Survey

May 2015

Ellisa Feinstein, Client Services Manager
efeinstein@watersmart.com

Customer Satisfaction Survey

Gauge awareness & satisfaction of the
Home Water Report program among Brighton customers.

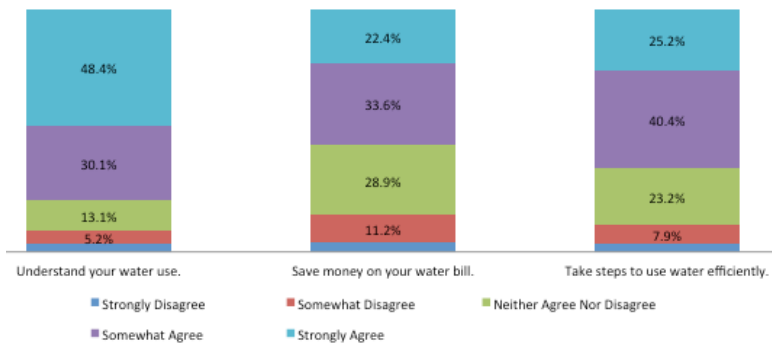
Quick Stats:

- 538 email invites
- 154 responses
- 28.6 % response rate
- ~70 Comments

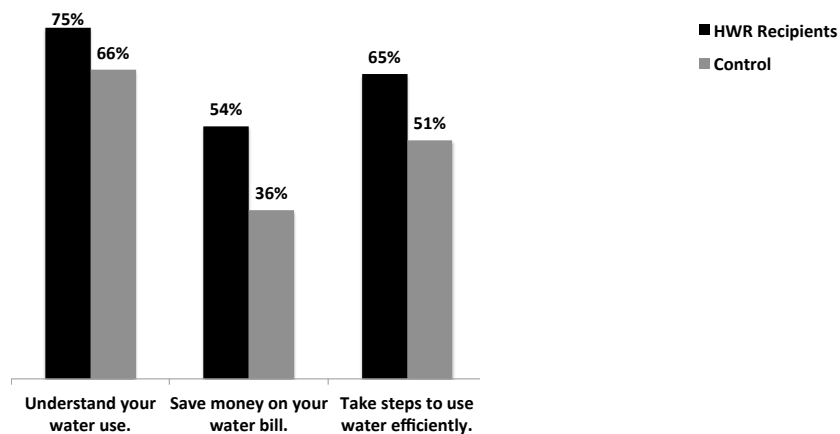


Customers' attitudes

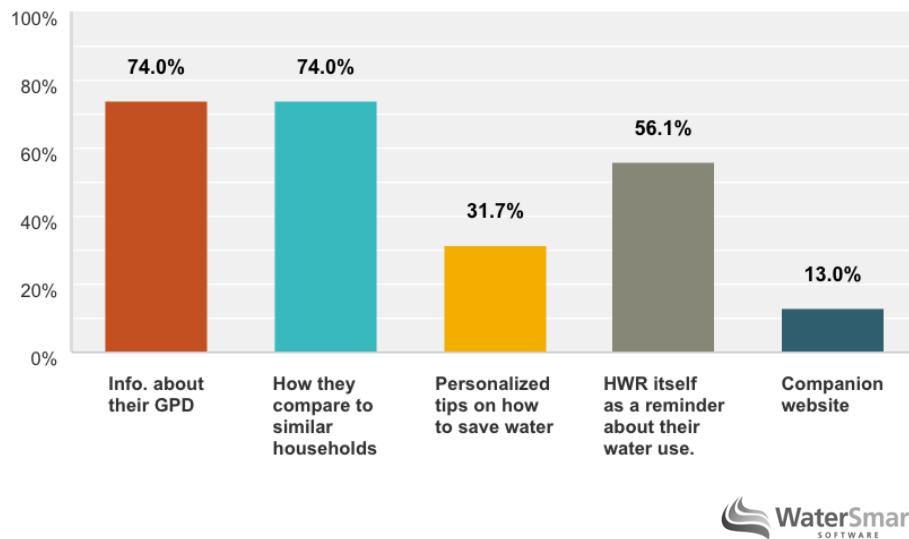
- **78.5%** strongly/somewhat agree that Brighton helps them understand their water use.
- **65.6%** strongly/somewhat agree that Brighton helps them take steps to use water efficiently



Case Study: HWR Recipients vs. non-HWR Recipients



HWRs' most useful/valuable attributes



Home Water Report effectiveness

- 81.2% recall receiving a HWR
- 78.4% read all of their HWRs; 25% at least once or twice.
- 63.2% of customers indicate that the reports made them be more water efficient...

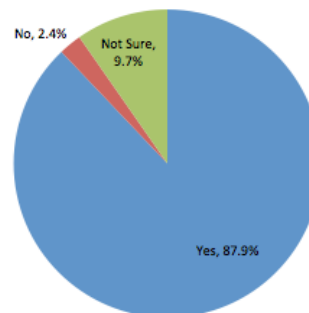
Water-saving actions customers took or learned...some comments:

- Xeriscaping, shorter showers, reclaim water for watering house plants
- Replaced shower heads, toilets, faucets. Reduce sprinkler use.
- Reviewed lawn watering schedule; asked lawn care personnel to reduce the length of time water ran. Made changes to laundry routines.
- Cutting back on showers.



Interest in Home Water Reports

87.9% of customers
would like to continue
to receive reports



Customer feedback

- “I have printed all of the reports that I have gotten and will try to do better for each period this year.”
- “I think it’s good. I hope it does help others be more conscientious but sadly I see some people break watering restrictions all summer long.”
- I enjoy reading the reports. In my neighborhood, they are building at a fast pace, and every new home has lots and lots of sod. Why is this allowed? Yards can look beautiful with rocks and water efficient plants. The city should offer incentives for residents to convert grass to xeriscaping, just like you do for purchasing efficient washing machines.
- I would like to see small signs created that can have slogans about water saving that you can put near your faucets. That way, when guests come to my home, they get the hint about water conservation without me having to say anything. And I do appreciate the Home Water Reports very much.

