

RICAPS Presentation Portola Valley H2Oknow Tool

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PORTOLA
VALLEY

Overview

- * Background
- * Community Based Social Marketing Framework
- * H2Oknow Tool Genesis
- * H2Oknow Tool Features
- * Next Steps

Background

- * Mayor's Directive
 - * In 2014, Mayor made water conservation one of the highest priorities for the Town
 - * Council formed Ad-Hoc Water Conservation Task Force
 - * In January 2015, Task Force became Water Conservation Committee
- * Governor's Executive Order
 - * 9 tiers to achieve average of 25% reduction
 - * Portola Valley part of CalWater Bear Gulch District
 - * Includes Atherton, Woodside, parts of Menlo Park & unincorporated San Mateo County
 - * Bear Gulch in top tier (9) = reduction of 36%



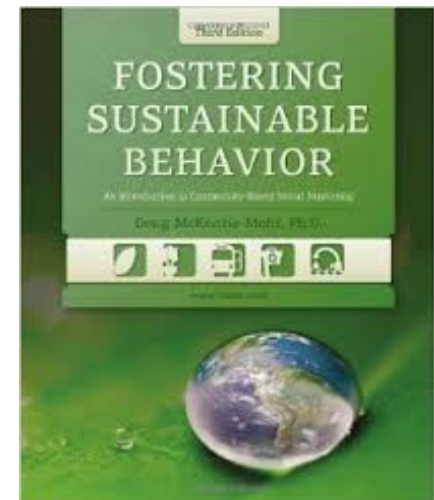
Background

- * Water Conservation Committee Response to Drought Mandate
 - * Urgency to do something in light of reduction requirements
 - * Wanted to target top 100 water users
 - * Pressure to get data from CalWater
- * Engaged Community-Based Social Marketing (CBSM) Firm
 - * Goal: learn how to best engage residents in water conservation behaviors/measures that will persist over time
 - * Held 3-hour workshop on basics of CBSM
 - * Emphasized the importance of not alienating anyone

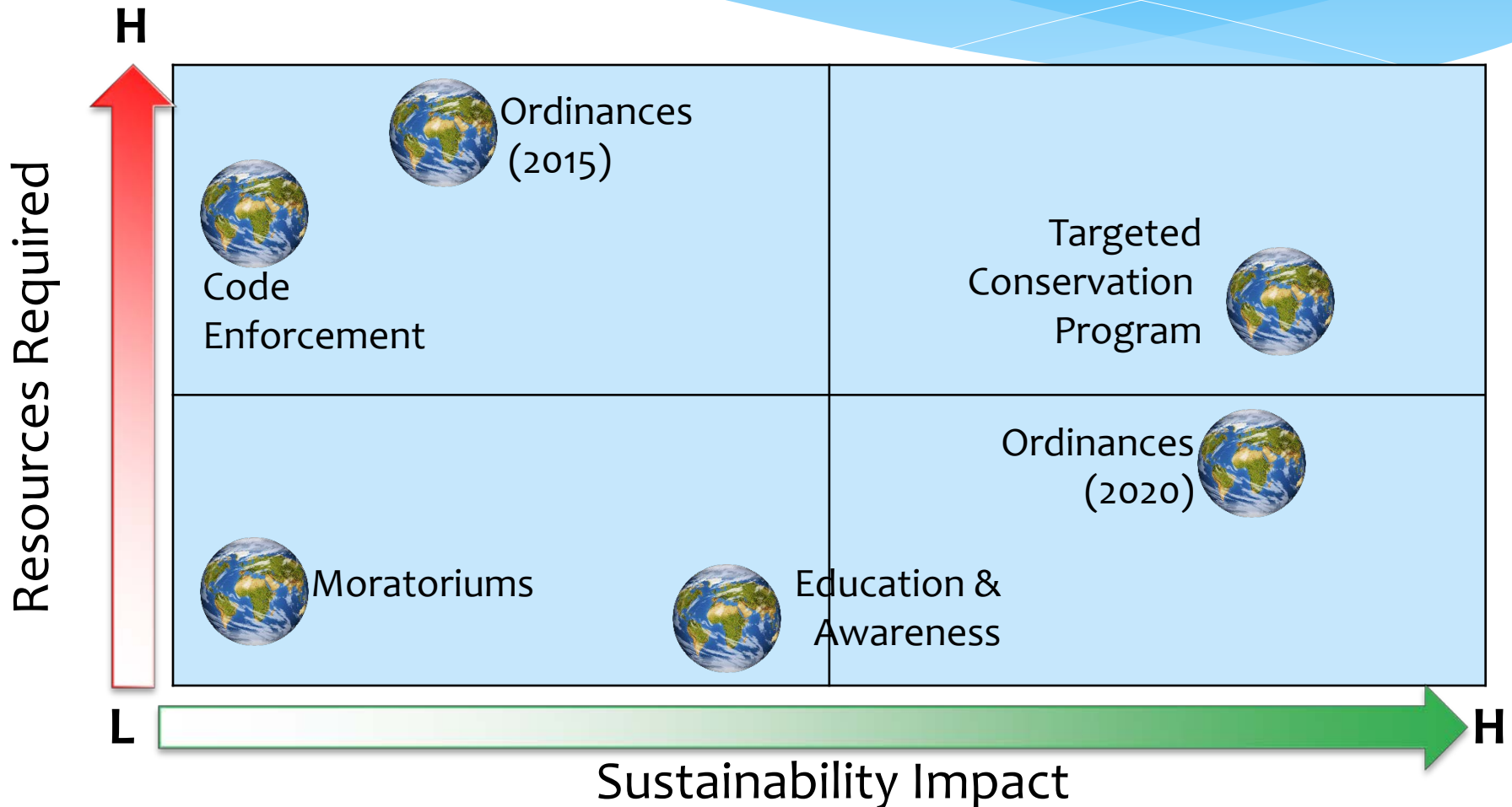


CBSM Takeaways

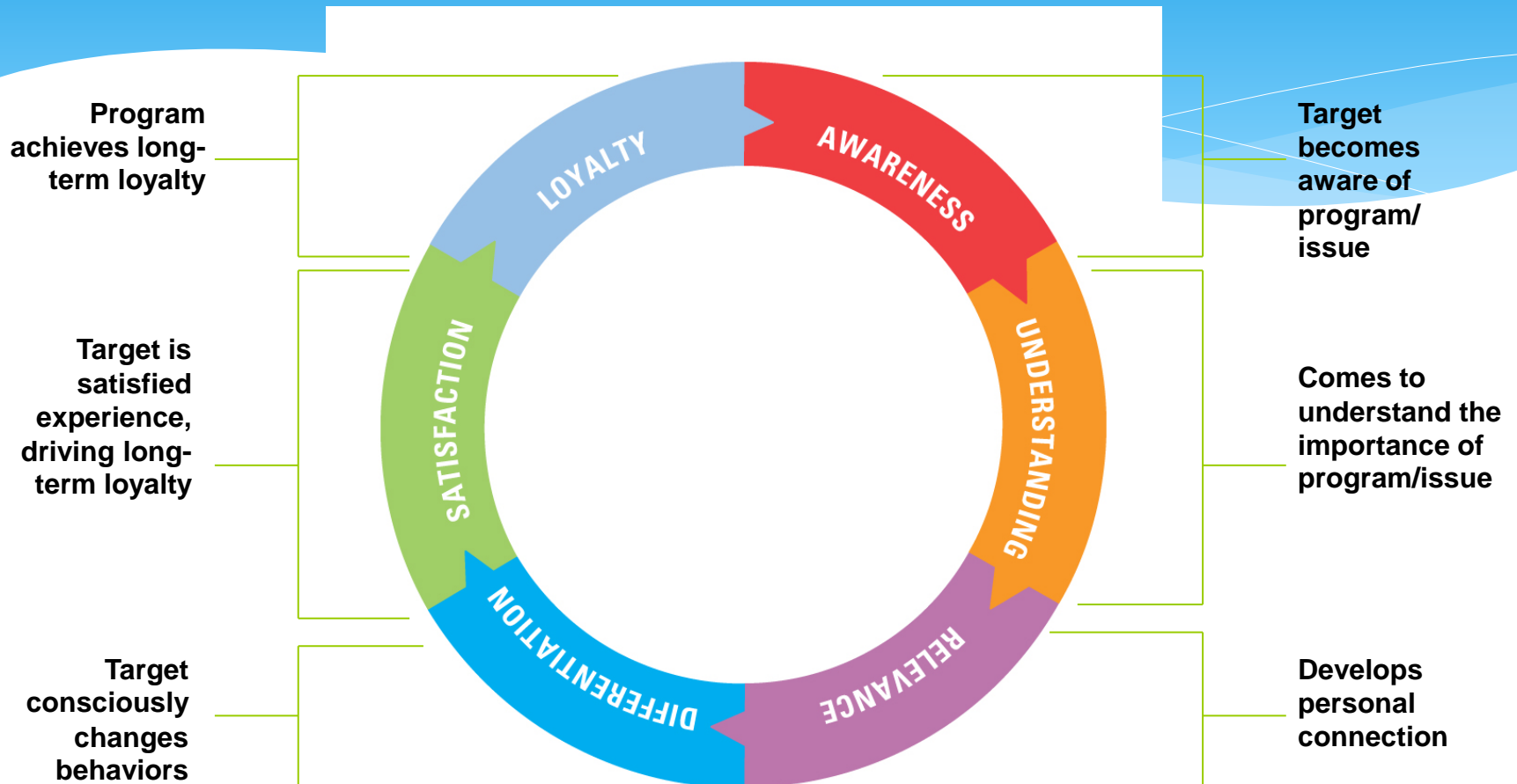
- * Identify barriers & incentives to overcome
- * Focus on 1 behavior at a time
- * Choose programs w/ high impact & probability of change
- * Choose Measurable Objectives
- * Test & tweak along the way
- * Avoid us versus them
- * Focus on long-term change



Efforts Relative to Payoff



Behavior Change Continuum



- * Only one chance for good initial experience or ten times more difficult to engage

Program Focus



- * Education & Awareness
 - * Start immediately
 - * Collaborate with Cal Water
- * Targeted Conservation Program
 - * Identify single ask
 - * Low barrier to entry
 - * Compliments, but doesn't rely on Cal Water
- * Program Focus
 - * Water Use Survey
 - * Reduce Lawn Watering
 - * Smart Irrigation Controllers

H2Oknow Tool Genesis

- * Initial Water Use Survey developed by Committee Member
 - * Privacy concerns due to possibility of public records request
- * Engaged High Energy Analytics (HEA) in May 2015
 - * Had experience with HEA platform for energy conservation
 - * June 1, 2015 – CalWater’s system enabled access to data
- * Committee Members & Staff worked with HEA to develop & refine
- * Town branded and launched as H2Oknow Tool on July 23rd
- * Developing list of “future enhancements”

H2Oknow Tool Features

- * Pulls in billing data from CalWater using account #
- * Pulls in house/property data from Zillow
- * Conducts rough assessment of Indoor vs Outdoor Use
- * Provides info on water use and water budget
- * Asks additional questions about appliances and characteristics of home, yard & irrigation practices
- * Creates a list of top 3 recommendations
 - * Refers to in-person free Water Audit sponsored by CalWater and/or rebates, depending on water use characteristics

www.pvH2Oknow.com

In 2013, California's baseline year, you used **231 CCF** of water.

Over the past 12 months you used **133 CCF** of water.

If you use the same amount over the next year **expect to pay \$186 more.**

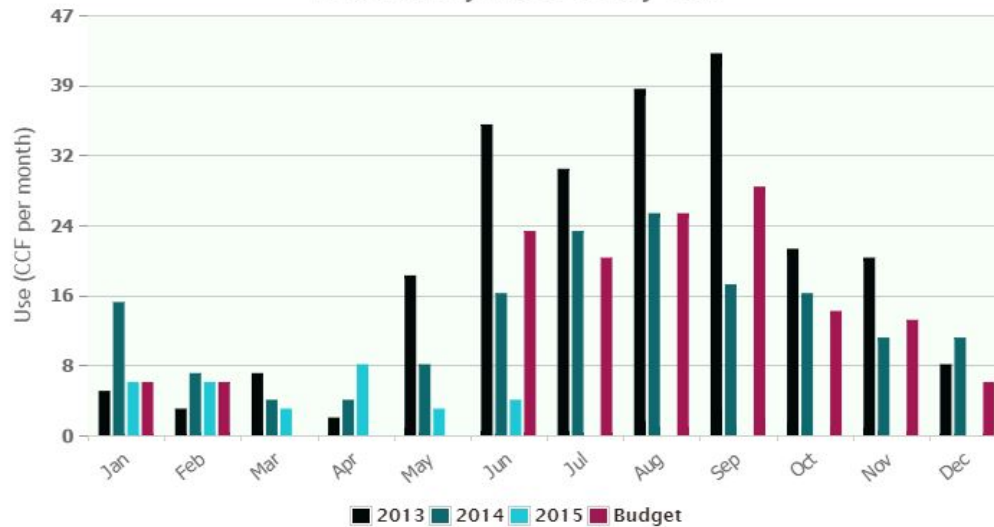
Specifically...

Due to increasing rates you will pay at least \$186 more.

In your district, users must reduce their 2013 water use by 36% or pay surcharges.

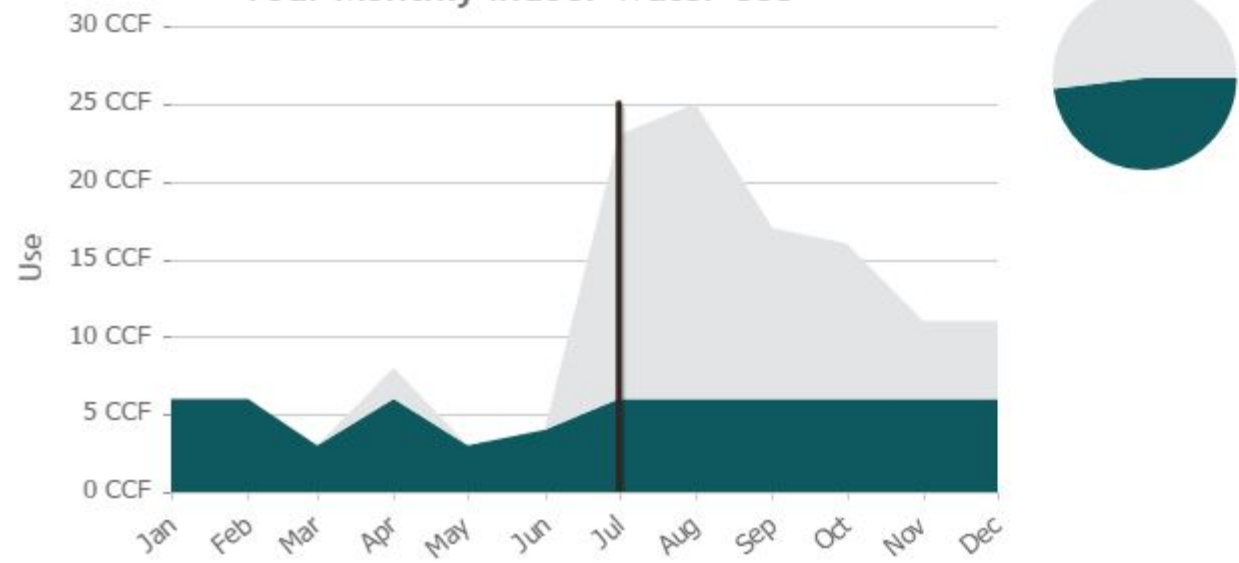
- In your case, surcharges for exceeding that budget would amount to \$0.
- To avoid surcharges you should use less than 162 units over the coming year.
- Details about the CalWater budgets and surcharges can be found [here](#).

Your Monthly Water Use by Year





Your Monthly Indoor Water Use



The charts above show a breakdown of your annual water use in two categories:

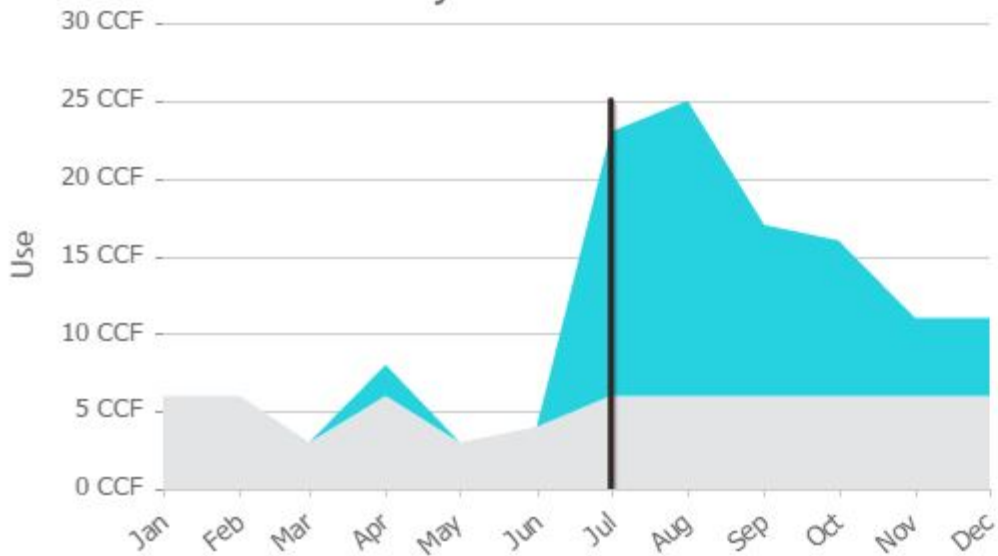
- Indoor use: Year-round use (e.g. showers, washing, toilets); and
- Outdoor use: Seasonal landscape irrigation and/or pool-related use.

Over the past 12 months your indoor water use totaled **64 CCF** or **47,872 gallons**.

This equates to **66 gallons per occupant per day**.

- California law set 55 gallons per capita per day as the provisional state-wide standard for indoor water use ([source](#)).
- Given your occupancy this equates to 4.4 CCF per month.
- You currently use 5.3 CCF per month (120% of this benchmark).

Your Monthly Outdoor Water Use



Your outdoor (or seasonal) water use represents **52%** of your total water use.

Over the past 12 months this category totaled **69 CCF** or **51,612 gallons**.

Due to our recent drought, California has officially prohibited certain types of outdoor water use ([details here](#)).

This type of water use is usually dominated by the size and type of your landscaping.

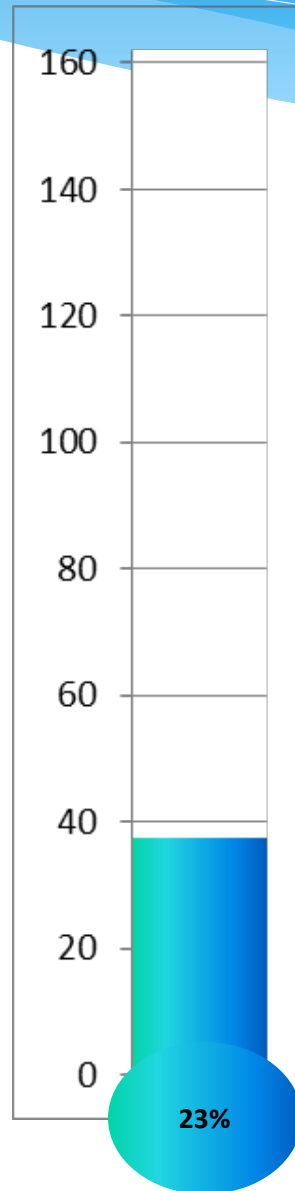
Let's investigate further.

Next Steps

- * Review initial feedback on tool
- * Finalize next activities to promote tool
- * Identify “leaders” to capitalize on peer-to-peer marketing
- * Develop plan for next areas of focus
 - * Reduce/optimize lawn watering
 - * Brown is the New Green Lawn Signs?
 - * Smart Irrigation Controllers
- * Host Water 101 Workshop
- * Finalize communication of Town-wide reductions & participation



Communicate Town-Wide Reductions & Participation



Town-wide Goal:
save 162 million
gallons of water
by February 2016

Questions

www.pvH2Oknow.com

