



Mobile Engagement and Social Norming Reduce Water Usage By 6-12%

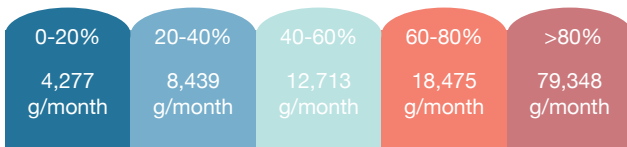
Summary

Interest in social norms-based conservation programs like Dropcountr has increased dramatically as household data becomes more readily available and granular. These programs help guide household decisions by providing the end-user with information like household water usage, comparisons to peer usage, pricing information, rebates and conservation tips. Many view non-price water conservation programs like Dropcountr as an appealing tool for guiding water-efficient behavior and an alternative to price increases.

Researchers from the University of California at Berkeley and the University of Kentucky examined the effects of Dropcountr on water usage in the City of Folsom. Analysis of 44 months of Folsom data confirms a 6% reduction in average household usage, and 12% reduction in high usage households.

Customer Savings

To explore the influence of Dropcountr upon residences of different usage patterns researchers split households into five groups.

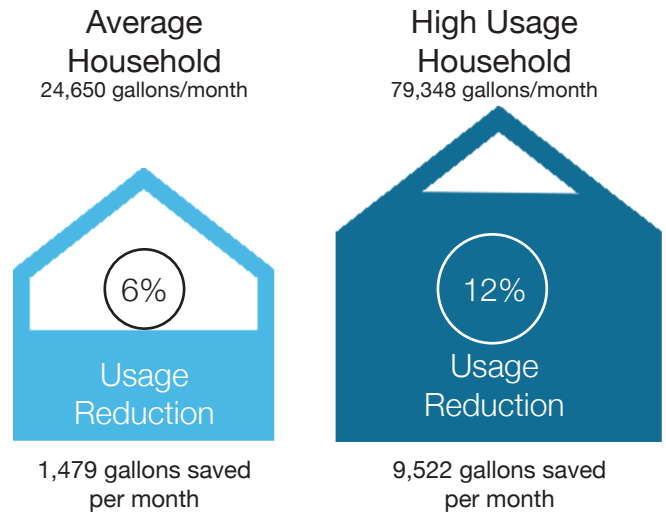


Among all household groups, Dropcountr was found to cause an average 6% usage reduction in monthly usage.

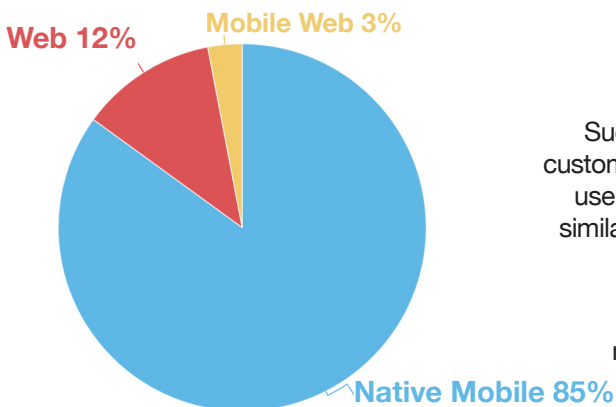
Among households that are in the highest quintile (top 20% of baseline consumption) Dropcountr was found to cause a remarkable 12% usage reduction.

Researchers took into account household characteristics that might affect consumption (e.g. lot size), personal disposition (those interested in conservation are more likely to engage in program) as well any seasonal or year-specific effects on household usage.

Water Savings By Usage Profile



Digital Engagement In Folsom



Social norming programs have proven effective in both energy and water utility customer engagement programs. However, the conservation performance achieved here (6%) is higher than in similar energy (2% reduction) or water (3-5% reduction) deployments.

Successful customer engagement hinges upon meeting and messaging the customer where they spend their time. Facebook knows that 90% of Facebook users engage via their native iOS and Android apps. Folsom customers were similarly met and engaged where they spend their time: on their mobile device in Dropcountr native iOS and Android apps.

By delivering usage information, social context and targeted messages to customers where they spend their time, Folsom realized a streamlined and successful customer engagement program.