

Denver Water

DIGITAL ENGAGEMENT & CONSERVATION PILOT

An evolving experiment

Denver Water has piloted varying engagement strategies with a subgroup of customers in an effort to educate customers about their personal usage and reduce consumption.

The first effort - a 2013 targeted letter campaign - was sent to 4,000 high users regarding their consumption in the previous year. The campaign saw modest (2.8%) usage reductions but resulted in confusion due to its focus on last year's usage.

Two other campaigns followed with varying degrees of success. While customer service call volumes dropped and usage reductions were higher than prior efforts, the campaigns were not cost-effective.

Moving to the digital age

In 2017 Denver Water piloted Dropcountr to gauge customer engagement and conservation with a digital customer portal. Dropcountr enables digital engagement and uses social-norming to guide customer behavior and promote efficiency without rate increases. Customers have easy access to their water use on any smartphone, tablet or computer.

A compelling argument for this digital approach is how scalable the platform is - it is just as easy for Denver Water to support 2,000 accounts as it is to support 200,000 accounts and considerably more cost-effective than prior campaigns.

A strong adoption signal

Denver Water launched the Dropcountr customer portal in June of 2017 and saw immediate traction. Within four weeks 19% of the pilot subgroup had registered for Dropcountr. Within 16 weeks 30% had registered. This strong adoption was a clear sign that Denver Water customers desired a digital customer portal.

Third-party statistical analysis (led by the University of Kentucky research team) noted that Dropcountr users, on-average, consumed 7.5% less water than non-Dropcountr users. At \$450/AF, Dropcountr was significantly more cost-effective than Denver Water's prior projects.

A pilot opportunity

Dropcountr is seeking utility partners with an interest in developing their customer engagement and conservation program with an 18-month research pilot. Dropcountr has partnered with researchers at the University of California at Riverside to better understand what messaging strategies and content drive water efficient behavior.

When are your customers most receptive to messaging?

What types of messages do your customers respond to?

How satisfied are your customers?

How do they change over time?

This \$20,000 pilot includes 18-months of Dropcountr software services (and all updates), technical support, outreach support and a full messaging analysis and recommendations from our partners at UC Riverside.

- Colorado utilities can leverage funding opportunities offered by the CWCB
Learn more at www.bit.ly/cwcb-dc

Pilot Details

OVERVIEW

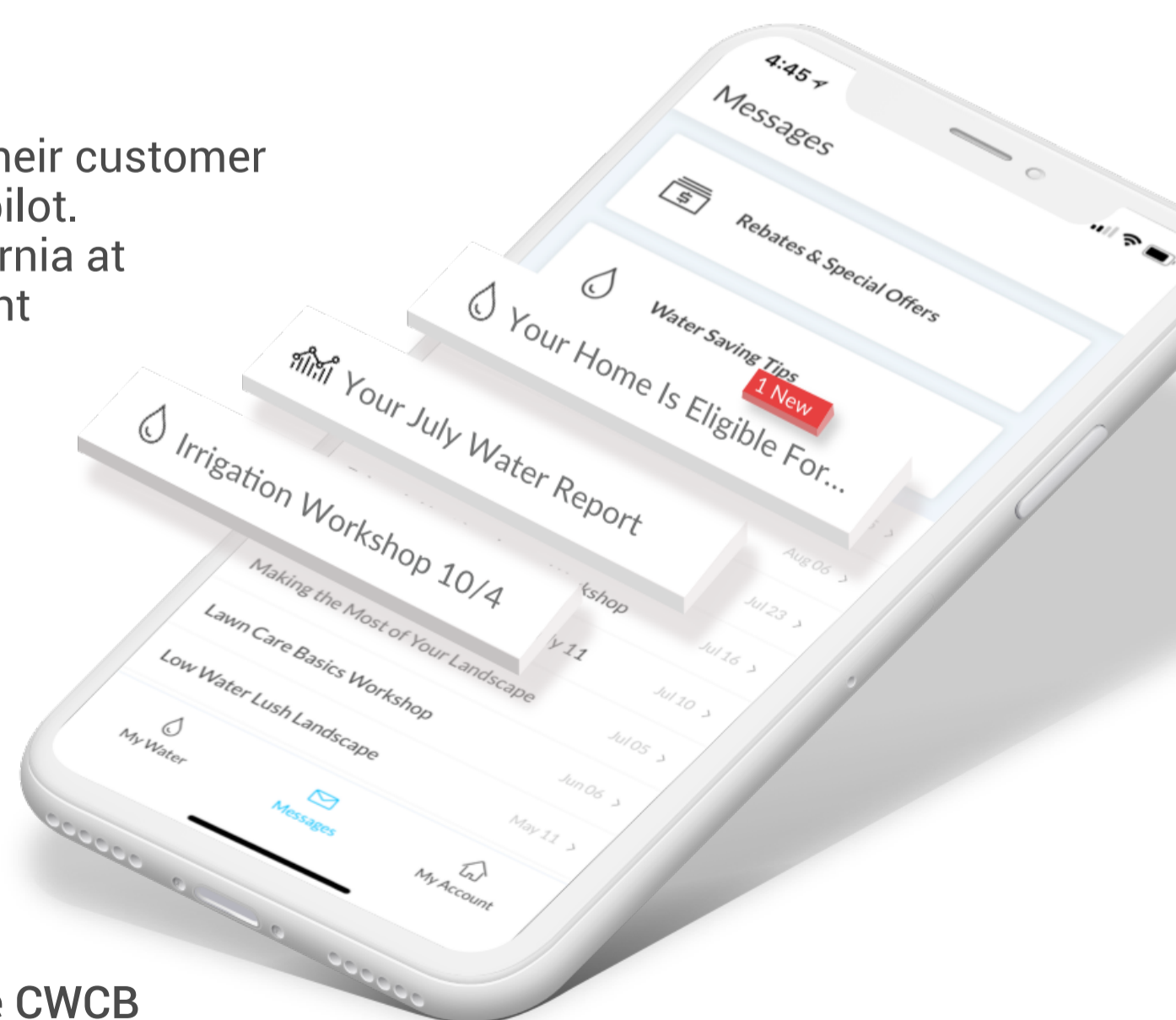
Participants	10,721
Neighborhoods	Park Hill, Greenwood Village, SE Denver
Duration	June 2017 - April 2018
Cost	\$60,000
Setup	3 weeks
Read interval	Monthly

ADOPTION

Within 1 month	19% (2,087)
Within 3 months	29% (3,196)
Email open rate	57% (2x average govt open rate)

CONSERVATION

Average impact	7.5% per customer
Cost per Acre Foot	\$450/AF
Unit cost of prior efforts:	\$793/AF
Savings:	\$343/AF



DROPCOUNTR'S COLORADO PARTNERS



Ganesh Krishnamurthy, P.E.
ganesh@dropcountr.com | (626) 463-8244
www.dropcountr.com

