

# Water Use Efficiency Efforts at Scotts Valley Water District



Our Water Future  
Salinas Valley Basin GSA  
April 19, 2024

# About Scotts Valley Water District

- Special District in Santa Cruz County formed in 1961
- Dependent on local sources for water supply
- Serve a population of appx. 11,000
- 4,500 connections
- \$6.8 M Operating Budget (FY 2024)
- 10% of demand served by Recycled Water



# Strategic Direction

UTILIZE TECHNOLOGY AND  
INNOVATIVE SOLUTIONS

USE CREATIVE APPROACHES  
AND TECHNOLOGY  
FOR ENGAGING THE COMMUNITY

Strategic planning



EXPLOIT INTEGRATED DATA MANAGEMENT

PROVIDE SEAMLESS  
CUSTOMER EXPERIENCE

# Our Path to WaterSmart

- Balancing the Water Budget - what's the role of demand management
  - Utilizing data
  - Empowering customers
- Multi-year project / investment in Automated Metering Infrastructure (AMI) meter replacement project
- Deployment of customer engagement portal - get data to residents in a format that is easy to use and understand so they can take action

# What is WaterSmart?

Customer Platform for:

- Water usage monitoring
- Leak detection and alerts
- Tips for efficient water usage
- Billing and payment
- Customer engagement

## Portal Registrations

Registration Rate

**46%** of eligible accounts

🏠 49% 📄 57% 🚿 65% 📅 43% ⌚ 15% 💧 25% 🌿 59%

## SERVICE ADDRESS

25 Silver Birch Ln, Scotts Valley CA 95066

## ACCOUNT NUMBER


007119-000

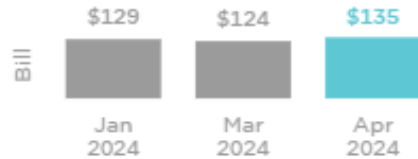
## View &amp; Pay Bills

**\$135.08**

As of Apr 11, 2024

[View Bill](#)

Compare your current bill to recent past bills. **9%** 



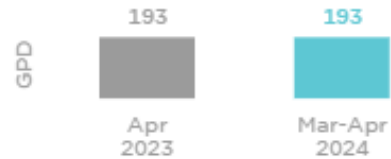
## My Daily Use

**193**

Gallons Per Day

[View use](#)

Compare your past use for this billing period.



## Notifications

[Reminder](#) 

Want Better Results?

Complete your home water-use p...  
[read more](#)

[Reminder](#) 

Enroll in Alerts

Protect your property and get pe...  
[read more](#)

[Announcement](#) 

Get help understanding if your bill is higher than normal

Evaluate your bill, online, any tim...  
[read more](#)

## My WaterScore

**Take Action**

Mar 1 - Apr 1

## Recommended



Install Faucet Aerators

# Benefits to the Customer

- Data empowers customers to use water wisely
- Setup Alerts & Notifications
- Self service options for customers: web forms, how to troubleshoot leaks

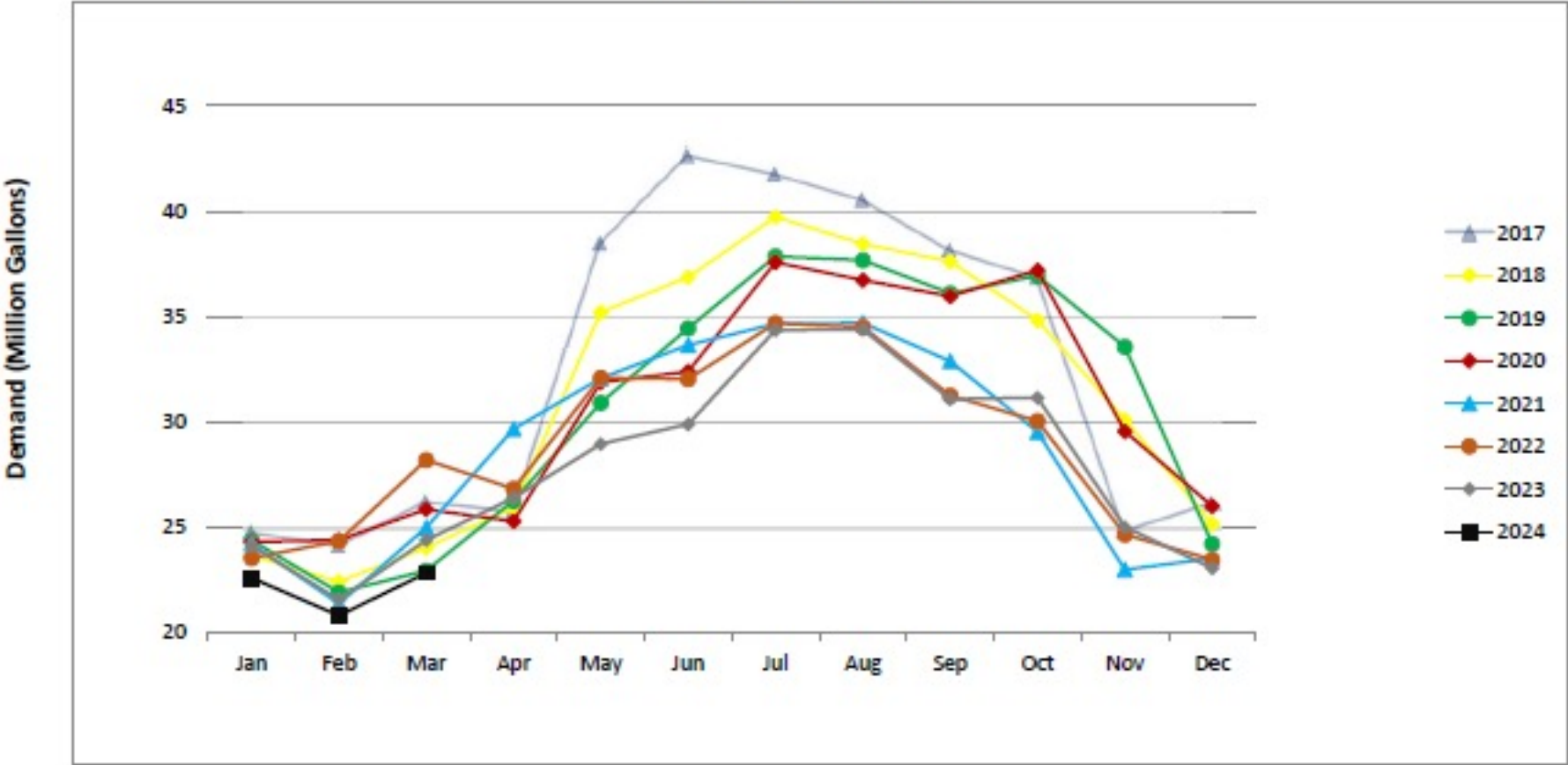
# Benefits to the District

- Notify customers of continuous use promptly
  - Fewer costly leaks
- Wasting less water & saving money
  - 2020: 3.2 M Gallons / \$45 K Saved
  - 2022: 1.3 M Gallons / \$24 K Saved
- Upgraded communication tool - ability to select customer groups
- Customer self-service
- Reports



# Monthly Demand

Potable Water Demand



Demand is Production +/- Change in Storage

# Summary

- Continued emphasis on using water efficiently
- Aim to provide customers the knowledge and tools that they need to use water efficiently
- Future District investments - not just infrastructure & water supply. Investing in tools that enable or encourage water use efficiency
- Looking for ways to utilize data to improve our operations and the sustainability of our system

# Questions?

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