



VALOR WATER

A N A L Y T I C S

REVENUE & CONSERVATION
ANALYTICS SOFTWARE FOR
WATER UTILITIES

Connecting to Customers: Integrating Data and Maps, High Point NC



PRE-1980s TOILET



HIGH-EFFICIENCY TOILET TODAY





**People use
less water**

**Utilities'
revenue
goes down**

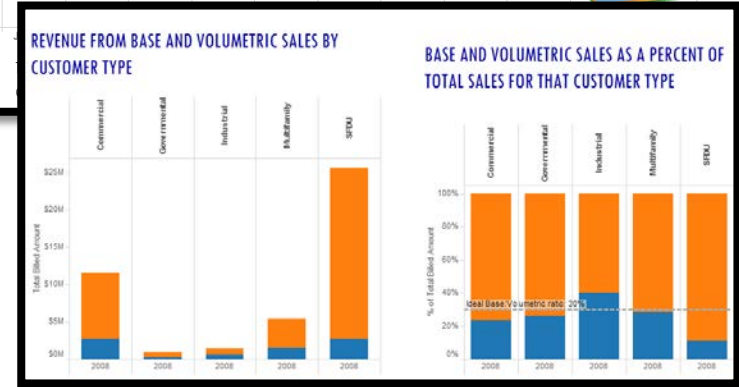
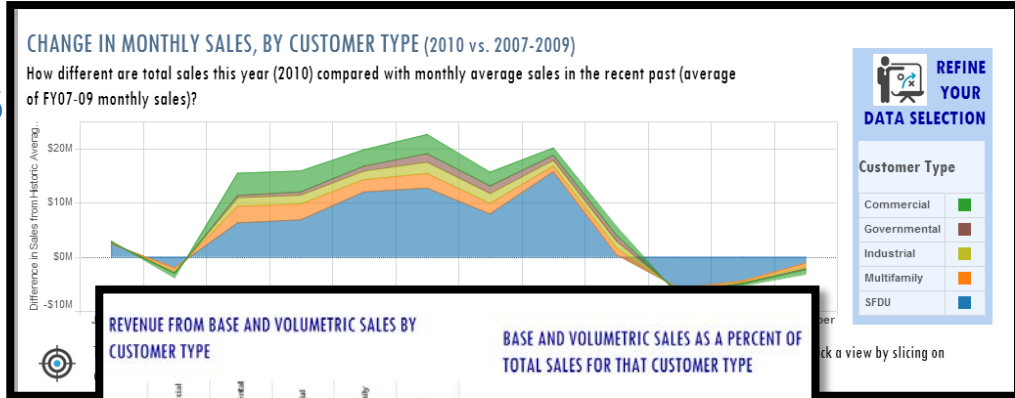


1. Revenue Risk Profiles

2. Hidden Revenue

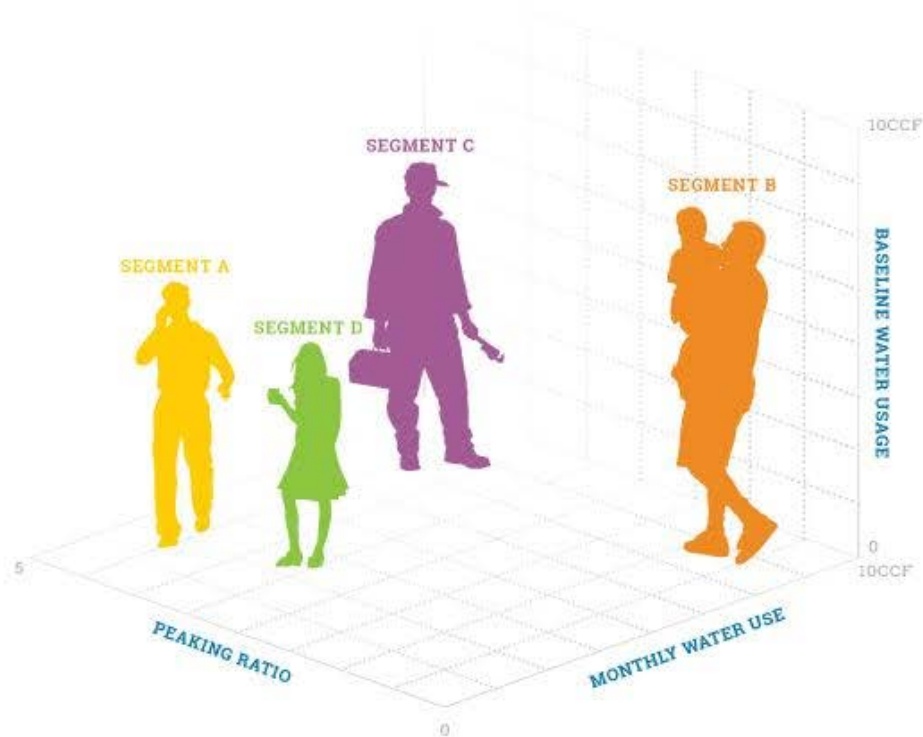
3. S.M.A.R.T. Targets

4. Cutoff Analyzer



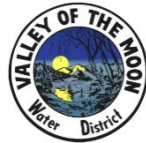
No two utilities' customers are alike.

Understand your utilities' customer segments and how to effectively target programs for each one.



Utility Tested

Utilities Served to Date



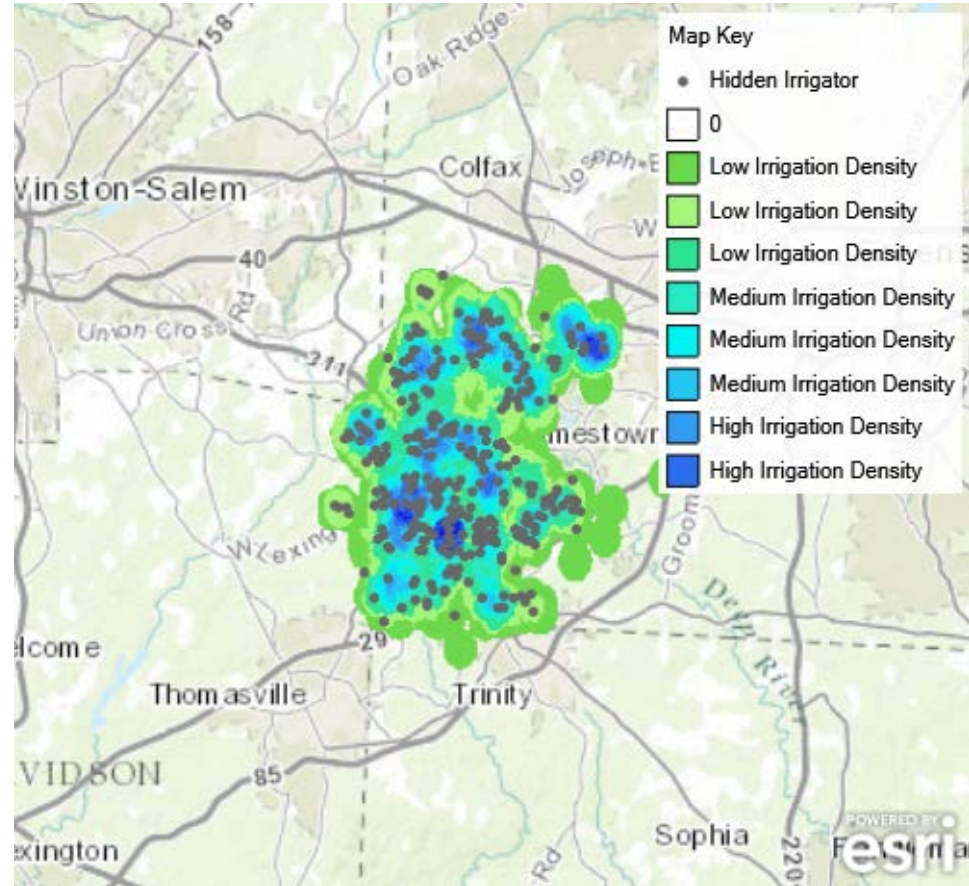
Press Coverage & Testimonials

It was eye opening! ... The analysis gave us a better understanding of how to most effectively target rate adjustments and water conservation pricing tiers.

Mike Thomas, General Manager,
Clayton County Water Authority

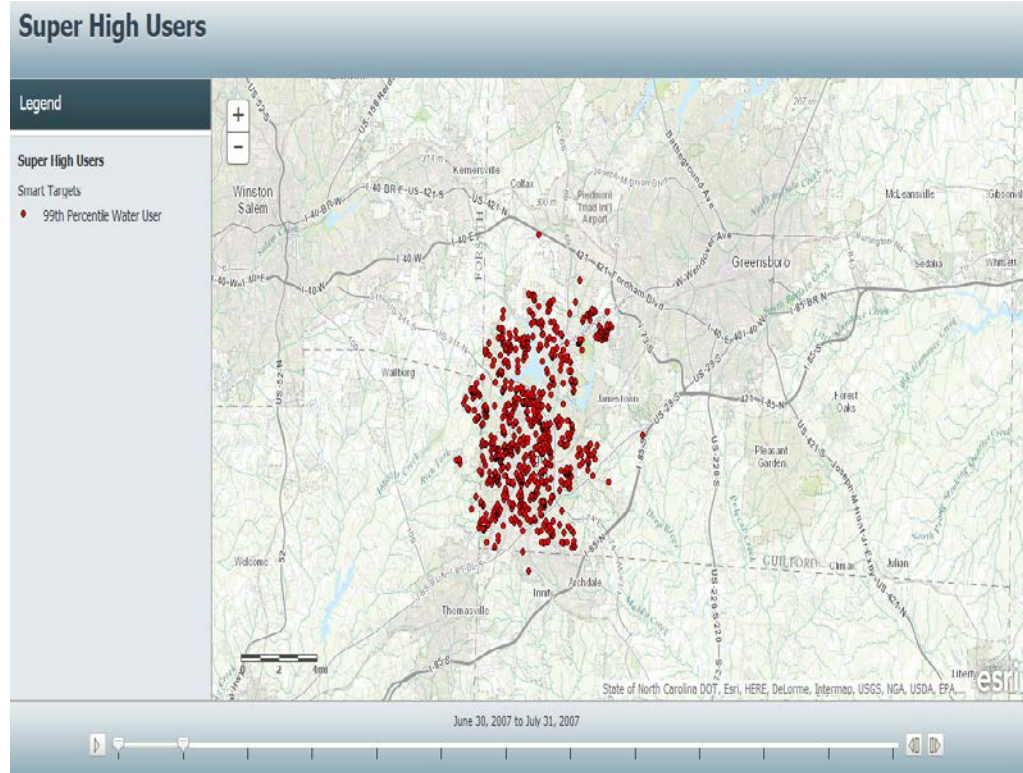
SMART Target 1: Hidden Irrigators

- **Description:** The blue areas highlight irrigation areas while the grey dots identify non-irrigators with “irrigator” behavior
- **Use:** Targeted conservation and backflow prevention programs can target “hidden irrigators”; Also could layer water use violations map to see if these homes should be penalized for water restriction violations.



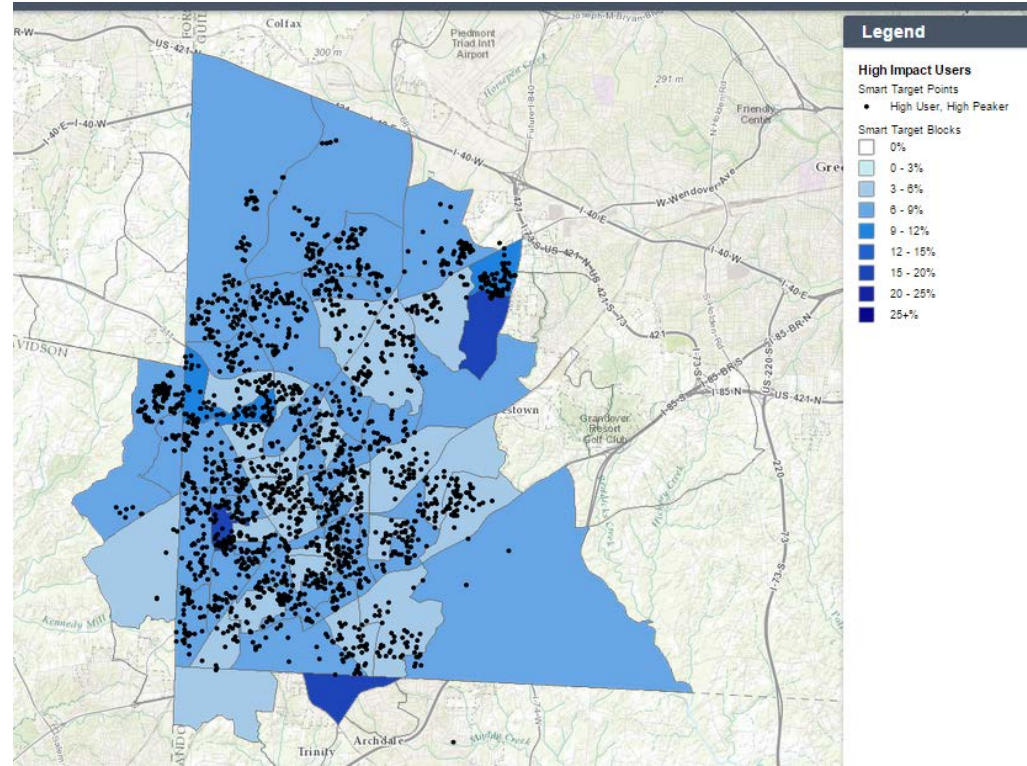
SMART Target 2: Super High Users

- **Description:** This tool identifies single family dwelling unit customers with abnormally high monthly high use, relative to users in the same class.
- **Use:** Target conservation \$ and programs to 'anomalous' users to track reductions and aggregate water savings from group with large room for water use reductions.



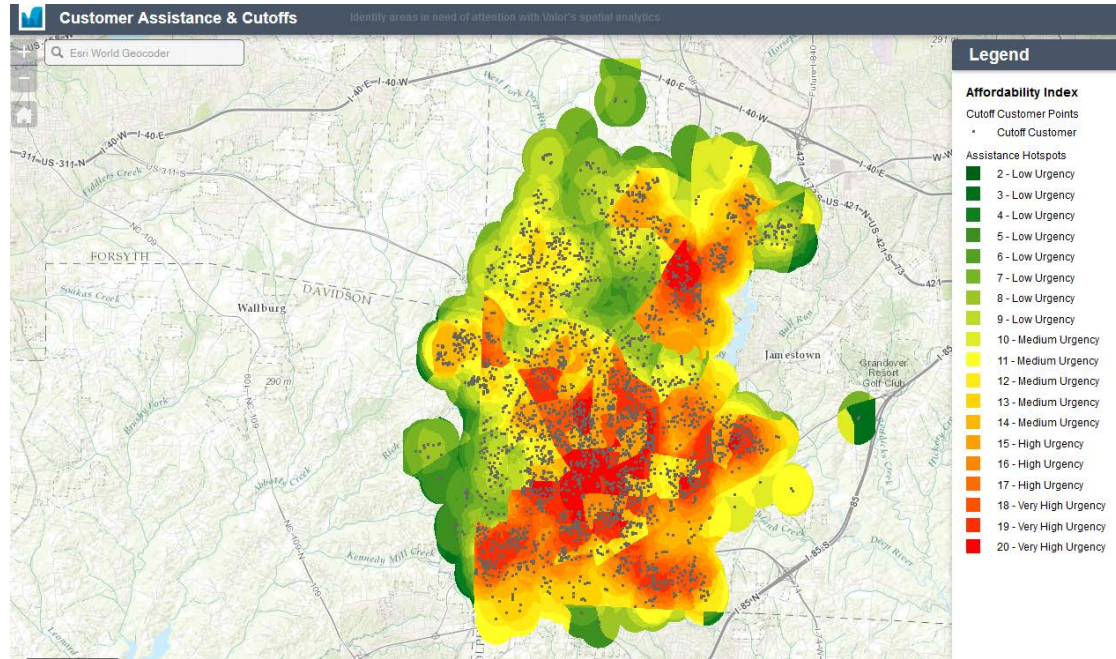
SMART Target 3: Peakers Map

- **Description:** This map shows the households that use a lot of water in the winter and also have a high peaking ratio for the year.
- **Use:** These customers are typically targeted for increasing block rate structures as their peaking is indicative of discretionary use that can be influenced and reduced through pricing incentives.
- This group of households might also benefit from long-term conservation and efficiency targeting to bring down their baseline use.



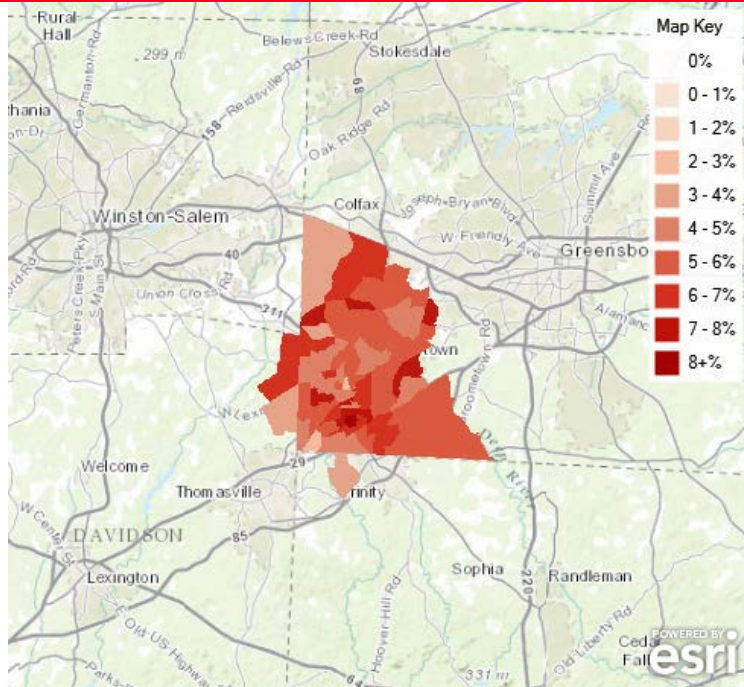
Affordability Toolkit 1: Customer Assistance Hotspots

- **Description:** Clusters of cutoff households identified with a backlayer of poverty incidence.
- **Use:** Target customer payment interventions and subsidies by neighborhood. High impact customer assistance programs serve to increase customer satisfaction and payment performance while also decreasing total areas for the utility.

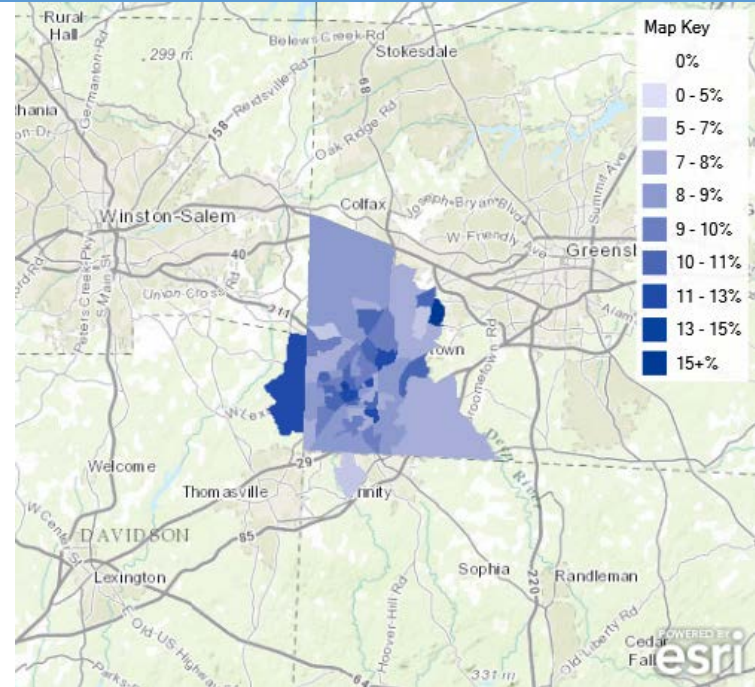


Identifying Changing Water Use Patterns

Drastic Increasers (vs. historic)



Drastic Savers (vs. historic)



Key Takeaways

Mapping consumption data enables your utility to target your programs more effectively, including:

- Conservation outreach
- Affordability assistance
- Meter accuracy reads

Thank you!

To learn more about Valor Water Analytics, please contact:

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