



Amendment No. 4
to
Contract No. MA 5600 17062300025
for
Home Water Use Report Software Program
between
Dropcountr, Inc.
and the
City of Austin

- 1.0 The City hereby exercises this extension option for the subject contract. This extension option will be effective June 23, 2020 to June 22, 2021. One option will remain.
- 2.0 The total contract amount is increased by \$157,500 by this extension period. The total contract authorization is recapped below:


Action	Action Amount	Total Contract Amount
Initial Term: 06/23/2017 – 06/22/2018	\$157,500.00	\$157,500.00
Amendment No. 1: Option 1 – Extension 06/23/2018 – 06/22/2019	\$157,500.00	\$315,000.00
Amendment No. 2: Administrative Increase 07/02/2018	\$39,375.00	\$354,375.00
Amendment No. 3: Option 2 – Extension 06/23/2019 – 06/22/2020	\$157,500.00	\$511,875.00
Amendment No. 4: Option 3 – Extension 06/23/2020 – 06/22/2021	\$157,500.00	\$669,375.00

- 3.0 By signing this Amendment the Contractor certifies that the vendor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the GSA List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.
- 4.0 All other terms and conditions remain the same.

BY THE SIGNATURES affixed below, this amendment is hereby incorporated into and made a part of the above-referenced contract.

Sign/Date:  4/21/20

Printed Name: Robb Barnitt
Authorized Representative
Dropcountr, Inc.
406 Ruby Street
Redwood, California 94062-2230
Robb@dropcountr.com
650-678-3632

Sign/Date: James T Howard  Digitally signed by James T Howard
Date: 2021.04.07 16:11:52 -05'00'

Jim Howard
Procurement Manager

City of Austin Purchasing Office
124 West 8th Street
Austin, Texas 78701



Amendment No. 4
to
Contract No. MA 5600 17062300025
for
Home Water Use Report Software Program
between
Dropcountr, Inc.
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City of Austin

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- 2.0 The total contract amount is increased by \$157,500 by this extension period. The total contract authorization is recapped below:

Action	Action Amount	Total Contract Amount
Initial Term: 06/23/2017 – 06/22/2018	\$157,500.00	\$157,500.00
Amendment No. 1: Option 1 – Extension 06/23/2018 – 06/22/2019	\$157,500.00	\$315,000.00
Amendment No. 2: Administrative Increase 07/02/2018	\$39,375.00	\$354,375.00
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- 3.0 By signing this Amendment the Contractor certifies that the vendor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the GSA List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.
- 4.0 All other terms and conditions remain the same.

BY THE SIGNATURES affixed below, this amendment is hereby incorporated into and made a part of the above-referenced contract.

Sign/Date:  4/21/20

Printed Name: Robb Barnitt
Authorized Representative
Dropcountr, Inc.
406 Ruby Street
Redwood, California 94062-2230
Robb@dropcountr.com
650-678-3632

Sign/Date: _____

Jim Howard
Procurement Manager

City of Austin Purchasing Office
124 West 8th Street
Austin, Texas 78701



Amendment No. 3
to
Contract No. 5600 17062300025
for
Home Water Use Report Software Program
between
Dropcountr, Inc.
and the
City of Austin

- 1.0 The City hereby exercises this extension option for the subject contract. This extension option will be June 23, 2019 through June 22, 2020. Two (2) options will remain.
- 2.0 The total contract amount is increased by \$157,500.00 by this extension period. The total contract authorization is recapped below:

Action	Action Amount	Total Contract Amount
Initial Term: 06/23/2017 – 06/22/2018	\$157,500.00	\$157,500.00
Amendment No. 1: Option 1 – Extension 06/23/2018 – 06/22/2019	\$157,500.00	\$315,000.00
Amendment No. 2: Administrative Increase	\$39,375.00	\$354,375.00
Amendment No. 3: Option 2 – Extension 06/23/2019 – 06/22/2020	\$157,500.00	\$511,875.00

- 3.0 MBE/WBE goals do not apply to this contract.
- 4.0 By signing this Amendment the Contractor certifies that the vendor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the GSA List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.
- 5.0 All other terms and conditions remain the same.

BY THE SIGNATURES affixed below, this amendment is hereby incorporated into and made a part of the above-referenced contract.

Sign/Date: _____

Printed Name: Robb Barnitt
Authorized Representative

Dropcountr, Inc.
406 Ruby St.
Redwood, CA 94062-2230

Sign/Date: _____

Printed Name: Ken Bragdon
Authorized Representative

Sign/Date: _____

Printed Name: _____

City of Austin
Purchasing Office
124 W. 8th Street, Ste. 310
Austin, Texas 78701




Amendment No. 2
to
Contract No. 5600 17062300025
for
Home Water Use Report Software Program
between
Dropcountr, Inc.
and the
City of Austin

- 1.0 The above referenced contract is amended as follows: Administrative increase of \$39,375.00.
- 2.0 The total contract amount is increased by \$157,500.00 by this extension period. The total contract authorization is recapped below:

Action	Action Amount	Total Contract Amount
Initial Term: 06/23/2017 – 06/22/2018	\$157,500.00	\$157,500.00
Amendment No. 1: Option 1 – Extension 06/23/2018 – 06/22/2019	\$157,500.00	\$315,000.00
Amendment No. 2: Administrative Increase	\$39,375.00	\$354,375.00

- 3.0 MBE/WBE goals do not apply to this contract.
- 4.0 By signing this Amendment the Contractor certifies that the vendor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the GSA List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.
- 5.0 All other terms and conditions remain the same.

BY THE SIGNATURES affixed below, this amendment is hereby incorporated into and made a part of the above-referenced contract.

Sign/Date:  June 20, 2018

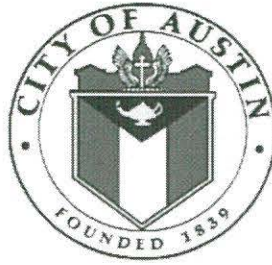
Printed Name: Robb Barnitt
Authorized Representative

Sign/Date:  7/2/18

Printed Name: Gil Zilkha
Authorized Representative

Dropcountr, Inc.
406 Ruby Street
Redwood, CA 94062-2230

City of Austin
Purchasing Office
124 W. 8th Street, Ste. 310
Austin, Texas 78701



Amendment No. 1
to
Contract No. 5600 17062300025
for
Home Water Use Report Software Program
between
Dropcountr, Inc.
and the
City of Austin

- 1.0 The City hereby exercises this extension option for the subject contract. This extension option will be June 23, 2018 through June 22, 2019. Three (3) options will remain.
- 2.0 The total contract amount is increased by \$157,500.00 by this extension period. The total contract authorization is recapped below:

Action	Action Amount	Total Contract Amount
Initial Term: 06/23/2017 – 06/22/2018	\$157,500.00	\$157,500.00
Amendment No. 1: Option 1 – Extension 06/23/2018 – 06/22/2019	\$157,500.00	\$315,000.00

- 3.0 MBE/WBE goals do not apply to this contract.
- 4.0 By signing this Amendment the Contractor certifies that the vendor and its principals are not currently suspended or debarred from doing business with the Federal Government, as indicated by the GSA List of Parties Excluded from Federal Procurement and Non-Procurement Programs, the State of Texas, or the City of Austin.
- 5.0 All other terms and conditions remain the same.

BY THE SIGNATURES affixed below, this amendment is hereby incorporated into and made a part of the above-referenced contract.

Sign/Date: [Signature] April 30, 2018

Printed Name: Robb Barnitt
Authorized Representative

Dropcountr, Inc.
406 Ruby Street
Redwood, CA 94062-2230

Sign/Date: [Signature]

Printed Name: JAMES T. HOWARD
Authorized Representative

City of Austin
Purchasing Office
124 W. 8th Street, Ste. 310
Austin, Texas 78701

**CONTRACT BETWEEN THE CITY OF AUSTIN ("City")
AND
Dropcountr, Inc. ("Contractor")
for
Home Water Use Report Software Program
RQM 16101900050**

The City accepts the Contractor's Offer (as referenced in Section 1.1.3 below) for the above requirement and enters into the following Contract.

This Contract is between Dropcountr, Inc. having offices at 406 Ruby Street, Redwood, CA 94062-2230 and the City, a home-rule municipality incorporated by the State of Texas, and is effective as of the date executed by the City ("Effective Date").

Capitalized terms used but not defined herein have the meanings given them in Solicitation Number RFP GAZ0100.

1.1 This Contract is composed of the following documents:

- 1.1.1 This Contract
- 1.1.2 The City's Solicitation, RFP GAZ0100 including all documents incorporated by reference
- 1.1.3 Dropcountr's Offer, dated January 19, 2017, including subsequent clarifications

1.2 Order of Precedence. Any inconsistency or conflict in the Contract documents shall be resolved by giving precedence in the following order:

- 1.2.1 This Contract
- 1.2.2 The City's Solicitation as referenced in Section 1.1.2, including all documents incorporated by reference
- 1.2.3 The Contractor's Offer as referenced in Section 1.1.3, including subsequent clarifications.

1.3 Term of Contract. The Contract will be in effect for an initial term of 12 months and may be extended thereafter for up to 4 12-month extension option(s), subject to the approval of the Contractor and the City Purchasing Officer or his designee. See the Term of Contract provision in Section 0400 for additional Contract requirements.

1.4 Compensation. The Contractor shall be paid a total Not-to-Exceed amount of \$157,500.00 for the initial Contract term and \$157,500.00 for each extension option as indicated in the Bid Sheet, IFB Section 0600. Payment shall be made upon successful completion of services or delivery of goods as outlined in each individual Delivery Order.

1.5 Quantity of Work. There is no guaranteed quantity of work for the period of the Contract and there are no minimum order quantities. Work will be on an as needed basis as specified by the City for each Delivery Order

1.6 Clarifications and Additional Agreements. The following are incorporated into the Contract.

This Contract (including any Exhibits) constitutes the entire agreement of the parties regarding the subject matter of this Contract and supersedes all prior and contemporaneous agreements and understandings, whether written or oral, relating to such subject matter. This Contract may be altered, amended, or modified only by a written instrument signed by the duly authorized representatives of both parties.

In witness whereof, the City has caused a duly authorized representative to execute this Contract on the date set forth below.

Dropcountr, Inc.

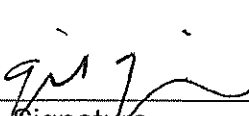
CITY OF AUSTIN

Robb Barnitt

Gil Zilkha

Printed Name of Authorized Person

Printed Name of Authorized Person



Signature

Signature

CEO

Contract Management Specialist IV

Title:

Title:

June 23, 2017

6/23/17

Date:

Date:

The undersigned, by his/her signature, represents that he/she is submitting a binding offer and is authorized to bind the respondent to fully comply with the solicitation document contained herein. The Respondent, by submitting and signing below, acknowledges that he/she has received and read the entire document packet sections defined above including all documents incorporated by reference, and agrees to be bound by the terms therein.

Company Name: Dropcountr, Inc.

Company Address: 690 Broadway Street

City, State, Zip: Redwood City CA 94063

Federal Tax ID No. _____

Printed Name of Officer or Authorized Representative: Robb Barnitt

Title: Chief Executive Officer

Signature of Officer or Authorized Representative: 

Date: January 10, 2017

Email Address: robb@dropcountr.com

Phone Number: 650.678.3632

*** Proposal response must be submitted with this Offer sheet to be considered for award**

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

The following Supplemental Purchasing Provisions apply to this solicitation:

1. **EXPLANATIONS OR CLARIFICATIONS:** (reference paragraph 5 in Section 0200)

All requests for explanations or clarifications must be submitted in writing to the Purchasing Office by December 20, 2016.

2. **INSURANCE:** Insurance is required for this solicitation.

A. **General Requirements:** See Section 0300, Standard Purchase Terms and Conditions, paragraph 32, entitled Insurance, for general insurance requirements.

- i. The Contractor shall provide a Certificate of Insurance as verification of coverages required below to the City at the below address prior to contract execution and within 14 calendar days after written request from the City. Failure to provide the required Certificate of Insurance may subject the Offer to disqualification from consideration for award
- ii. The Contractor shall not commence work until the required insurance is obtained and until such insurance has been reviewed by the City. Approval of insurance by the City shall not relieve or decrease the liability of the Contractor hereunder and shall not be construed to be a limitation of liability on the part of the Contractor.
- iii. The Contractor must also forward a Certificate of Insurance to the City whenever a previously identified policy period has expired, or an extension option or holdover period is exercised, as verification of continuing coverage.
- iv. The Certificate of Insurance, and updates, shall be mailed to the following address:

City of Austin Purchasing Office
P. O. Box 1088
Austin, Texas 78767

B. **Specific Coverage Requirements:** The Contractor shall at a minimum carry insurance in the types and amounts indicated below for the duration of the Contract, including extension options and hold over periods, and during any warranty period. These insurance coverages are required minimums and are not intended to limit the responsibility or liability of the Contractor.

- i. **Worker's Compensation and Employers' Liability Insurance:** Coverage shall be consistent with statutory benefits outlined in the Texas Worker's Compensation Act (Section 401). The minimum policy limits for Employer's Liability are \$100,000 bodily injury each accident, \$500,000 bodily injury by disease policy limit and \$100,000 bodily injury by disease each employee.
 - (1) The Contractor's policy shall apply to the State of Texas and include these endorsements in favor of the City of Austin:
 - (a) Waiver of Subrogation, Form WC420304, or equivalent coverage
 - (b) Thirty (30) days Notice of Cancellation, Form WC420601, or equivalent coverage
- ii. **Commercial General Liability Insurance:** The minimum bodily injury and property damage per occurrence are \$500,000 for coverages A (Bodily Injury and Property Damage) and B (Personal and Advertising Injury).
 - (1) The policy shall contain the following provisions:
 - (a) Contractual liability coverage for liability assumed under the Contract and all other Contracts related to the project.
 - (b) Contractor/Subcontracted Work.
 - (c) Products/Completed Operations Liability for the duration of the warranty period.

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

- (d) If the project involves digging or drilling provisions must be included that provide Explosion, Collapse, and/or Underground Coverage.
 - (2) The policy shall also include these endorsements in favor of the City of Austin:
 - (a) Waiver of Subrogation, Endorsement CG 2404, or equivalent coverage
 - (b) Thirty (30) days Notice of Cancellation, Endorsement CG 0205, or equivalent coverage
 - (c) The City of Austin listed as an additional insured, Endorsement CG 2010, or equivalent coverage
 - iii. **Business Automobile Liability Insurance:** The Contractor shall provide coverage for all owned, non-owned and hired vehicles with a minimum combined single limit of \$500,000 per occurrence for bodily injury and property damage. Alternate acceptable limits are \$250,000 bodily injury per person, \$500,000 bodily injury per occurrence and at least \$100,000 property damage liability per accident.
 - (1) The policy shall include these endorsements in favor of the City of Austin:
 - (a) Waiver of Subrogation, Endorsement CA0444, or equivalent coverage
 - (b) Thirty (30) days Notice of Cancellation, Endorsement CA0244, or equivalent coverage
 - (c) The City of Austin listed as an additional insured, Endorsement CA2048, or equivalent coverage.
 - C. **Endorsements:** The specific insurance coverage endorsements specified above, or their equivalents must be provided. In the event that endorsements, which are the equivalent of the required coverage, are proposed to be substituted for the required coverage, copies of the equivalent endorsements must be provided for the City's review and approval.
3. **TERM OF CONTRACT:**
- A. The Contract shall be in effect for an initial term of 12 months and may be extended thereafter for up to 4 additional 12 month periods, subject to the approval of the Contractor and the City Purchasing Officer or his designee.
 - B. Upon expiration of the initial term or period of extension, the Contractor agrees to hold over under the terms and conditions of this agreement for such a period of time as is reasonably necessary to re-solicit and/or complete the project (not to exceed 120 days unless mutually agreed on in writing).
 - C. Upon written notice to the Contractor from the City's Purchasing Officer or his designee and acceptance of the Contractor, the term of this contract shall be extended on the same terms and conditions for an additional period as indicated in paragraph A above.
4. **INVOICES and PAYMENT:** (reference paragraphs 12 and 13 in Section 0300)
- A. Invoices shall contain a unique invoice number and the information required in Section 0300, paragraph 12, entitled "Invoices." Invoices received without all required information cannot be processed and will be returned to the vendor.

Invoices shall be mailed to the below address:

	City of Austin
Department	Communication Technology Management or (CTM)
Attn:	Accounts Payable
Email Address	CTMAPInvoices@austintexas.gov

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

Mailing Address	PO Box 1088
City, State Zip Code	Austin, TX 78767

- B. The Contractor agrees to accept payment by either credit card, check or Electronic Funds Transfer (EFT) for all goods and/or services provided under the Contract. The Contractor shall factor the cost of processing credit card payments into the Offer. There shall be no additional charges, surcharges, or penalties to the City for payments made by credit card.

5. **HAZARDOUS MATERIALS:**

- A. If this Solicitation involves hazardous materials, the Offeror shall furnish with the Offer Material Safety Data Sheets (MSDS), (OSHA Form 20), on all chemicals and hazardous materials specifying the generic and trade name of product, product specification, and full hazard information including receiving and storage hazards. Instructions, special equipment needed for handling, information on approved containers, and instructions for the disposal of the material are also required.
- B. Failure to submit the MSDS as part of the Offer may subject the Offer to disqualification from consideration for award.
- C. The MSDS, instructions and information required in paragraph "A" must be included with each shipment under the contract.

6. **LIVING WAGES:**

- A. The minimum wage required for any Contractor employee directly assigned to this City Contract is \$13.50 per hour, unless Published Wage Rates are included in this solicitation. In addition, the City may stipulate higher wage rates in certain solicitations in order to assure quality and continuity of service.
- B. The City requires Contractors submitting Offers on this Contract to provide a certification (**see the Living Wages Contractor Certification included in the Solicitation**) with their Offer certifying that all employees directly assigned to this City Contract will be paid a minimum living wage equal to or greater than \$13.50 per hour. The certification shall include a list of all employees directly assigned to providing services under the resultant contract including their name and job title. The list shall be updated and provided to the City as necessary throughout the term of the Contract.
- C. The Contractor shall maintain throughout the term of the resultant contract basic employment and wage information for each employee as required by the Fair Labor Standards Act (FLSA).
- D. The Contractor shall provide to the Department's Contract Manager with the first invoice, individual Employee Certifications for all employees directly assigned to the contract. The City reserves the right to request individual Employee Certifications at any time during the contract term. Employee Certifications shall be signed by each employee directly assigned to the contract. The Employee Certification form is available on-line at https://www.austintexas.gov/financeonline/vendor_connection/index.cfm.
- E. Contractor shall submit employee certifications annually on the anniversary date of contract award with the respective invoice to verify that employees are paid the Living Wage throughout the term of the contract. The Employee Certification Forms shall be submitted for employees added to the contract and/or to report any employee changes as they occur.
- F. The Department's Contract Manager will periodically review the employee data submitted by the Contractor to verify compliance with this Living Wage provision. The City retains the right to review employee records required in paragraph C above to verify compliance with this provision.

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

7. NON-COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING:

- A. On November 10, 2011, the Austin City Council adopted Ordinance No. 20111110-052 amending Chapter 2.7, Article 6 of the City Code relating to Anti-Lobbying and Procurement. The policy defined in this Code applies to Solicitations for goods and/or services requiring City Council approval under City Charter Article VII, Section 15 (Purchase Procedures). During the No-Contact Period, Offerors or potential Offerors are prohibited from making a representation to anyone other than the Authorized Contact Person in the Solicitation as the contact for questions and comments regarding the Solicitation.
- B. If during the No-Contact Period an Offeror makes a representation to anyone other than the Authorized Contact Person for the Solicitation, the Offeror's Offer is disqualified from further consideration except as permitted in the Ordinance.
- C. If an Offeror has been disqualified under this article more than two times in a sixty (60) month period, the Purchasing Officer shall debar the Offeror from doing business with the City for a period not to exceed three (3) years, provided the Offeror is given written notice and a hearing in advance of the debarment.
- D. The City requires Offerors submitting Offers on this Solicitation to certify that the Offeror has not in any way directly or indirectly made representations to anyone other than the Authorized Contact Person during the No-Contact Period as defined in the Ordinance. The text of the City Ordinance is posted on the Internet at: <http://www.ci.austin.tx.us/edims/document.cfm?id=161145>

8. **DATA LOCATION:** The Service Provider shall provide its Services to the City and its end users solely from data centers in the U.S. Storage of City Data at rest shall be located solely in data centers in the U.S. The Service Provider shall not allow its personnel or contractors to store City Data on portable devices, including personal computers, except for devices that are used and kept only at its U.S. data centers. The service provider shall permit its personnel and contractors to access City data remotely only as required to provide technical support. The service provider shall provide technical user support on a 24/7 basis unless otherwise prohibited in this contract.

9. **IMPORT AND EXPORT OF DATA:** The City shall have the ability to import or export data in piecemeal or in entirety at its discretion without interference from the service provider. This includes the ability for the City to import or export data to/from other service providers.

10. **WARRANTY - PERFORMANCE:** Provider represents and warrants that: (a) Subscription Services provided under any SaaS Subscription Schedule and Non-subscription Services provided under a Statement of Work shall be provided and performed by qualified personnel in a professional, workmanlike manner, consistent with the prevailing standards of the industry; (b) it shall use industry best practices to fulfill its obligations under each SaaS Subscription Schedule and Statement of Work; and (c) any deliverables provided by Provider shall operate in conformance with the terms of this Master Software as a Service Agreement and the applicable SaaS Subscription Schedules and Statements of Work.

11. **WARRANTY – AUTHORITY:** Provider warrants that it has all authority necessary to provide for Client's access and use of the Subscription Services and the Non-subscription Services for the purposes set forth in this Master Software as a Service Agreement, in any SaaS Subscription Schedule and in any Statement of Work. Provider further represents and warrants that sale, licensing or use of any of the Subscription Services and of the Non-subscription Services furnished under this Agreement does not and shall not infringe, misappropriate or otherwise violate any Third Party's intellectual property rights.

12. **WARRANTY – SOFTWARE:** Unless otherwise expressly provided in this Master Software as a Service Agreement, a SaaS Subscription Schedule or Statement of Work, Provider for itself and for and on behalf of its service providers, licensors, employees and agents warrants that: (a) the functions contained in the Subscription Services and in any Non-subscription Services provided under this Agreement shall meet

**CITY OF AUSTIN
PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

Client's requirements, (b) the operation of the Subscription Services and any Non-subscription Services shall be uninterrupted and error free, (c) the Subscription Services and any Non-subscription Services shall have the capacity to meet the demand during the times specified in the Subscription Services Schedule(s) and in the Statement(s) of Work for Non-subscription Services and (d) the Subscription Services shall work with future Desktop Specifications, as well as future releases of web browsers, and shall have both forward and backward functionality. Provider shall be liable for any damages that Client may suffer arising out of use of, or inability to use, the Subscription Services and Non-subscription Services provided under this Agreement. Without limitation, Provider's indemnification obligation under this section includes any claim, damage, loss or expense arising from or in connection with any act by an agent, contractor, subcontractor, consultant, or employee of Provider that results in, or is intended by such agent, contractor, subcontractor, consultant, or employee to result in, harmful or otherwise unauthorized access into any of Client's systems, data, Client's Confidential Information, or Client's technology.

13. **WARRANTY – AGAINST UNDISCLOSED ILLICIT CODE:** Provider warrants that, unless authorized in writing by Client, any software program or any other part or portion of the Subscription Services or Non-subscription Services developed by Provider, passed through to Client from Third Parties under this Agreement or provided to Client by Provider for use by Provider or Client shall:

- A. Not contain any hidden file;
- B. Not replicate, transmit or activate itself without control of a human operating the computing equipment on which it resides;
- C. Not alter, damage or erase any data or computer programs without control of a human operating the computing equipment on which it resides;
- D. Not contain any key, node lock, time-out or other function, whether implemented by electronic, mechanical or other means, that restricts or may restrict use or access to any software programs, Subscription Services or Non-subscription Services developed or data created under this Agreement, based on residency on a specific equipment configuration, frequency of duration of use or other limiting criteria;
- E. Not contain any virus, malicious, illicit or similar unrequested code, whether known or unknown to Provider; and
- F. Not use electronic self-help, including but not limited to preventing electronically Client's further or continued use of and/or access to the subscription Services, No-subscription Services or any software or other portion thereof.
- G. Notwithstanding any provision in this Agreement to the contrary, if any Subscription Service or Non-subscription Service has any of the foregoing attributes (collectively "Illicit Code"), Provider shall be in default of this Agreement, and no cure period shall apply unless approved by the City. At the request of and at no cost to Client, Provider shall remove any such Illicit Code from the licensed software as promptly as possible.
- H. To protect Client from damages that may be caused intentionally or unintentionally by the introduction of Illicit Code into Client's computer systems, no software may be installed, executed or copied onto Client's equipment without an express warranty to Client that Illicit Code does not exist. Such warranty shall be set forth on an exhibit attached to and made a part of this Agreement.
- I. Provider agrees that in the event of any dispute with Client regarding an alleged breach of this Agreement, Provider shall not use any type of electronic means to prevent or interfere with Client's use of any portion of the Subscription Services and Non-subscription Services. Provider understands that a breach of this provision could foreseeably cause substantial harm to Client and to numerous Third Parties having business relationships with Client.

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PURCHASING OFFICE
SUPPLEMENTAL PURCHASE PROVISIONS**

14. DATA:

- A. "Personal Data" means data that includes information relating to a person that identifies the person by name and has any of the following personally identifiable information (PII): government-issued identification numbers (e.g., Social Security, driver's license, passport), financial account information, including account number, credit or debit card numbers, or protected health information (PHI) relating to a person.
- B. Protected Health Information" (PHI) means individually identifiable health information transmitted by electronic media, maintained in electronic media, or transmitted or maintained in any other form or medium. PHI excludes education records covered by the Family Educational Rights and Privacy Act (FERPA), as amended, 20 U.S.C. 1232g, records described at 20 U.S.C. 1232g(a)(4)(B)(iv), and employment records held by a covered entity in its role as employer.¹
- C. Data Ownership: The City will own all right, title and interest in its data that is related to the services provided by this contract. The service provider shall not access City user accounts or City data, except (1) in the course of data center operations, (2) in response to service or technical issues, (3) as required by the express terms of this contract, or (4) at the City's written request.
- D. Data Protection: Protection of personal privacy and data shall be an integral part of the business activities of the service provider to ensure there is no inappropriate or unauthorized use of City information at any time. To this end, the service provider shall safeguard the confidentiality, integrity and availability of City information and comply with the following conditions:
- i. The service provider shall implement and maintain appropriate administrative, technical and organizational security measures to safeguard against unauthorized access, disclosure or theft of personal data and non-public data. Such security measures shall be in accordance with recognized industry practice and not less stringent than the measures the service provider applies to its own personal data and non-public data of similar kind.
 - ii. All data obtained by the service provider in the performance of this contract shall become and remain property of the City.
 - iii. All personal data shall be encrypted at rest and in transit with controlled access. Unless otherwise stipulated, the service provider is responsible for encryption of the personal data. Any stipulation of responsibilities will identify specific roles and responsibilities and shall be included in the service level agreement (SLA), or otherwise made a part of this contract.
 - iv. Unless otherwise stipulated, the service provider shall encrypt all non-public data at rest and in transit. The City shall identify data it deems as non-public data to the service provider. The level of protection and encryption for all non-public data shall be identified and made a part of this contract.
 - v. At no time shall any data or processes – that either belong to or are intended for the use of a City or its officers, agents or employees – be copied, disclosed or retained by the service provider or any party related to the service provider for subsequent use in any transaction that does not include the City.
 - vi. The service provider shall not use any information collected in connection with the service issued from this proposal for any purpose other than fulfilling the service.
- E. Compliance with Accessibility Standards: The service provider shall comply with and adhere to Accessibility Standards of Section 508 Amendment to the Rehabilitation Act of 1973.
- F. Security: The service provider shall disclose its non-proprietary security processes and technical limitations to the City such that adequate protection and flexibility can be attained between the City and

¹ U.S. Department of Health and Human Services, National Institute of Health, HIPAA Privacy Rule, Definitions

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the service provider. For example: virus checking and port sniffing – the City and the service provider shall understand each other's roles and responsibilities.

- G. Security in Compliance with Chapter 521 of the Texas Business and Commerce Code: Service provider shall comply with all requirements under Chapter 521 of the Texas Business and Commerce Code, including but not limited to being responsible for a program that protects against the unlawful use or disclosure of personal information collected or maintained in the regular course of business. The program shall include policies and procedures for the implementation of administrative, technical, and physical safeguards, and shall also address appropriate corrective action for events of any security breach and proper methods of destroying records containing sensitive personal information.
- H. Security Incident or Data Breach Notification: The service provider shall inform the City of any security incident or data breach.
- i. Incident Response: The service provider may need to communicate with outside parties regarding a security incident, which may include contacting law enforcement, fielding media inquiries and seeking external expertise as mutually agreed upon, defined by law or contained in the contract. Discussing security incidents with the City should be handled on an urgent as-needed basis, as part of service provider communication and mitigation processes as mutually agreed upon, defined by law or contained in the contract.
 - ii. Security Incident Reporting Requirements: The service provider shall report a security incident to the appropriate City identified contact immediately as defined in the SLA.
 - iii. Breach Reporting Requirements: If the service provider has actual knowledge of a confirmed data breach that affects the security of any City content that is subject to applicable data breach notification law, the service provider shall (1) promptly notify the appropriate City identified contact within 24 hours or sooner, unless shorter time is required by applicable law, and (2) take commercially reasonable measures to address the data breach in a timely manner.
- I. Breach Responsibilities: This section only applies when a data breach occurs with respect to personal data within the possession or control of service provider.
- i. The service provider, unless stipulated otherwise, shall immediately notify the appropriate City identified contact by telephone in accordance with the agreed upon security plan or security procedures if it reasonably believes there has been a security incident.
 - ii. The service provider, unless stipulated otherwise, shall promptly notify the appropriate City identified contact within 24 hours or sooner by telephone, unless shorter time is required by applicable law, if it confirms that there is, or reasonably believes that there has been a data breach. The service provider shall (1) cooperate with the City as reasonably requested by the City to investigate and resolve the data breach, (2) promptly implement necessary remedial measures, if necessary, and (3) document responsive actions taken related to the data breach, including any post-incident review of events and actions taken to make changes in business practices in providing the services, if necessary.
 - iii. Unless otherwise stipulated, if a data breach is a direct result of the service provider's breach of its contract obligation to encrypt personal data or otherwise prevent its release, the service provider shall bear the costs associated with (1) the investigation and resolution of the data breach; (2) notifications to individuals, regulators or others required by state law; (3) a credit monitoring service required by state (or federal) law; (4) establishing a website or a toll-free number and call center for affected individuals required by state law – all not to exceed the average per record per person cost calculated for data breaches in the United States (currently \$201 per record/person) in the most recent Cost of Data Breach Study: Global Analysis published by the Ponemon Institute² at the time of the data

² "2013 Cost of Data Breach Study: Global Analysis," Ponemon Institute, May 2013.

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breach; and (5) complete all corrective actions as reasonably determined by service provider based on root cause; all [(1) through (5)] subject to this contract's limitation of liability.

15. **BUSINESS CONTINUITY AND DISASTER RECOVERY:** The service provider shall provide a business continuity and disaster recovery plan upon request and ensure that the City's recovery time objective (RTO) of is met.
16. **WORKFORCE SECURITY CLEARANCE AND IDENTIFICATION (ID):**
- A. Access to the CTM Department building by the Contractor, all subcontractors and their employees will be strictly controlled at all times by the City. Security badges will be issued by the Department for this purpose. The Contractor shall submit a complete list of all persons requiring access to the CTM building at least thirty (30) days in advance of their need for access. The City reserves the right to deny a security badge to any Contractor personnel for reasonable cause. The City will notify the Contractor of any such denial no more than twenty (20) days after receipt of the Contractor's submittal.
 - B. Where denial of access by a particular person may cause the Contractor to be unable to perform any portion of the work of the contract, the Contractor shall so notify the City's Contract Manager, in writing, within ten (10) days of the receipt of notification of denial.
 - C. Contractor personnel will be required to check in at the security desk when entering or leaving the CTM building and security badges must be on display at all times when in the building. Failure to do so may be cause for removal of Contractor Personnel from the worksite, without regard to Contractor's schedule. Security badges may not be removed from the premises.
 - D. The Contractor shall provide the City's Contract Manager with a list of personnel scheduled to enter the building, seven days in advance. The list shall identify the persons by name, date of birth, driver's license number, the times that they will be inside the building and the areas where they will be working. Only persons previously approved by the City for the issuance of security badges will be admitted to the building.
 - E. The Contractor shall comply with all other security requirements imposed by the City and shall ensure that all employees and subcontractors are kept fully informed as to these requirements.
17. **WORKING ON OR NEAR ENERGIZED EQUIPMENT – ARC FLASH PROTECTION (reference Section 0300 Paragraph 11. Compliance With Health, Safety, and Environmental Regulations):** Contractor's employees shall wear at all times the proper personal protective equipment and clothing required for the head, face, torso, arms, hands, and lower body that provides a minimum Arc Thermal Protection Value (ATPV) of 12 calories per square centimeter (cal/cm²) when working on or near energized electrical equipment, or greater, if required by the NFPA Standard 70E and/or Article 410 of the NESC for the work being performed.
18. **CONTRACT MANAGER:** The following person is designated as Contract Manager, and will act as the contact point between the City and the Contractor during the term of the Contract:

Mark Jordan

(512) 974-3901

mark.jordan@austintexas.gov

*Note: The above listed Contract Manager is not the authorized Contact Person for purposes of the **NON-**

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COLLUSION, NON-CONFLICT OF INTEREST, AND ANTI-LOBBYING Provision of this Section; and therefore, contact with the Contract Manager is prohibited during the no contact period.

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Home Water Use Report Software Program

SCOPE OF SERVICES

1. PURPOSE

The City of Austin, hereinafter referred to as the City, is soliciting proposals from a qualified service Contractor (Contractor) to provide, implement and maintain a customizable residential water efficiency, customer engagement and water consumption reporting software program (Program) for Austin Water (AW) residential customers. The duration of the Program shall be one year, with four 12-month renewal options, for a total estimated contract term not to exceed 60 months.

- 1.1 The customized home water use reports are to be designed to help customers identify potential water savings and ideas on how to save water and money on their water bills. Features must include:
- a. A customer water use survey to be used with local property and demographic information to develop a home water use profile;
 - b. Customer's individual historic water use and benchmarked comparisons to similar households in Austin, efficiency standards, utility rate tiers, and customer developed water use goals;
 - c. Analytics and algorithms that use water use profile information to develop recommended tips on how the customer may save water including links to related Austin Water conservation incentive programs; and
 - d. Utility alerts and other important messages that can be received immediately by the customer through a native mobile application (rather than a web-based application) as well as announcements about new rebates and other incentive programs.

2. DESIRED OUTCOMES

The Program shall include customer-facing web-based personalized home water use reports made available by mobile-based native application (not web-enabled) and the internet, as well as a City-facing web-based dashboard and reports designed to help the City monitor customer usage and track program performance with advanced analytics. The Program shall target single-family residences and be designed to facilitate a mid-year and annual evaluation of the effectiveness of the Program and delivery methodologies. Analytical questions to be addressed include:

- a. Will a behavior control home water use efficiency software program result in measurable and significant reductions in household water use?
- b. Will it increase rates of participation in other AW conservation programs?

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- c. Will it increase household knowledge and awareness of water consumption and ways to use water more efficiently?
- d. Are households that are above (or below) the norm more (or less) likely to reduce their consumption of water?
- e. Is there a seasonal shape to water savings?
- f. If home water use reports increase participation in other conservation programs, which programs receive the greatest boost?
- g. Are households receiving reports that are above (or below) the norm more (or less) likely to participate in other conservation programs?
- h. Are home water use reports cost-effective? What is the expected cost of saved water from the reports relative to other conservation program options or the cost of water and wastewater treatment and distribution, additional treatment capacity or new water supply?
- i. What was the most effective application of home water use reports between those applied randomly, to high water users, by geographic region and high water use areas, or those applied by self-selection during the initial pilot year?
- j. Do home water use reports have a significant impact in reducing water use when drought restrictions are in place?
- k. Does having home water use reports based on monthly billing data have a significant impact on reducing water use as compared to reports based on more frequent or real-time water use data?
- l. Do home water use reports significantly reduce indoor water use when federal manufacturing standards and market saturation are resulting in the replacement of appliances and fixtures with more efficient fixtures and appliances?
- m. Does making available home water use reports improve the perception that customers have of Austin Water?

3. BACKGROUND

The City of Austin's 2012 Water Conservation Plan identifies the delivery of water management services to its customers as a key conservation strategy. Austin Water has historically relied on financial incentives and information dissemination to help customers conserve water. However, these actions alone may not be enough to motivate customers to change behaviors. In recent years, there has been an increase in non-price interventions using behavioral economics to lead consumers to conserve energy. More recently, water utilities have started to adopt this new and alternative approach. These social norms messaging programs seem to offer promising ways to affect and reduce water use among consumers, especially when customers are shown their water use is out of alignment with their perceptions, and more importantly, similar or efficient households.

In addition, City customers are increasingly conducting business on-line and obtaining information through web-based and mobile platforms. Wide consumer acceptance of information and communication technology provides an opportunity to

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automate and deliver water consumption information and conservation services at lower cost while meeting or exceeding water savings achieved through traditional approaches. An expanded focus on customer engagement will increase customer awareness of water usage and leaks as well as water efficiency measures and the City's conservation incentive programs.

The home water use reporting software program is also being done as part of the implementation of key recommendations from the Austin Water Resource Planning Task Force Report as directed by City Council Resolution No. 20140807-090 dated August 9, 2014 and as set forth in the September 25, 2014 staff memo to City Council.

4. **SCOPE OF WORK**

A. **Title of Program**

Home Water Use Report Software Program

B. **Minimum Requirements**

The City is requesting a home water use reporting software program that is fully developed and has been deployed and proven effective. In order to be considered for an award, bidder must demonstrate experience in licensing and maintaining a residential engagement software system to track and report water use and water efficiency measures, including but not limited to, a minimum of two years of implementation and deployment with three or more public water utilities and third-party verified water savings of at least 4 percent.

C. **Objectives**

It is the objective of this Scope of Services to implement customer communications and engagement including customizable water use reports with integrated mobile interfaces. The objectives of the customer engagement are to assist customers with their personal water management, identify potential water savings, achieve water and cost savings, and increase customer participation in the City's incentive programs.

The project approach will be targeted toward single-family residential customers and may later be expanded to include multi-family residential, commercial, institutional, and irrigation customers. Other future modules may include working in tandem with automated meter reporting pilot projects and projects that include using advanced analytics to provide precise water budget calculations for each customer to help identify those customers with the largest potential to conserve water based on climate, parcel size, vegetation coverage and other information derived from aerial imaging

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surveys, to deliver individualized water conservation recommendations directly to customers via Contractor's home water use reports.

Outgoing customer water consumption reports will include personalized water use and cost information from the City's billing system in an accessible user-friendly format with water use comparisons to customers with similar demographics and profiles and residential water use efficiency goals. Interactive engagement will include collection of municipal and customer provided data, automated property (i.e. household, business) water use profiles, parcel data and recommendations for and access to the City's water and energy efficiency measures and incentive programs.

D. Implementation

1.1 General

The Scope of Services identifies the major activities anticipated by the City for the successful completion of the software project. The Contractor shall provide all required labor, materials, equipment, and travel to complete the activities identified in the Scope of Services. The Contractor shall also provide:

- a. Detailed description of services to be provided
- b. Subtasks
- c. Project meetings
- d. Technical information
- e. Training of City staff on types of questions to expect from customers receiving home water use reports and how to respond to questions about the reports
- f. Access and training for City staff on the use of city-facing dashboard.
- g. Presentations
- h. Contractual obligations
- i. Plan and timeline for performing the project within the 12 month contract period
- j. Project deliverables
- k. Total cost to perform the project including method of costing, labor, materials, equipment, travel and other expenses directly related and necessary to perform the project.

1.2 City Responsibilities

Austin water meter and billing data is generally collected on a monthly basis. A majority of City customers receive printed monthly bills. The City's customer consumption data (meter reads) are maintained within its billing system. Long-term customer consumption history is maintained within the Oracle enterprise database. The City maintains its water conservation

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program data within a portion of the Oracle data base known as the Customer Care & Billing System (CC&B).

The City will provide the following:

- a. Historical and current water use and billing data on a monthly basis
- b. Information and web links to Austin Water's water conservation incentive programs;
- c. Information on current and amended City utility water rates, fees and charges

1.3 Contractor Responsibilities

The Contractor shall, at a minimum, coordinate with and inform the City staff of required data for program implementation. The Contractor shall also coordinate with the City on how best to format data and transfer data to expedite water use report production.

Contractor shall have the sole responsibility of identifying and resolving with the customer any discrepancies in the water use data provided by Contractor in the home water use reports and the City's final billed water use for the customer.

1.4 Contractor Products and Services

Task 1: Program Design

- A. The Contractor shall host the database, software, and mobile interface external to City network servers and provide maintenance of the licensed web-based software including customer support. The user interface should incorporate seamless links to AW website content and be presented as if it were an AW hosted platform. All personal, customer account information, and consumption data must remain confidential and secure. The Contractor shall provide a secure hosting site, approved by the City, for data collected. The software and hosting solution should meet or exceed industry standards (NIST 800-53 or similar security standard) for physical hardware security, software application security, secure end user authentication and access and data transfer and management protocols to ensure security and confidentiality of sensitive customer information.
- B. The Contractor shall provide a plan to provide ongoing system maintenance and enhancement support as customer growth continues and additional options are needed. Bidder shall provide any fees that may be assessed to the City for adding new options,

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making changes to Web and IVR flows (such as IVR scripts) and making changes to account validation methods.

- C. The Program shall be designed to ensure verifiable savings including selection of control and experimental groups, frequency and delivery method of home water use reporting, and appropriate statistical methods for tracking and attribution of savings. Contractor may provide options for marketing participation in the program to meet the City's goals, including random (measurable) and non-random (targeted) components.

Task 2: Home Water Reports

- A. Contractor shall customize home water reports for the City including Austin Water logo and contact information and utility programs. The System shall also have the ability to acquire and integrate multiple sources of relevant data to serve as a basis for benchmarking household water consumption including, but not limited to:
1. Ongoing acquisition of AW customer metered monthly consumption and conservation program participation data
 2. Customer surveys through the interface that can be updated and used to develop and revise customer water use comparisons and plans of action;
 3. Local demographic and property size characteristics;
 4. AW service area specific residential end use data and irrigation water budget information
 5. Residential GPCD goals and metrics established by AW;
 6. Comparisons to water use at, below or above the mean or median water usage for similar size households and/or lot size, efficient households, and the customer's historic water use;
 7. Estimated end-uses of water (e.g., irrigation, showers, etc.) for each household
 8. Personalized monthly water use reports including recommended actions for conserving water specific to that customer's water use profile, consumption history, and savings potential, customer's water use against residential rate tiers, and direct links to applicable AWU incentive programs and estimated potential water, wastewater and energy cost-savings. Messaging should be presented in terms that are easily understood and provide recommendations that are easy to implement, quantifiable, and contain a limited number of choices using descriptive norm messaging where applicable.
 9. Automated population of AW data bases for residential end use
 10. Identification of whether customer resides in a pressure zone where water line pressure is above 80 psi

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11. Opt-in sign-up request and opt-out capability
12. Personalized home water use reports available using a customer-facing web-based application including mobile-based native application (not web-enabled) and the internet.

The reports should be designed to move customers along in complexity; e.g., the first set of reports may begin with simple messaging and recommendations based on the customer's water use profile information. As the customer engages more with the Program, the messaging should become more specific and interactive. Customers may report back on recommendations they plan to implement and report on actions, based on recommendations they have completed. This interaction allows for more complex recommendations, which can include a variety of indoor and outdoor water use behaviors and devices, suggestions on when to water, turf replacement and installation of native species.

These design elements listed above are minimum requirements. The Contractor is to include other functions and features as deemed feasible and appropriate.

- B. Contractor shall provide detailed explanation on its capabilities to provide home water reports with required components and customizability. Contractor shall provide examples of sample home water reports including call outs of customizable content.
- C. Contractor shall make available monthly mobile app or internet reports to all Austin Water residential customers who sign up on Contractor's web site requesting their report as an Austin Water customer during the duration of this contract, including any contract renewal option.

Task 3: Web Based Application for Residential Customers

- A. Contractor shall customize and host a web-based application with secure registration and login for each residential account. The application should include water use consumption information and conservation recommendations. Contractor shall update with appropriate new information, including AW water conservation rebates and incentives, on at least a monthly basis.
- B. Contractor shall also provide information on safety and security features of online application (see Security and Privacy Controls) and how they ensure those features are effective on a regular basis (at least annually).

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- C. Any security incident of Austin Water data will be reported within 24 hours to CTM Security CSIRT@austintexas.gov or 512-974-HELP. Please note that an incident is where one suspects data loss but have not yet confirmed or ruled out a breach.

Task 4: Utility Dashboard

- A. The utility-facing web dashboard should provide Austin Water staff with an understanding of the program progress and results. The dashboard should be viewable only by the AW staff and initially include the features below:
1. Summary of program statistics
 2. Activity reports
 3. Number and frequency of Portal use statistics by customers using each of the various report delivery methods
 4. Customer profile information for each loaded residential account
 5. Ability to view every customer's web application
 6. Tracking of customer requests and inquiries
 7. Ability to push messages and alerts from the utility to the customer
 8. Downloadable data files in an appropriate format (e.g., Excel)
 9. Interactive map displaying residences and links to their reports
 10. Top 200 water usage consumers per billing period and other reports
- B. The solution should promote ongoing and interactive customer engagement with the utility and between customers on social media such as Facebook. As a platform for outward-facing communications, the content delivered should meet the following requirements:
1. Attractive and engaging graphic design that illustrates essential messaging.
 2. Concise, positive, and effective written content that motivates customers to undertake water conserving behaviors and hardware retrofits.
 3. Personalized content that accounts for actual water consumption compared to cohort groups, past participation in AW conservation programs, and household characteristics.
 4. Event information such as AW and partner-agency sponsored community events, training, workshops, utility alerts and notices.
- C. The solution should provide administrative and analytic functions including:

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1. Program analytics that support ongoing improvements to program implementation, understanding of target customers, and customer acceptance of conservation measures.
 2. Customer contact management and engagement tracking.
 3. Reports of target customer consumption and water savings.
 4. Views of actual content provided to individual customers.
 5. Ability to view and administer the logic, factors, images, and text used to generate personalized content and to target the report delivery.
- D. New and improved features or enhancements developed by Contractor to its home water use reports or to its utility dashboard made available generally among its client utilities shall be made available to Austin Water at no additional charge.
- E. Contractor shall provide access and training for City staff on the use of Contractor's utility-facing dashboard. Contractor shall also train City staff on types of questions to expect from customers receiving home water use reports and how to respond to questions about the reports.
- F. Contractor should demonstrate the capability to add modules for possible future integration of the home water use report with advanced meter infrastructure (AMI) and use of more granular information to create efficient outdoor water budgets. Austin Water has an AMI pilot where a limited number of residential customers may have access to hourly consumption data to enhance water conservation and budgeting which may in the future be combined with the home water use reporting program. In addition, the reduction of inefficient outdoor water use remains a major challenge. Contractor should demonstrate the capability to provide an efficiency-based analytics platform that combines physically-verifiable data, such as satellite and aerial imagery, with soil type, soil depth, vegetative cover, parcel boundaries and water usage data to provide scientific, accurate and defensible land cover classifications and water allocations parcel by parcel to target and assist inefficient water users. As a part of these demonstrations, Contractor must provide summaries and costs of existing or past projects or partnerships successfully demonstrating these capabilities.

Task 5: Project Management

In order to ensure adherence to the agreed-upon schedule and budget, Contractor shall coordinate with City staff on the following:

1. Kick off meeting, goal setting, and program design

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2. Coordination meeting with City staff to review data transfer and security protocols, content, marketing and web application design
3. Prior to launch, provide staff training to orient staff to Program components, types of questions to expect from customers receiving home water use reports and how to respond to questions about the reports, and access and training for City staff on the use of city-facing dashboard.
4. Provide project status report updates
5. Organize and attend meetings as required (in person, or by phone or web as appropriate)
6. Mid and first year program wrap-up meeting
7. Designate an individual to serve as a Project Manager

Task 6: Program Measurement and Verification

- A. Contractor shall provide detailed information in writing on how the Program will be measured and verified, including savings attributable to social norm-based customer water use reports. Relevant details will include what information/specific metrics will be available to the City (as relates to water savings, customer satisfaction, cost effectiveness, program participation, staff efficiency, etc.), time frames for availability and frequency of reporting, and statistical methods used to track the Program and any resulting water savings. Contractor shall also provide information in writing on staff experience, qualifications and expertise as relates to Program measurement and verification.
- B. At the conclusion of the mid-year and first year of implementation and at the mid-year and end of each successive year of contract renewal, Contractor shall submit a written report to Austin Water verifying the water savings, addressing analytical questions presented in the Purpose, and proposing recommendations on how to improve the Program. The City may choose to evaluate the performance of the Program with a third party, and if so Contractor shall provide all necessary information to that third party to facilitate the verification of the results.

Task 7: Deliverables and Reports

- A. A written project plan with implementation schedule that describes the database, software application, user interface, content to be delivered, administrative functions, and the hardware and hosting arrangements.
- B. Database and web/mobile platform(s) hosting.
- C. Initial and ongoing data acquisition meeting the above requirements.

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- C. Functional software-as-a-service application meeting the above requirements.
- E. User guides and/or help functions for customer interface and project administration functions.
- F. Ongoing project implementation including database and system administration and the generation and delivery of content to targeted AW customers per the following projections/schedule:
 - 1. Monthly reports of customer engagement and program analytics.
 - 2. Regularly scheduled meetings with AW staff assigned to the project.

Task 8: Security and Privacy Controls

- A. All personal, customer account information, and consumption data must remain confidential and secure. The software and hosting solution must meet or exceed industry standards for:
 - 1. Customer privacy protection.
 - 2. Physical hardware security.
 - 3. Software application
- B. Contractor shall provide a description of security and privacy controls for all personally identifiable information provided to contractor in service of project. Contractor shall also include evidence of information security consistent with applicable industry standards via a written third-party assessment including but not limited to: Data Encryption, Secure Socket layer communications, complex user ID and password authentication, secure Virtual Private Network tunnels, security logging, auditing and network traffic monitors, Secure Communications – all sensitive data labeled or identified as such by the City must be exchanged between third party and the City through adequate and secure emails acceptable to the City (email encryption, secure FTP, VPN, certified mail). Assessment should include evaluation of external network penetration testing and a web application security assessment.
- C. Contractor shall provide the summary of any security or vulnerability assessments performed against their data center and/or IT resources during the last three years.

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- D. Any security incident of Austin Water data will be reported within 24 hours to CTM Security CSIRT@austintexas.gov or 512-974-HELP. Please note that an incident is where one suspects data loss but have not yet confirmed or ruled out a breach.
- E. In the event of a breach of City data, the third party must provide notification to the City as soon as the breach is discovered. Describe in your response how this will take place.
- F. The Contractor must have a backup and disaster recovery/failover facility, strategy and procedures. Describe what is in place for backup, failover and disaster recovery.
- G. It is expected that the application will function at optimal level 99.9% of the time based on a monthly data outside of vendor maintenance periods. A maintenance period is defined as an outage that was announced at least 5 business days in advance.
- H. Uptime will be done through a 3rd party monitoring company of the city's choice.
- I. Any information provided to or received by the Contractor in connection with the performances of services, including information regarding the City's customer accounts, shall not be disclosed at any time or in any form to any affiliate, partner, third part agency, business, individual or organization without the express written consent of the City. In the event Contractor receives a request for information, upon receipt of such request Contractor shall provide immediate (within 24 hours) notice to the City of the request along with a copy of the request and give the City the opportunity to respond to the request prior to its release by Contractor.
- J. In all cases, all information provided to or received by Contractor is regarded as confidential and access to the data will require strict adherence to the Texas Public Information Act requirements.
- K. Prior to implementation and during implementation of the project, the City staff and Contractor may schedule coordination meeting to cover data demands and security.
- L. At the completion of the project, any City data obtained by the Contractor shall be properly disposed of based on minimum requirements of the Department of Defense (DoD) standards. A

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representative of the Contractor must certify in writing that City data has been properly disposed of.

Task 9: Data Interfaces:

Describe the application programming interface options for data exchange of customer data. The solution should have the ability to do batch updates as frequent as 5 minutes' intervals. The actual intervals will be negotiated between Austin Water and the vendor. The vendor is expected to work with the city's security team, Austin water applications team and possibly 3rd party vendors with whom Austin Water has a business partnership with to set up a resilient interface with internal systems and possible 3rd party systems.

Ideally, Austin Water would like to only make available data for customers enrolled in the program. How could this be accomplished with the vendor's solution? This would be negotiated with the vendor.

Task 10: Authentication

Authentication with the vendor's system will use Microsoft Active Directory Federated Services (ADFS) which is an industry standard solution for extending authentication over an untrusted medium like the Internet to cloud/3rd party providers. Austin Water's internal administrators will be able to use their internal network login to login to the vendor administration website for the solution.

5. SPECIAL REQUIREMENTS

- A. The City envisions that these confidential consumption reports will be separate from the City's customer bill presentment with a potential to integrate water use reports with bill issuance in the future.
- B. The City envisions one or more methods and platforms may be used to deliver water use reports. The City will consider various software solutions and methods and is looking for innovative use of communication and information technology. The application should meet, but is not limited to, the following requirements:
 - 1. Acquisition and integration of multiple sources of relevant data to serve as a basis for benchmarking consumption and formulating personalized water use reports.
 - 2. Ongoing acquisition of City customer metered consumption data, and other pertinent, demographic, event, and conservation program participation data.
 - 3. Incorporation of landscape water budget information.

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4. Presentment and delivery of personalized water use information compared to customers with similar demographics and profiles.
 5. User-friendly customer access to personalized data and services that enhances knowledge of water use and possible conservation actions.
 6. Collection and updating of customer-provided data on household and business characteristics and water conservation actions including technology and behavior adoption.
- C. The solution should promote ongoing and interactive customer engagement. As a platform for outward-facing communications, the content delivered should meet the following requirements:
1. Attractive and engaging graphic design that illustrates essential messaging.
 2. Concise, positive, and effective written content that motivates customers to undertake water conserving behaviors and hardware retrofits.
 3. Personalized content that accounts for actual water consumption compared to cohort groups, past participation in Austin Water conservation programs, and household characteristics.
 4. Event information such as Austin Water and partner-agency sponsored community events, trainings and workshops.
- D. The solution should provide administrative and analytic functions including:
1. Program analytics that support ongoing improvements to program implementation, understanding of target customers, and customer acceptance of conservation measures.
 2. Customer contact management and engagement tracking.
 3. Reports of target customer consumption and water savings.
 4. Views of actual content provided to individual customers.
 5. Ability to view and administer the logic, factors, images, and text used to generate personalized content and to target the report delivery.
- E. Contractor shall host the database, software, and web and/or mobile interface external to the City's network servers. The user interface should incorporate seamless links to the City's website content and be presented as if it were a City hosted platform.
- F. Contractor shall provide a license for the City to use its fully developed but customizable web-based software which promotes, tracks, and reports water use and water-efficiency measures and includes a portal for residential customers and the City.

SECTION 601: PRICE SHEET

The City anticipates purchasing a Software as a Service solution (hosted). Proposers may include such items as alternates for consideration; however all specifications, unit pricing, discount pricing, installation, and warranty information must be clearly provided and described. Despite how the required hardware and system software is purchased, the Proposer must accept responsibility for defining the technical requirements and associated configuration required to meet the City's stated objectives. The City reserves the right to award in our best

Description	Year One Cost	Year Two Cost	Year Three Cost	Year Four Cost	Year Five Cost
Software	NA	NA	NA	NA	NA
Hosting Fees (if Vendor hosted)	\$0.70 per account @ 225,000 accounts read monthly				
Other Costs if Required*					
Services Start-up Investment					
Per Year Total	\$157,500	\$157,500	\$157,500	\$157,500	\$157,500

*Include a detailed breakdown of other specific costs not referenced above on a separate sheet. Any customization or 3rd party software referenced in the response to Requirements.

Implementation Costs

Proposer must submit a detailed breakdown of services included as part of the implementation for both phases.

Description	Phase One Cost	Phase Two Cost
Implementation Services	NA	NA
Training	NA	NA
Other Costs if Required	NA	NA
Mobile Technology	NA	NA
Total Cost	Dropcountr has already been implemented; \$0 cost incurred	

Additional Services, Custom Development

Fixed hourly rate for custom development requested by the City of Austin for software functionality not included in the base software licensing agreement for years two through five.

Description	Year Two	Year Three	Year Four	Year Five
Customer Requested Development (fixed per hour cost)	\$100	\$100	\$100	\$100

Describe any complementary solutions that may benefit the City, including functional description and cost. The cost of any complementary items will not be considered as part of the total cost of the proposal.

Section 0605: Local Business Presence Identification

A firm (Offeror or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years, currently employs residents of the City of Austin, Texas, and will use employees that reside in the City of Austin, Texas, to support this Contract. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this solicitation.

OFFEROR MUST SUBMIT THE FOLLOWING INFORMATION FOR EACH LOCAL BUSINESS (INCLUDING THE OFFEROR, IF APPLICABLE) TO BE CONSIDERED FOR LOCAL PRESENCE.

NOTE: ALL FIRMS MUST BE IDENTIFIED ON THE MBE/WBE COMPLIANCE PLAN OR NO GOALS UTILIZATION PLAN (REFERENCE SECTION 0900).

USE ADDITIONAL PAGES AS NECESSARY

OFFEROR:

Name of Local Firm		
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years?		
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No

SUBCONTRACTOR(S):

Name of Local Firm	Kathy Sokolic	
Physical Address	4636 Ruiz Street, Austin TX 78723	
Is your headquarters located in the Corporate City Limits? (circle one)	<input checked="" type="radio"/> Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years	Yes	No

Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No

SUBCONTRACTOR(S):

Name of Local Firm		
Physical Address		
Is your headquarters located in the Corporate City Limits? (circle one)	Yes	No
or		
Has your branch office been located in the Corporate City Limits for the last 5 years	Yes	No
Will your business be providing additional economic development opportunities created by the contract award? (e.g., hiring, or employing residents of the City of Austin or increasing tax revenue?)	Yes	No

Section 0700: Reference SheetResponding Company Name Dropcountr, Inc.

Note to Buyer: request the least number of references necessary to determine Offeror responsibility suggest starting at 3 and generally not more than 5. (ERASE)

The City at its discretion may check references in order to determine the Offeror's experience and ability to provide the products and/or services described in this Solicitation. The Offeror shall furnish at least 3 complete and verifiable references. References shall consist of customers to whom the offeror has provided the same or similar services within the last 5 years. References shall indicate a record of positive past performance.

1. Company's Name City of Austin / Austin Water
Name and Title of Contact Mark Jordan, Conservation Program Coordinator
Project Name Home Water Use Reporting Software
Present Address 625 E 10th Street
City, State, Zip Code Austin, TX 78701
Telephone Number (512) 974.3901 Fax Number ()
Email Address mark.jordan@austintexas.gov

2. Company's Name City of Folsom
Name and Title of Contact Don Smith, Water Management Coordinator
Project Name _____
Present Address 50 Natoma Street
City, State, Zip Code Folsom, CA 95630
Telephone Number (916) 351.3590 Fax Number ()
Email Address dsmith@folsom.ca.us

3. Company's Name Lake Arrowhead Community Services District
Name and Title of Contact Mark Lopez, Customer Services Supervisor
Project Name _____
Present Address 27307 State Highway 189
City, State, Zip Code Lake Arrowhead, CA 92352
Telephone Number (909) 336.7109 Fax Number ()
Email Address mlopez@lakearrowheadcsd.com

Section 0815: Living Wages Contractor Certification

Company Name **Dropcountr, Inc.**

Pursuant to the Living Wages provision (reference Section 0400, Supplemental Purchase Provisions) the Contractor is required to pay to all employees directly assigned to this City contract a minimum Living Wage equal to or greater than \$13.50 per hour.

The below listed employees of the Contractor who are directly assigned to this contract are compensated at wage rates equal to or greater than \$13.50 per hour.

Employee Name	Employee Job Title
Robb Barnitt	CEO
Laci Videmsky	Lead Software Engineer
Kellock Irvin	Communications Manager
Kathy Sokolic	Program Support Manager

USE ADDITIONAL PAGES AS NECESSARY

- (1) All future employees assigned to this Contract will be paid a minimum Living Wage equal to or greater than \$13.50 per hour.
- (2) Our firm will not retaliate against any employee claiming non-compliance with the Living Wage provision.

A Contractor who violates this Living Wage provision shall pay each affected employee the amount of the deficiency for each day the violation continues. Willful or repeated violations of the provision or fraudulent statements made on this certification may result in termination of this Contract for Cause and subject the firm to possible suspension or debarment, or result in legal action.

Section 0835: Non-Resident Bidder Provisions

Company Name **Dropcountr, Inc.**

- A. Bidder must answer the following questions in accordance with Vernon's Texas Statutes and Codes Annotated Government Code 2252.002, as amended:

Is the Bidder that is making and submitting this Bid a "Resident Bidder" or a "non-resident Bidder"?

Answer: **non-resident bidder**

- (1) Texas Resident Bidder- A Bidder whose principle place of business is in Texas and includes a Contractor whose ultimate parent company or majority owner has its principal place of business in Texas.
(2) Nonresident Bidder- A Bidder who is not a Texas Resident Bidder.

- B. If the Bidder is a "Nonresident Bidder" does the state, in which the Nonresident Bidder's principal place of business is located, have a law requiring a Nonresident Bidder of that state to bid a certain amount or percentage under the Bid of a Resident Bidder of that state in order for the nonresident Bidder of that state to be awarded a Contract on such bid in said state?

Answer: **No** Which State: **CA**

- C. If the answer to Question B is "yes", then what amount or percentage must a Texas Resident Bidder bid under the bid price of a Resident Bidder of that state in order to be awarded a Contract on such bid in said state?

Answer: _____



Proposal:
Home Water Use Reporting Software and Support

A Seamless Transition from Successful Pilot to Expanded Partnership

Re: RFP GAZ0100

January 19, 2017

PREPARED FOR

City of Austin

Attn: Austin Water
124 W 8th Street
Austin, TX 78701

PREPARED BY

Dropcountr, Inc.

690 Broadway St
Redwood City, CA, 94063
650.678.3632
robb@dropcountr.com

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2: City of Austin Purchasing Documents

3: Authorized Negotiator

As requested in the Proposal Preparation Instructions and Evaluation Factors, the person at Dropcountr authorized to negotiate Contract terms and render binding decisions on Contract matters is:

Name: Robb Barnitt
Title: CEO
Address: 690 Broadway Street
Redwood City, CA 94063
Phone: 650.678.3632
Email: robb@dropcountr.com

4: Exception Form and Alternate Products

The Proposal Preparation Instructions and Evaluation Factors indicates that the proposer shall include a Matrix of Exceptions.

Dropcountr takes no exceptions with any portion of the Solicitation. Dropcountr has been, and will continue to be fully capable of meeting the City's technical standards.

5: Transmittal Letter



Gil Zilkha, Contract Administrator
Jim Howard, Corporate Purchasing Manager
City of Austin
124 W 8th Street
Austin, TX 78701

January 19, 2017

Dear Mr. Zilkha, Mr. Howard:

Thank you for the opportunity to provide a proposal in response to the RFP issued for Home Water Use Reporting Software and Support.

For nearly two years, the City of Austin (City) has partnered with Dropcountr in the deployment of Home Water Use Reporting Software. We are excited by the opportunity to conduct a seamless and uninterrupted transition for both City employees and Austin Water customers from our existing project, to an expanded and longer term relationship.

The first of its kind in Texas, our current deployment with the City has set the bar for customer portal and engagement programs:

- Third-party verified water savings of **9%**; the highest quintile of water users conserved **17%**
- **88%** of Austin Water customers who use Dropcountr would recommend Dropcountr to a friend
- **>750,000** digital messages sent to Austin Water customers, avoiding paper/postage costs
- **86%** user preference for our native iOS and Android mobile apps (negligible mobile browser use)

Our proposal has been organized per your stated requirements in the RFP. In addition, you required the following in this transmittal letter:

- I am your direct point of contact regarding any inquiries related to this proposal
- I acknowledge receipt of Amendments/Addenda to the RFP

Best Regards,

Robb Barnitt, CEO

robb@dropcountr.com
650.678.3632

6: Management Summary

Dropcountr's Home Water Use Report Software (HWURS) has and will continue to meet City requirements by continuing to provide the key components to our current successful implementation. Dropcountr's current deployment includes tools that are familiar to both City staff and Austin Water customers. Dropcountr products are summarized below, with further detail and images presented in Appendix A of this proposal:

- **Utility Dashboard** (Dropcountr CLEAR): Analytics, Customer Support Tools, Messaging, and Program Performance Data for City staff.
- **Customer Portal** (Dropcountr HOME): Native mobile app and web engagement for City customers.
- **Water Reports** (Dropcountr DIRECT): Customized Reports mailed or emailed monthly to each participant.
- **Newsletter**: Monthly letter consisting of City announcements, conservation measures, and local water news. Designed and curated to improve an Austin Water customer's "Water IQ."
- **Alerts**: For accounts in River Place equipped with smart meters, Dropcountr will continue to provide leak alerts, with the option to also provide high usage, rebate availability and rate tier threshold alerts.

Going forward Dropcountr is best positioned to, with the City, build upon our initial mutual success while also obviating the burden on City staff to conduct a new implementation, and maintain continuity for Austin Water customers.

Dropcountr is best qualified to continue providing the City with a HWURS. Key qualifications are presented below, and subject to expanded discussion in section 7.

- **Seamless Transition** – Dropcountr services will roll over seamlessly, and will not require any additional City staff time.
- **Familiar Relationships** – Dropcountr's core project team will remain the same, and will continue a two-year relationship with the current City contract manager, Mark Jordan. Our local subcontractor will be available for local project support.
- **Customer Continuity** – Dropcountr will deliver reliable and uninterrupted service to Austin Water customers – business as usual – avoiding the disruption of a new product deployment and the inevitable customer concerns and questions that would result.
- **Proven Performance in Austin** – Dropcountr has already been proven to be effective and successful in Austin, with impressive third-party validation and overwhelmingly positive Austin Water customer survey results.

7: Proposer Profile, Qualifications and Experience

Proposer Profile

Dropcountr is a software-as-a-service water analytics and customer engagement company that empowers smart cities and their residents to save water, time and money.

Since our founding in early 2013, Dropcountr has moved quickly to bring modern tenants of technology (native mobile apps, user-centric design, cloud storage and analytics) to water utilities and consumers. As an organization, we are proud of three key accomplishments:

1. **Fastest in the Market** – in just a few short years, Dropcountr has gone from zero to 15 utility partners in four states, and now has over one million accounts under management.
2. **Satisfied Customers** – all of our utility partners have renewed their initial contracts, and typically for 3-6 year terms.
3. **Organic Growth** – Dropcountr is owned by our team, not by a Board of professional investors who demand growth at the expense of customer service and user experience. We've grown organically, expanding our team as we add new customers, and in a way that is sensible not speculative.

Dropcountr is the prime contractor on this proposal, and has enlisted the services of a key independent subcontractor who is not only well-versed in both water technology and the Texas water climate, but is also an Austin Water customer and Dropcountr user.

	Prime (Proposer)	Subcontractor
Name	Dropcountr	GeoKat Consulting
Official name, address	Dropcountr, Inc. 690 Broadway Street Redwood City, CA 94062	Kathy Sokolic 4636 Ruiz Street Austin, TX 78723
Entity type	Corporation	Independent Consultant
Total number of years in business	> 4	> 2
Number of years' experience providing equivalent services	> 2	> 5

Organization

The Dropcountr team is physically headquartered in Redwood City, in the heart of Silicon Valley. We do not rely upon off-shore or remote staff, but instead foster local team culture and thrive on effective communication that comes with working together. Our cloud-based technology stack operates and warehouses data at Oregon datacenters.

Dropcountr was founded with a mission to harness the accelerating adoption of consumer technology and movement of data to the cloud, in order to solve resource efficiency issues compounded by climate change, population growth and urbanization. We have been successful in realizing this mission – Dropcountr helped Austin Water customers save **over 41 million gallons of water** in the first year of our deployment with the City.

A core team of five Dropcountr employees will support the seamless transition and continued deployment with the City. The balance of our staff (5 additional) will work in other roles and support other utility partners. Due to other recent utility customer developments, Dropcountr is poised for more organic growth, and will add an additional 4 staff in the first quarter of 2017.

Qualifications and Experience

While Dropcountr has proven experience in providing, installing and maintaining such HWURS with an existing utility customer base, Dropcountr's strongest qualification in our status as the incumbent HWURS vendor with the City; implementation and installation of the proposed solution will be instantaneous.

Dropcountr is the best qualified to continue maintaining the HWURS desired by the City, for the following key reasons:

- **Seamless Transition** – Dropcountr services will roll over seamlessly, and will not require any City staff time for data ingestion, product testing, customer service education or marketing and outreach. In short, the implementation schedule is instantaneous.
- **Familiar Relationships** – Dropcountr's core project team will remain the same, continuing a two-year working relationship with the current City contract manager, Mark Jordan. A notable addition to our project team is our Austin-based subcontractor, who will provide local and in-person support as required by the City contract manager.
- **Customer Continuity** – Dropcountr will deliver reliable and uninterrupted service to Austin Water customers – business as usual. No confusion and calls to City customer service representatives. No outreach and engagement campaigns required for a different HWURS.
- **Proven Performance in Austin** – Dropcountr has already been proven to be effective and successful in Austin. Not only has third-party measurement and verification shown a **9% conservation benefit**, but we've learned that the highest users (**17% usage reduction**) should

be our engagement focus in the future. Austin Water customer signups **exceeded our pilot scope by 177%**, and **88% of surveyed users would recommend Dropcountr to a friend**.

The table below summarizes Austin Water requirements as stated in the RFP, and illustrates our specific experience with City staff and Austin Water customers in successfully meeting these requirements.

Austin Water Utility Requirement	Meets Requirement	Comments
Customer water use survey used with local property and demographic information	Yes	<p>More than 15,000 user accounts have already been surveyed for account and demographic information, with more to come.</p> <p>Parcel size data has been ingested and applied to all 255,014 Austin Water accounts in our system.</p>
Customer historic water use benchmarked with comparisons to similar households in Austin, efficiency standards, utility rate tiers, customer developed water use goals	Yes	Dropcountr currently maintains historic water use for 255,014 Austin Water accounts, and delivers all required features.
Analytics and algorithms that use collected data to surface conservation tips and Austin Water conservation incentive programs	Yes	<p>Dropcountr has successfully met this requirement since project inception nearly two years ago.</p> <p>Water conservation incentive programs are updated monthly with guidance from the Contract Manager.</p>
Utility alerts and other important messages that can be received immediately through a native mobile application	Yes	<p>Dropcountr native (iOS and Android) mobile apps have delivered these timely and relevant messages since project inception.</p> <p>Leak notifications are now being delivered to the mobile devices of customers equipped with Metron smart meters in River Place.</p>
HWURS is fully developed and has been deployed and proven effective.	Yes	<p>Dropcountr is fully developed yet continues to evolve with feedback and direction from Austin Water and other utility partners.</p> <p>Dropcountr meets requirements for implemented and deployment term.</p> <p>Dropcountr has a third-party (UC Berkeley, Univ. of Kentucky) verified water savings of 9% with Austin Water. Reports can be found in the footnotes, and/or Appendix B.</p>

Austin Water Utility Requirement	Meets Requirement	Comments
Hosted solution that provides safe and secure access to usage and demographic data via native mobile apps and web interface consistent with Section 1.4 Task 1 of the RFP.	Yes	Dropcountr has successfully met this requirement since project inception nearly two years ago.
Home Water Reports meeting requirements listed in Section 1.4 Task 2 of RFP	Yes	Dropcountr has successfully met this requirement since project inception nearly two years ago.
Web-based application for residential customers per requirements listed in Section 1.4 Task 3 of the RFP.	Yes	<p>Austin Water residential customer web access to Dropcountr HOME has met this requirement since project inception.</p> <p>However, the vast majority (86%) of Austin Water customers prefer native mobile app access; mobile browser and web browser utilization is very low.</p>
Utility dashboard with reporting tools, replica customer view, push message and data export functionality, and other requirements listed in Section 1.4 Task 4 of the RFP.	Yes	Dropcountr CLEAR meets all stated requirements and is currently in use by 14 Austin Water staff.
Features and enhancements made available generally among client utilities made available to AW at no added cost.	Yes	<p>Dropcountr has and will continue to evolve its HOME and CLEAR products and make updates available at no added cost.</p> <p>For example, following an Austin Water staff request for stacked column representation of monthly water use as a function of rate tier, Dropcountr developed and deployed this feature at no extra cost. Those Austin Water customers surveyed rated this feature as 4.2 out of 5.</p>
Staff training	Yes	Staff training is available free of charge and at any time.
Demonstrated capability to add modules for possible future integration with AMI vendors and employ more granular information to create efficient outdoor water budgets.	Yes	<p>Dropcountr has already conducted an API integration with Metron, the AMI vendor currently being piloted by Austin Water. Pilot accounts can now view hourly usage data via Dropcountr and are actively receiving leak alerts to mobile devices and email. If other AMI vendors are piloted, Dropcountr will conduct API integrations at no added cost.</p> <p>Dropcountr has integrated with OmniEarth, a satellite imagery company, to employ granular land classification information in the</p>

Austin Water Utility Requirement	Meets Requirement	Comments
		creation of efficient outdoor water budgets, and communicate those budgets to water customers using mobile and web engagement. Dropcountr and OmniEarth currently have 9 shared utility deployments.

The RFP also requires information stipulated in c.1 and c.2 under Tab 7. Responses are provided below:

- 1) Dropcountr has no pending or completed litigation, has never failed to complete a similar project, and has never entered negotiations with a potential customer but failed to complete negotiations. Dropcountr has always implemented a product for which a contract was successfully negotiated.
- 2) Dropcountr has conducted third-party measurement and verification of deployments with both the City of Folsom (CA) and the City of Austin. These independent analyses were conducted by researchers at the University of California at Berkeley, and the University of Kentucky.

Staff and analytic techniques are summarized in the footnoted resources. Measurement and verification in Folsom resulted in a 7% water savings¹, while Austin resulted in **a 9% water savings**². These reports are also included in Appendix B.

¹ <http://bit.ly/folsomstudy>

² <http://bit.ly/AWstudy>

8: Product History and Future Disclosed Plans

Dropcountr Product History

Dropcountr is comprised of two distinct products – **CLEAR** and **HOME**. An overview of each is presented below:



Initial Release Date	October 2013
Current Version Number	3.3.1
Development History	<p>Developed for water utilities as a marketable package to meet usage analytics and customer engagement needs.</p> <p>Feature requests are actively solicited by the Dropcountr product team, prioritized on the product roadmap, then developed and deployed for the collective benefit of all utility partners. Specific examples include:</p> <ul style="list-style-type: none"> • Monthly revenue dashboard tile (Lake Arrowhead) • Data export (Folsom) • Message attachments (Austin) • Demographic filters (Austin)
Implementation Environments	Dropcountr CLEAR is a hosted software-as-a-service solution. CLEAR is accessed and implemented by authorized City staff via any mainstream web browser (e.g. Chrome, Firefox, Internet Explorer, Safari).

Dropcountr CLEAR provides City staff with insights on customer engagement and water use efficiency, both on an aggregate level and for individual customer accounts. The CLEAR Dashboard includes standard data like usage, address and engagement history, as well as advanced staff insights like usage trends, usage heatmaps, outdoor irrigation users, water-inefficient users and algorithm-derived leak notifications.

CLEAR is built to help City staff filter and sort through their customer base using specific demographic or behavioral criteria; for example, a staff member can filter out all 2-person households using above 1,500 gallons a day who live on Enfield Rd. There are 20 different criteria staff can use to filter their customers, and over 40 different units captured by Dropcountr CLEAR. City staff can then use CLEAR to engage those specific customers immediately via email or 'push-notification'. Features like HEATMAP also help City staff identify regional pockets of high water use and react accordingly.

All data and tables on CLEAR are available for export. In fact, Ian Toohey and others in the Systems Planning group at Austin Water have been using CLEAR and exporting data to correlate usage with demographic factors, in order to inform demand and revenue forecasting activities.

Key components and benefits of CLEAR are summarized below:

CLEAR Module	City Benefits	Use Case
Meter Data Management (MDM)	Intuitive User Interface (UI) presents all accounts in graphic and tabular form, with powerful filter and sort capability.	Filter and sort account data to derive insights and information that prioritize and support staff workflows.
Customer Relationship Management (CRM)	Account-specific record of messages and engagement allows any staff to serve a customer with all relevant information.	Assist a customer quickly by finding their account, historical usage and usage within Rate Tier 3. Record notes on interaction and resolution.
Customer Information Systems (CIS)	Expanded demographic knowledge of customers, which leads to targeted delivery of rebates, relevant communications and provides valuable inputs to demand forecasting and asset management.	Filter to find high usage residential accounts with lawns and sprinklers but no irrigation controllers. Target this group for irrigation controller rebate offer and higher conversion at lower cost.
Communications	Instant targeted outreach to customers via email and push message (SMS can be implemented). Save on labor and materials by delivering the right message to the right customer digitally.	Use a template or customized message to quickly deliver information regarding leak alerts, boil water notices, rate tier alerts, rebate availability or drought restrictions.

Initial Release Date	June 2013
Current Version Number	1.3.2
Development History	<p>Developed as a marketable package to meet needs of water utility customers.</p> <p>As with CLEAR, feature requests are actively solicited by the Dropcountr product team, prioritized on the HOME product roadmap, then developed and deployed for the collective benefit of all utility partners. Specific examples include:</p> <ul style="list-style-type: none"> • Rate tiers (Austin Water) • Inbox (Folsom) • In-app Support Request (Folsom)
Implementation Environments	<p>Native mobile apps: iOS and Android</p> <p>Web browsers: Chrome, Firefox, Internet Explorer, Safari</p>

Dropcountr HOME is built to best inform the end user of their water usage behavior and means of better management, regardless of what platform they use most. Available on iOS, Android and any internet-capable computer or smart phone, Dropcountr HOME includes a homeowner's usage, household comparison, price tier information, personal goals, utility communication inbox, rebate portal, tips and tricks for conservation and a support channel for questions or concerns. Dropcountr is intuitive and informative, built to empower the homeowner.

The Dropcountr HOME mobile app is made available to City customers for download from the Apple App Store (iOS) and Google Play (Android). In addition to inherent speed and performance advantages, native apps allow for Dropcountr features that cannot be replicated on competitive solutions limited to mobile or desktop web, like seamless login and push notifications. Downloading an app is an easy and familiar experience for mobile users and neatly aligns with consumer preferences.

Dropcountr HOME allows the City to engage with customers, deliver targeted personalized messages about water use, water efficiency, rebate programs, potential leaks or high bills. HOME also features an integrated survey that gathers important information, including occupancy, appliances, landscape, and other useful data driven metrics.

Dropcountr was founded upon recognition that consumers did not have easy access to water use information on their mobile device - a platform for information and communication that has only grown in popularity and preference. In fact, industry studies show that 88% of consumers use native iOS and Android apps rather than accessing content with responsive web browsers on a mobile device. This trend is evident too with Dropcountr users served by Austin Water - 86% of whom exclusively use our

mobile apps, rather than logging on via web. However, because certain customer types may still prefer, or be most accessible via other modes of communication, Dropcountr offers HOME via any internet browser (desktop or laptop) as well as targeted paper engagement.

Key components and benefits of HOME are summarized below:

Feature	User Benefits	Use Case
Your Water Screen	Anytime access to personal water usage as a function of time.	User engages with beautiful and intuitive UI that shows water usage by day, week, month and year. Tapping or clicking on columns surface usage in gallons.
Water Budget and Usage Context	Evaluate usage against a calculated budget that is specific to their household. Go beyond knowing a number and have true context on water use.	User evaluates usage not just as an absolute number, but also in comparison to similar accounts and water-efficient homes within a variable geographic radius.
Rate Tiers	Clarity on relationship between usage and unit pricing, and what current rate tiers are in effect.	User notes that usage has drifted into higher tier, and with a tap understands the implications of higher use.
Customer Profile Development during Sign-up	Utility's granular understanding of customer profiles improves signal to noise ratio in customer outreach, and better personalization of content.	Household occupancy information, property characteristics, appliance inventory aid in development of indoor and outdoor water budgets and communications.
Communications	Urgent messages are received where users are focused – on their phones and computers. Informational messages are not delayed by the mail system, or lost after delivery.	User receives their choice of email, push message or SMS alerting them to abnormal water use. User returns home to find leaking pipe in crawlspace, avoiding water loss and property damage.

System Details

Once daily, a snapshot of our database is stored in a volume image on AWS. Our complete software stack is likewise version controlled and hosted separately on Github and available upon request. If escrow of physical media is required, Dropcountr can ship drives of both database and software assets to Iron Mountain for more long term storage.

Future Direction of Product Development

In line with Dropcountr's long term development plan, the product roadmap for both major system components, CLEAR and HOME, will continue to trend in the direction of actionable insights. Early versions of CLEAR and HOME focused on presenting data to the utility and homeowner that were previously unknown or difficult to access. Recent Dropcountr development has included features like **Support** (homeowners can send support requests to Dropcountr staff) and **Tiers** (view that informs

homeowner of Tier schedule in the context of their specific usage) – tools built to better equip users, prompt action and make managing water use easier and more efficient.

Below you will find an abbreviated roadmap of tools Dropcountr expects to release in 2017 that fit the aforementioned criteria:

dropcountr HOME

Weekly reports

A majority of existing Dropcountr users employ the native Dropcountr app to check their usage, but many prefer to simply receive usage notices by email (Dropcountr has sent nearly 200,000 monthly usage reports since May 2015). Dropcountr has also found portal logins significantly increase when users are prompted with the monthly summary or monthly newsletter.

In 2017, as part of an effort to make water management easier and more efficient, Dropcountr will roll out a weekly water summary to users equipped with smart meters. In a recent survey of existing Austin Water / Dropcountr users, **42% indicated interest** in more frequent usage summaries (like the one proposed). This summary will provide statistical insight about the customer's usage, graphics for better comprehension, tips on saving, weather forecasts and recommendations on outdoor watering schedules.

Expected Delivery Date – Q1, 2017

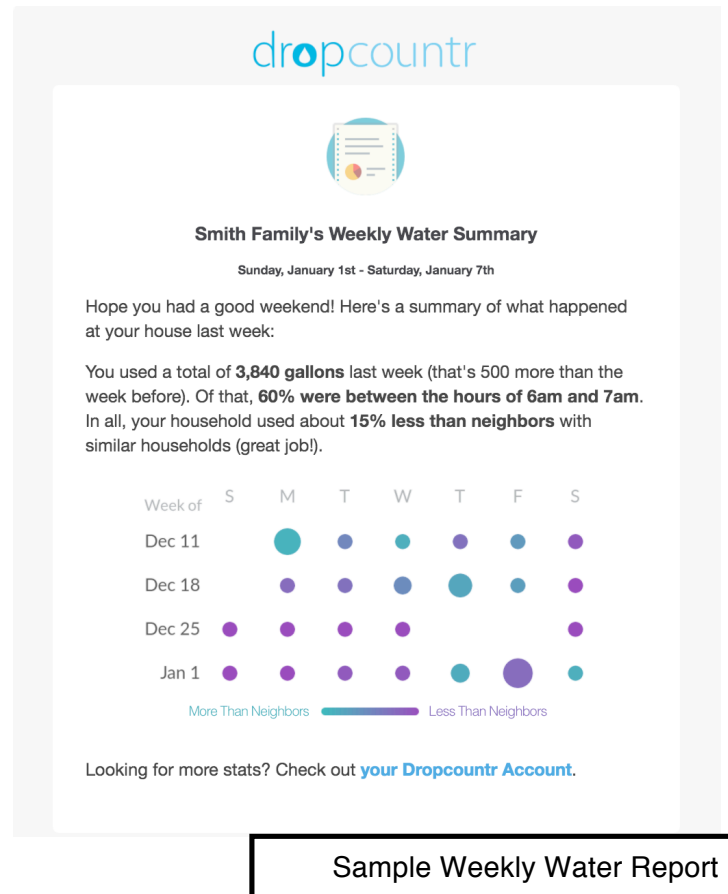
Multiple Property Management

Dropcountr has received requests for multiple property management from homeowners in the Austin area and beyond. While these requests have been limited (<100), the opportunity remains to improve water management among Austin-Area second home owners, landlords, multi-tenant buildings and home-owner associations.

In 2017, as part of an effort to encourage participation among users with multiple homes, Dropcountr will build a HOME view that allows Austin Water customers to add multiple properties to their account, reducing the current time and energy required in managing multiple accounts and bills.

Development of this feature will overlap development of a commercial interface.

Expected Delivery Date – Q3, 2017



Billing

Dropcountr HOME is a digital destination for homeowners to check and manage their daily, monthly, yearly water consumption. Homeowners pay their monthly or bi-monthly bills in another medium – by check, in person, over the phone or through online-bill pay. Dropcountr has developed an alpha version of a billing portal in Dropcountr HOME. This is in alignment with the Scope of Services, Item 5.A (Special Requirements).

Expected Delivery Date – Q3, 2017

dropcountr CLEAR

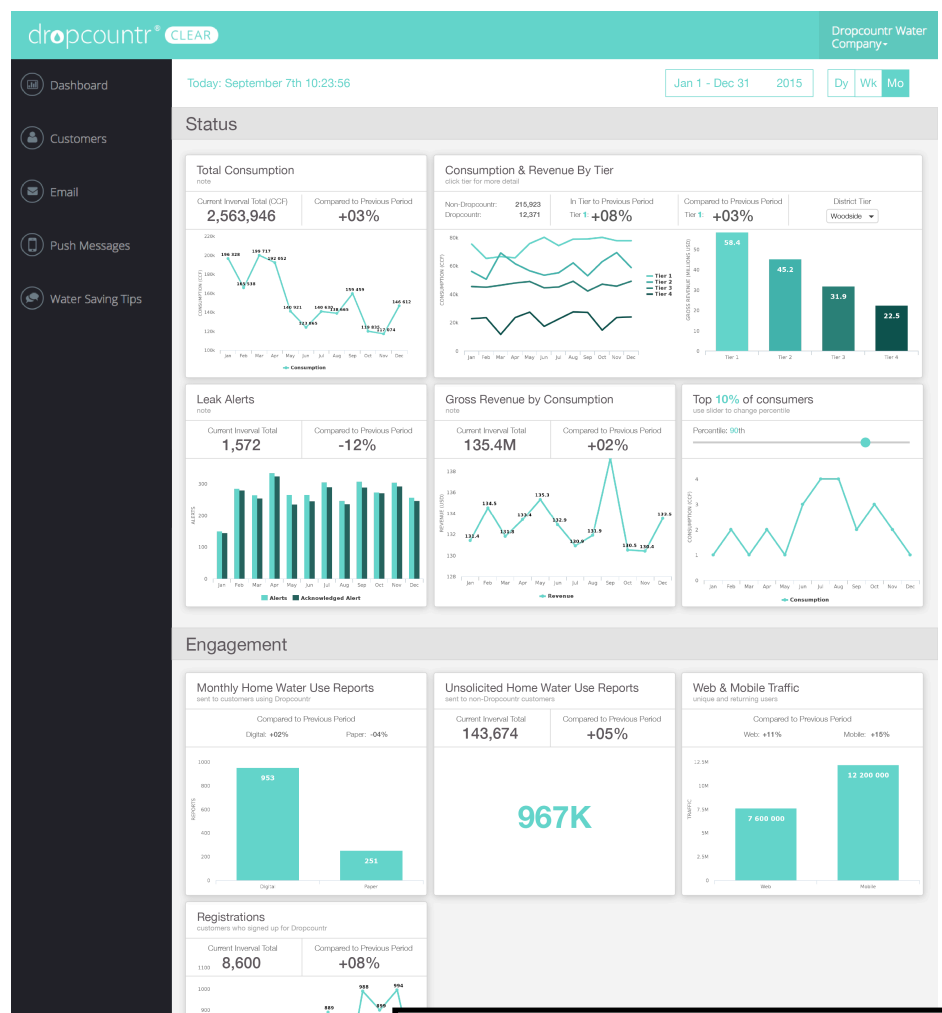
Dashboard

The Dropcountr CLEAR dashboard is the first view utility staff see when logging into CLEAR. During the first few months of 2017, Dropcountr will build out the dashboard tiles to better inform and bring attention to frequent questions staff members have about Austin Water's customer base.

Examples of these tiles include Usage derivatives (total, average and median), Revenue by Tier, Leak Alerts (sent), Dropcountr sign-ups, Support Requests, Usage Surges, Messages Sent, a Doppler map and more.

These tiles will include graphics that can be downloaded as a PNG, JPEG or PDF for use internally.

Expected Delivery Date – Q1, 2017



The Dropcountr CLEAR Dashboard

Messaging

Tools that improve communication with Austin Water customers is a core module in Dropcountr CLEAR. Dropcountr has and will continue to prioritize intuitive and efficient messaging channels that improve communication and trust between the homeowner and the utility.

Email

Dropcountr has built out and is testing advanced email features like formatting, attachments and message templates. Using these tools, utility staff can continue to target specific recipients (based on usage, demographic or household profile) and send aesthetically pleasing, engaging and helpful notices (like rebate forms, irrigation schedules and more). With message templates, utility staff can save and re-use recurring messages.

These features are built with the explicit intention of making it easier and more efficient to communicate with Austin Water's customer.

Expected Delivery Date – Q2, 2017

Text Messaging

Dropcountr's Native App design allows staff to send "push notifications" (APNS) for immediate communication – in the event of a leak, boil alert, or other immediate need. In a recent survey of Austin Water / Dropcountr users, 57% of respondents indicated interest in receiving Text Message (SMS) notifications as well. In 2017, Dropcountr will build out a notification system that allows Austin Water users to sign up for SMS alerts, in addition to the existing email and APNS notification options.

Expected Delivery Date – Q2, 2017

9: Project Management

Project Management Methodology

Dropcountr's core project team will remain the same, and will continue a two-year relationship with the current City contract manager, Mark Jordan. Robb Barnitt will continue to serve as Project Manager for the City. A notable addition to our project team is our Austin-based subcontractor, who will provide local and in-person support as required by the City contract manager. Dropcountr will continue to use a combination of project and product management tools (e.g. Asana, Dapulse) to schedule status meetings, data importer checks, monthly water use emails, monthly rebate updates, etc.

Our project team holds an internal weekly meeting focused on our deployment with the City, and will continue this practice. Communication with City project management staff will also continue as scheduled, with a standing Thursday morning status call between Dropcountr and contract manager Mark Jordan. Email requests from City staff will continue to be responded to in a timely fashion (within 4 hours).

Application of best practices and deployment experience minimize project risks. Technical risks are managed with a system of database alerts in the event of data gaps, and Dropcountr operates a redundant application and database stack to ensure a minimum of 99.9% availability – the Dropcountr platform has never come offline. All databases are backed by a “slave” database and feature automatic failover. Non-technical project risks are considered in Dropcountr internal meetings and escalated to the City contract manager if mitigation is required. Contingency plans and incident response playbooks are maintained to reflect emerging continuity risks and lessons learned. Dropcountr has supported City staff in change management activities while our project has evolved over nearly two years of partnership, and will continue to do so using best practices in project management and user support.

Project Plan

The implementation schedule, as mentioned in Tabs 6 and 7 and detailed in Tab 12 (Production System Roll-out and Training) is instantaneous. While other vendors may propose a 3-month launch plan to accommodate data ingestion, Austin Water logo and asset transfer and other ramp-up activities, the Dropcountr implementation will be seamless and instantaneous. There will be no service gap experienced by Austin Water customers, and no extraneous time and effort required by City staff.

After City staff review the results of the Dropcountr pilot project – namely the **17% water usage reduction** realized by high use accounts – Dropcountr will coordinate with the contract manager regarding a targeted email outreach campaign. Based on the 110,000 Austin Water customer emails Dropcountr already has on file, an email campaign targeted at high use accounts will be evaluated for City approval.

10: Proposer Staffing



Robb Barnitt, CEO
690 Broadway Street
Redwood City, CA, 94063
Phone: 650.678.3632
Email: robb@dropcountr.com

Relevant Experience

Robb has spent his career working at the intersection of technology and sustainability, succeeding in multiple roles requiring strategic development and commercialization of technology. As company Founder, Robb leads all aspects of product and customer development at Dropcountr. Robb has been the Program Manager for our deployment with the City of Austin since project inception. Over this time, Robb has developed productive working relationships with key Austin Water staff, most notably with the current and future Contract Manager (Mark Jordan).

Prior to founding Dropcountr, Robb managed commercialization strategy for a division of Solazyme, including the successful management of complex multiyear projects valued in excess of \$30M. Prior to Solazyme, Robb spent nearly a decade at the US DOE's National Renewable Energy Laboratory working in efficiency research and program deployment.

Relevant Employment History

Dropcountr Launch Team – Park Water, LA Basin (May 2014 – Present)
Dropcountr Launch Team – Austin, TX (March 2015 – Present)
Dropcountr Launch Team – Folsom, CA (July 2014 – Present)
Associate Director, Fuels & Chemicals – Solazyme Inc (2011 – 2012)
Research Task Leader – National Renewable Energy Laboratory (2004 – 2011)
Member – AWWA

Education

University of California at Berkeley, MBA
Stanford University, MS Engineering
University of Massachusetts at Amherst, BS Environmental Chemistry



Laci Videmsky (“Lah-tsi” not “Lay-cee”), Technical Lead
690 Broadway Street
Redwood City, CA, 94063
Phone: 805.215.8574
Email: laci@dropcountr.com

Relevant Experience

Laci is the technical lead for Dropcountr’s Engineering team, and has jurisdiction over our entire technology stack.

Laci has been managing all technical elements of our deployment with Austin for over one year, and is intimately familiar with Austin data ingestion processes and data schemas. Laci also developed an updated dashboard user interface for CLEAR in response to feedback from Austin staff. More recently, Laci interfaced with the technology team at smart meter vendor Metron Farnier to integrate our respective platforms to facilitate the transfer of 5-minute interval data via API. Dropcountr users in Austin who are equipped with Metron smart meters can now view granular usage data and receive leak notifications via push message and/or email.

Laci also represents Dropcountr engineering in monthly project meetings to optimize project success. Laci has significant experience in both the academic and professional field revolutionizing water and agriculture.

Prior to Dropcountr, Laci led product development at Weather Analytics for commercial and government projects. Laci has built software solutions and actionable data products that optimize the use of natural resources for human and environmental benefit.

Professional Employment History

Dropcountr – Metron API Integration – Austin, TX
Dropcountr Launch Team – Rialto, CA (December 2015 – Present)
Dropcountr Launch Team – West Valley WD, CA (December 2015 – Present)
Dropcountr Launch Team – Fullerton, CA (December 2015 – Present)
Product Architect – Weather Analytics (2014 – 2016)
Project Director – Resource Renewal Institute (2012 – 2014)
Lecturer in Architecture – UC Berkeley, College of Environmental Design (2013 – 2014)
UI Engineer – Berkeley Economic Research Associates (2012)
Research Fellow – MASS Design Group (2011 – 2012)

Education

Harvard University, Cambridge MA, Master in Architecture II
California Polytechnic State University, San Luis Obispo CA, Bachelor of Architecture

**Dr. Steven Buck, Resource Economist**

400 Charles E. Barnhart Bldg.

Lexington KY, 40546

Phone: 859-257-5762

Email: steven.buck@uky.edu

Relevant Experience

At the University of Kentucky, Steve develops research projects that leverage principles of resource economics and econometrics to credibly measure and verify institutional, legal and technological solutions to water use efficiency.

Steve began his work with Dropcountr while a post-doctoral researcher at the University of California at Berkeley, and has continued this research and analysis as an Assistant Professor at the University of Kentucky. Steve and his research team are independently funded and have produced robust analyses on Dropcountr deployments in Folsom (CA) and for Austin. Steve and his team will continue their engagement with Dropcountr and the City under a future contract.

Other Projects

Measuring the Welfare Losses from Urban Water Supply Disruptions

Forecasting Urban Water Demand in California: Rethinking Model Evaluation

Forecasting Commercial, Industrial and Institutional Demand in Southern California

Employment History

Assistant Professor, University of Kentucky, (2015 – Present)

Postdoctoral Researcher & Instructor, U.C., Berkeley, (2013 – July 2015)

Associate (Water Economist), The Brattle Group, (2011- July 2013)

Education

Ph.D. Agricultural & Resource Economics, U.C., Berkeley

Dissertation: *"Essays in Water Resource and Agricultural Economics"*

M.S. Agricultural & Applied Economics, Virginia Tech

M.S. Mathematics, Virginia Tech

B.S. Mathematics & B.A. International Studies, University of Dayton

Selected Publications

- "Land Markets and the Value of Water: Hedonic Analysis Using Repeat Sales of Farmland" with Maximilian Auffhammer and David Sunding. 2014. *American Journal of Agricultural Economics*, vol. 96(4), 953-969. [Lead article]
- "Reputation in a Public Goods Game: Taking the Design of Credit Bureaus to the Lab" with Craig McIntosh, Elisabeth Sadoulet, and Tomas Rosada. 2013. *Journal of Economic Behavior and Organization*, vol. 95, 270-285.
- "Agricultural Extension, Trust and Farmer Learning: Results from Economic Experiments in Ecuador" with Jeffrey Alwang. 2011. *Agricultural Economics*, vol. 42(6), 685-699.



Kellock Irvin, Community Engagement
690 Broadway Street
Redwood City, CA, 94063
Phone: 510.684.6328
Email: kellock@dropcountr.com

Relevant Experience

Kellock helps build successful programs for Dropcountr's Texas and California utility partners, with a focus on education and community engagement. Kellock also leads customer service and plays a role in product discovery – working with utility partners to test Dropcountr features that fit their needs.

Prior to Dropcountr, Kellock led marketing and communications for a diverse set of emerging companies in the mobile and consumer tech space. Prior to moving to the water industry, Kellock spent several years consulting on behalf of public and private organizations in the commercial and residential solar industry.

Professional Employment History

Dropcountr Launch Team – Yorba Linda WD (August 2016 – Present)
Dropcountr Launch Team – Eastern Municipal (May 2016 – Present)
Dropcountr Launch Team – Tustin, CA (March 2016 – Present)
Dropcountr Launch Team – Rialto, CA (December 2015 – Present)
Dropcountr Launch Team – West Valley WD, CA (December 2015 – Present)
Dropcountr Launch Team – Fullerton, CA (December 2015 – Present)
Dropcountr Launch Team – Liberty Utilities, CA (May 2015 – Present)
Dropcountr Launch Team – Lake Arrowhead, CA (March 2015 – Present)
Dropcountr Launch Team – Austin, TX (March 2015 – Present)
LaunchSquad – Account Management (2013 –2015)
Santa Barbara Community Environmental Council – PV consultant (2011)
SunPower Corporation – Utility & Commercial Market Analyst (2010)

Education

University of California at Santa Barbara, BS Environmental Science & Water Policy



Kathy Sokolic, Program Support and Customer Success
4636 Ruiz Street
Austin, TX 78723
Phone: (512) 809-3497
Email: kathy@dropcountr.com

Relevant Experience

Kathy is a longtime Austin resident, sustainable community advocate and leading representative of the Mueller neighborhood. While at Pecan Street, Kathy researched and engaged smart water meter manufacturers and tested digital customer engagement products and services.

Kathy will provide local program and customer support for Austin Water staff and customers, and contribute to our outreach and community engagement programs.

Professional Employment History

Owner, GeoKat Consulting – Austin, TX (2014 – Present)
Staff Scientist, HydroGeoLogic – Austin, TX (2015 – 2016)
Senior Project Manager and Technical Writer, Pecan Street Inc – Austin, TX (2013 – 2014)
Geologist/Energy Assessor, Parsons – Austin, TX (2012 – 2013)
Principal Geologist, Parsons – Austin, TX (2004 – 2012)

Education

University of Oklahoma BS Environmental Geology
University of Oklahoma, MS, Geology

11: City Staffing

Due to the seamless and instantaneous nature of project implementation, there will be no burden on City staff.

Going forward, Dropcountr anticipates that Austin Water staff currently involved the pilot deployment will continue their engagement during the management and expansion of our proposed project continuation. While not required for project success, the participation of City staff in CLEAR user feedback and feature requests is an invaluable component of product evolution – with obvious benefits to staff and Austin Water customers.

Austin Water Staff	Projected Hours/Month	Project Role
Mark Jordan Contract Manager	1-4	Status meetings, feature requests, contract management
Patricia Gentry-Andrade IT Data Architect	0-1	Data transfer to sftp if process is not automated
Tasha Davis Water Conservation Associate	0-1	Rebate updates if needed
Drema Gross Water Conservation Division Manager	0-1	Content review, approvals
Jill Mayfield Public Information Specialist	0-1	As needed regarding user outreach
Robert Stefani Water Conservation Program Specialist	NA	Feature requests and CLEAR user feedback
Ian Toohey Engineer, Systems Planning	NA	Feature requests and CLEAR user feedback

12: Production System Roll-out and Training

Approach to Rollout

City Staff:

Austin Water will experience a seamless system roll-out as part of the transition towards an expanded and longer-term partnership with Dropcountr. The continuation of service will require zero additional staff hours. Additional attention to the River Place AMI pilot will continue to be a priority and Dropcountr will continue to work hand-in-hand with Austin Water on development and updates.

Austin Water Customers:

An average of 85 Austin Water customers sign up for Dropcountr per week, with surges in the Spring and Fall months. This momentum is largely due to 20 months of brand familiarity and word-of-mouth sharing among Austin neighbors. In this “transition” Austin Water customers will experience zero downtime nor unnecessary confusion in using and signing up for the Dropcountr HWURS.

Test Environments:

At Dropcountr we abide by a Test-driven Development (TDD) ethos where a culture of testing is paramount to daily development cycles. Because we practice continuous deployment, it requires that automated tests cover our codebase and warn our engineering team of possible runtime errors prior to merging development code into production code. Integration tests, compliance tests, and end-to-end tests are part of this regimen and constitute a set of checks for each deployment.

Subsequent to passage of automated tests new features are deployed to a staging environment for further vetting. The Dropcountr team uses this step to test the stability of various components in the software stack, while using this hosted environment to perform cross-browser and cross-platform tests respectively.

Approach to Training and Support (in-person and web-based)

At the moment 14 Austin Water utility staff members have access to Dropcountr CLEAR. The Dropcountr project manager will continue to provide training sessions with Austin Water staff as requested in-person or online, and at zero cost.

Detailed training materials have been provided to Austin Water staff, and are accessible online at any time. These materials include product guides, interactive exercises, answers to frequently asked questions and a customer service phone-number if insufficient. GIF tutorials are currently employed on these materials, but can be replaced with recorded video sessions if desired.

13: Warranty and Customer Services Practices

Warranty and Maintenance Services

Dropcountr's service level agreement (SLA) terms are presented below. The Dropcountr platform has never come offline.

Dropcountr warrants that our services shall be available 99.9%, measured monthly, excluding holidays and weekends and scheduled maintenance. If Customer requests maintenance during these hours, any uptime or downtime calculation will exclude periods affected by such maintenance. Further, any downtime resulting from outages of third party connections or utilities or other reasons beyond Company's control will also be excluded from any such calculation. Customer's sole and exclusive remedy, and Company's entire liability, in connection with Service availability shall be that for each period of downtime lasting longer than one hour, Company will credit Customer 5% of Service fees for each period of 30 or more consecutive minutes of downtime; provided that no more than one such credit will accrue per day. Downtime shall begin to accrue as soon as Customer (with notice to Company) recognizes that downtime is taking place, and continues until the availability of the Services is restored. In order to receive downtime credit, Customer must notify Company in writing within 24 hours from the time of downtime, and failure to provide such notice will forfeit the right to receive downtime credit. Such credits may not be redeemed for cash and shall not be cumulative beyond a total of credits for one (1) week of Service Fees in any one (1) calendar month in any event. Company will only apply a credit to the month in which the incident occurred. Company's blocking of data communications or other Service in accordance with its policies shall not be deemed to be a failure of Company to provide adequate service levels under this Agreement.

Customer and User Support Plan

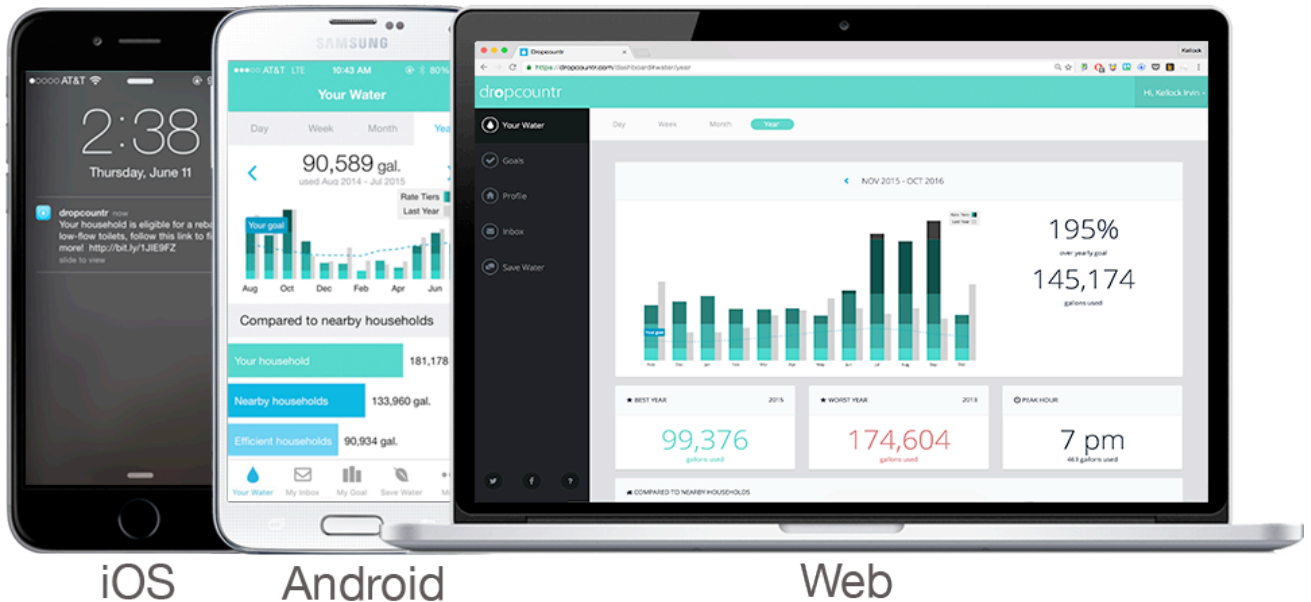
In the table below, we consider the "customer" to be City staff and the "user" to be an Austin Water customer.

Service Plan Component	Customer	User	Comments
Telephone / online / on-site support	Yes	Yes	<p>A single point of contact and project manager available by phone or email at any time.</p> <p>Support request functionality via website, web app and mobile app. Support requests are logged as tickets before being triaged and resolved by customer and technical support.</p> <p>Anytime on-site support supplied by Austin-based subcontractor. Scheduled on-site support by project manager as needed; projected to be bi-monthly.</p>

Service Plan Component	Customer	User	Comments
Remote software diagnostics and updates	Yes	Yes	<p>Dropcountr uses New Relic for application health monitoring and real-time alerting, when resource thresholds have been exceeded, and/or exceptions are detected.</p> <p>Updates are seamlessly deployed on a rolling basis to the cloud by Dropcountr. There are no plugins or third party scripts that customers or users need to install or update.</p>
Update and enhancement	Yes	Yes	<p>Minor feature updates and enhancements are implemented monthly and noted in our monthly newsletter to utility partners.</p> <p>Major upgrades to HOME and CLEAR are released every quarter. All recent releases can be found on the Dropcountr website blog (<i>The Dropcountr Water Log</i>).</p>
Input to product enhancements	Yes	Yes	<p>As discussed in Tab 8, the Dropcountr product suite has evolved based upon utility partner input. Feature requests and enhancements are actively solicited during weekly status calls and periodic on-site meetings with Austin Water staff.</p>
Service/support response time	Yes	Yes	<p>Dropcountr is proud of the relationships built with Austin Water staff; cooperation and transparency helps us build a better product and company.</p> <p>In the event of a missed call or customer service request, utility partners can expect an average call back within the hour, and a maximum call back period of four hours.</p> <p>Due to the intuitive nature of our products, Dropcountr experiences a daily ticket volume of < 0.0001% of our user base. We are committed to a 24-hour response time, but often resolve incidents within a few hours.</p> <p>On-site support is guaranteed by next business day, but is generally feasible as same-day service.</p>
Status meetings	Yes	No	<p>Status meetings to review performance, user metrics and discuss feature development. Meetings are conducted weekly.</p>
FAQ page	Yes	Yes	<p>Dropcountr has supported Austin Water in the creation and maintenance of a program FAQ, hosted by the City. In addition, A Frequently Asked Questions (FAQ) page is</p>

Service Plan Component	Customer	User	Comments
			on the website. These FAQs are reviewed and updated monthly.

Appendix A: Dropcountr Products and Services



Equipping The Austin Homeowner

Checking Every Box

Dropcountr HOME is built from the ground up as a native app. Faster processes, greater likelihood of user-return, intuitive and user friendly – these are but a few reasons Dropcountr is native-first. While web and mobile web are both supported by Dropcountr, 86% of Austin Water customers with an HWURS prefer the native-app approach.

Reduce Pain Points

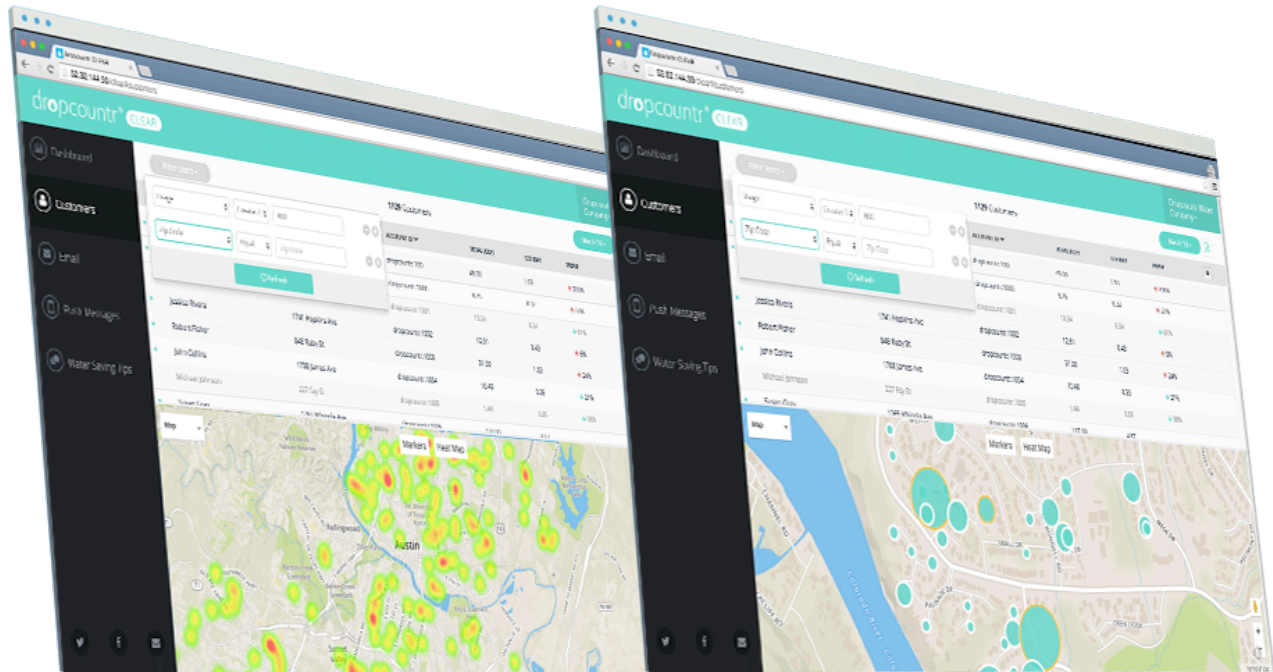
Great things happen when homeowners and their utility speak the same language. Dropcountr HOME is built to dynamically answer questions that historically led to customer service calls or angst. *“How much did I use this week, month, year? Why am I paying more than last month? What time of day am I using the most water?”* Dropcountr helps answer these question and more.

Supportive & Educational

In the spirit of improving a homeowner’s “Water IQ”, Dropcountr HOME helps guide homeowners on their usage, reasonable goals, information about their

watershed and strategies for conserving water. Dropcountr staff are also available to answer questions proposed through the Support tool.

dropcountr CLEAR



Customer Heatmap

Customer Usage Marker

It's Never Been Easier To Answer The Hard Questions

Built By Utilities, For Utilities

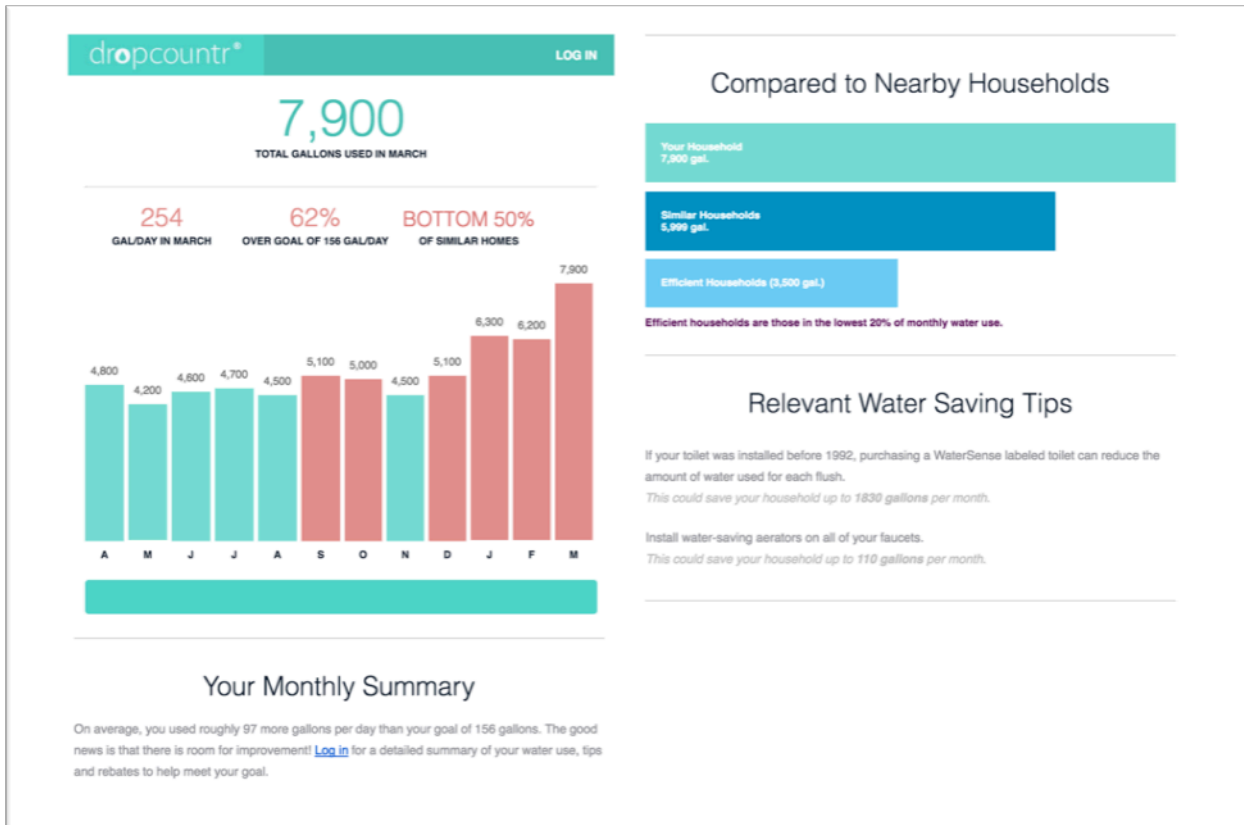
Dropcountr CLEAR is built with the explicit goal of making staff processes easier and more efficient. Tools and updates that cater to our utility partners request and desires are rolled out on an ongoing basis.

Simple, Yet Powerful

Dropcountr CLEAR is intuitive in form, and powerful in function. Teams across the organization can use CLEAR to process simple or complex queries based on their specific needs.

Connect With Your Users Quicker Than Ever

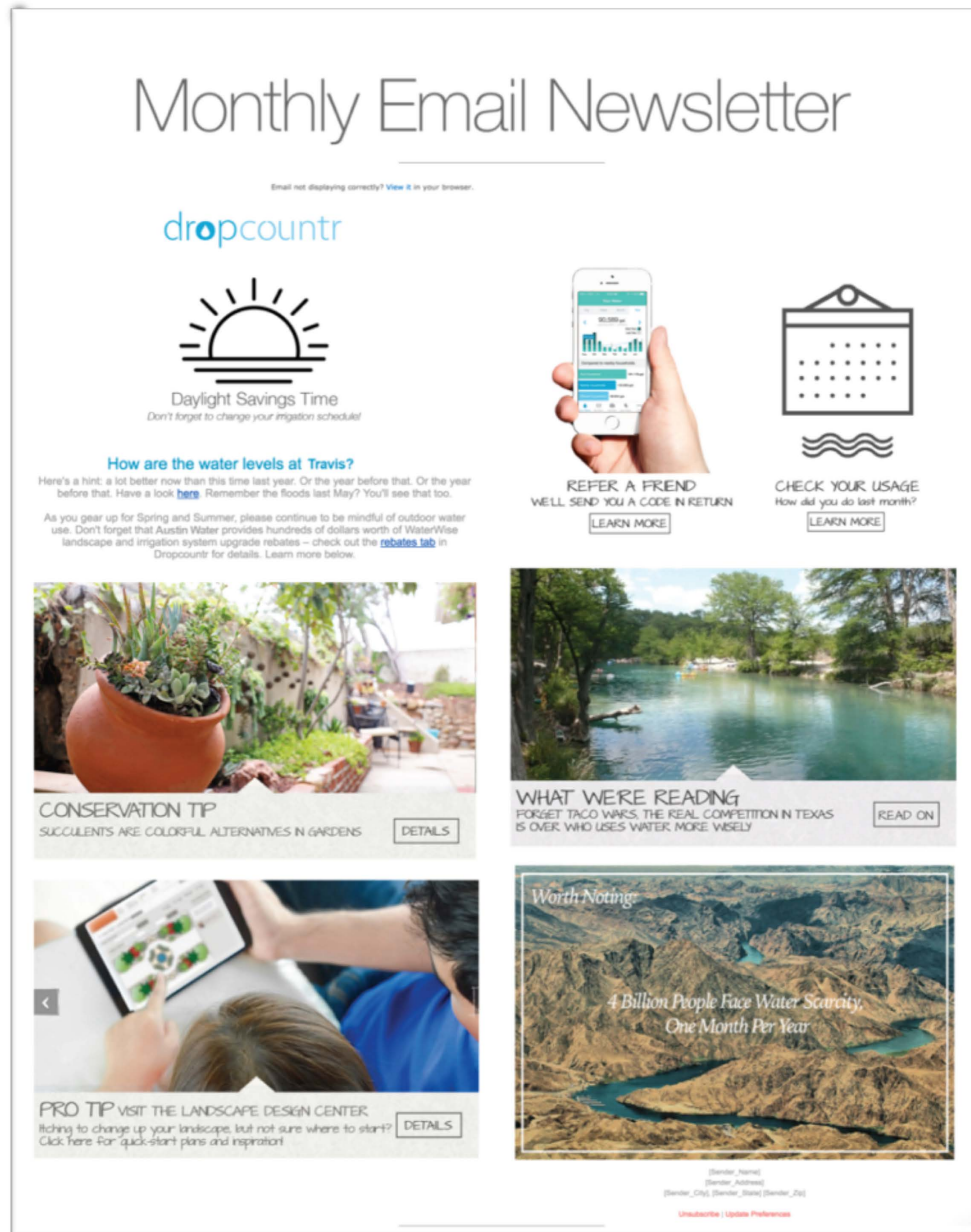
Dropcountr CLEAR is the portal for communicating with specific or broad groups within your customer base. With a few keystrokes, Austin Water staff can engage with customers for any reason or respond to any circumstance.



EVERY USAGE REPORT INCLUDES

- Total consumption for the month
- Average gallons per day consumed
- Percentage over daily goal
- How household compares to neighbors

- Graphic illustrating monthly use per year
- Catered water saving tips
- Log in portal



EVERY NEWSLETTER INCLUDES

-A seasonal theme/reminder

-A brief message

36 Austin Water
-A conservation tip

-Neighbor referrals & usage links

-A “What We’re Reading” section

-A final article, video or infographic www.dropcountr.com

Appendix B: Austin Water Third-party Measurement and Verification Report

Summary Report: Analysis of Dropcountr Pilot Program for Austin Water Utility

Prepared by: Mehdi Nemati ¹ and Steven Buck²

Executive Summary

This report estimates the effect of household enrollment in Dropcountr services on average monthly consumption of residential water for the Austin Water Utility (AWU) service area. The data used in this analysis includes four years of historical usage along with approximately thirteen months of data under the Dropcountr pilot program. For this analysis, households who participated in the Dropcountr service offer at any point during the study period will be referred to as “treated” households, while those who do not are “control” households. The first full month after which a household has received their first Dropcountr report is considered the first treatment month. Therefore, June 2015 is first possible treatment month. Progression of Dropcountr enrollment over the treatment period in the AWU service area is presented in [Figure 1](#).

[Table 1](#) presents summary statistics for the number of households and also a number of observations before and after Dropcountr start date in each group. In July 2016, summary statistics indicates that at AWU service area 11,062 households enrolled in Dropcountr program and 187,081 households not-enrolled in this program.

Table 1: Summary Statistics of Data Availability for Analysis. Monthly consumption values in CCFs for the baseline period: July 2011 through June 2015

	All accounts	Control group	Treatment group
Number of accounts	198,143	187,081	11,062
Pre-period observations	7,062,550	6,676,203	386,347
Treatment period observations	2,672,757	2,512,258	160,499
Baseline:			
Average	9.23	9.713	9.205
25th percentile	4.01	3.877	4.01
Baseline median	6.68	6.55	6.684
75th percentile	11.36	12.16	11.23

*To preview results, this report suggests that Dropcountr has a statistically and economically significant conserving effect on water consumption. We found that, the introduction of the Dropcountr services for the population of households participating in Dropcountr causes an aggregate treatment effect of **9%** reduction in water usage with a significant variation in the effect across households’ dependent on baseline consumption quintile. Households in*

¹University of Kentucky, email: mehdi.nemati@uky.edu

²University of Kentucky, email: steven.buck@uky.edu

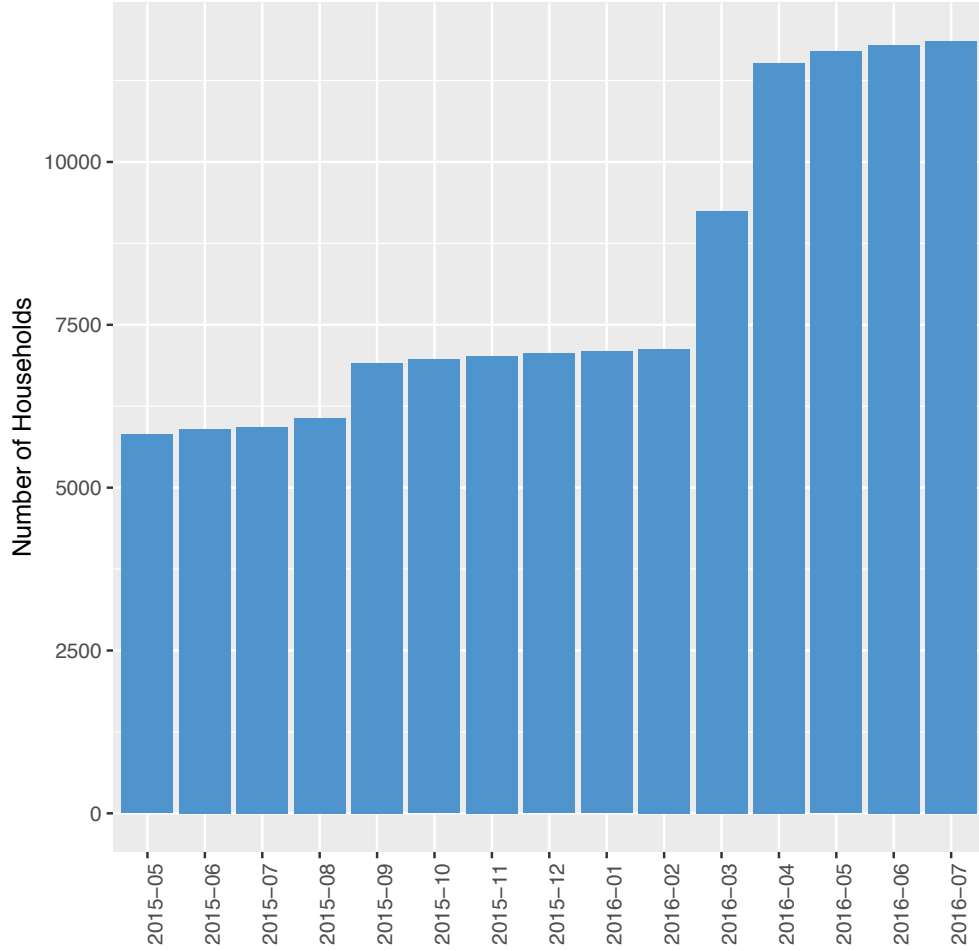


Figure 1: Progression of Dropcountr enrollment over the treatment period. Total number of enrolled households by end of July-2016, was 11,853.

*the highest quintile of baseline consumption reduce consumption by an estimated **17%** in response to the Dropcountr services.*

Statistical Analysis of Dropcountr Program Effect

Various fixed effects are employed to account for both seasonal, annual, and household invariant factors that may determine consumption. Given the extensive amount of baseline data and number of observations, these fixed effects are able to explain a large amount of variation that could otherwise bias results. For regression analysis purpose, we organize a panel dataset of household-level monthly water consumption in the AWU service area. The panel begins July 2011 and ends in July 2016, the period includes the start date of the Dropcountr service (July 2015). The regression results measure the effect of Dropcountr

taking into account household characteristics that also affect consumption (e.g. lot size) as well any seasonal or year-specific effects on consumption. The average effect of Dropcountr enrollment on water consumption is estimated by defining two groups; households who enrolled in Dropcountr (treated households) and households who did not enroll in Dropcountr (control households). In the regression, the outcome of interest is the log of the households’ monthly water consumption.

General results are given in [Table 2](#). In this analysis, log of monthly water consumption at household-level is the dependent variable. The Dropcountr effect is defined by an interaction between post-Dropcountr period and enrolled households. The estimate of “Dropcountr enrollment average effect” using column (1) specification indicates that Dropcountr services suggest 3% reduction in monthly water consumption, on average. This result is both statistically and economically significant, meaning we can reject the hypothesis that there is no effect of Dropcountr enrollment on average monthly water consumption. The change in average gallons per day is an estimated 11 fewer gallons for the average enrolled household. To put these reductions in perspective: The average residential water use in Austin during 2014 was 70 GPCD ³

In this section, we move beyond estimation of average treatment effects and we consider estimating heterogeneity of household’s responses to Dropcountr. We explore heterogeneity of Dropcountr enrollment effect by average summer baseline (pre-) period water consumption. For each household, we calculate the mean summer pre-treatment water consumption and create dummy variables for whether that mean summer pre-treatment water consumption is in the first, second, third, fourth, or fifth quantile of the whole sample summer pre-treatment consumption (i.e. Q.1, Q.2, etc.). Baseline consumption quantiles were defined as 20% and lower, between 20% and 40%, between 40% and 60%, between 60% and 80%, and higher than 80% percentiles. In terms of average monthly consumption (CCFs⁴), quantiles thresholds are 4.14 and lower, between 4.14 and 6.95, between 6.95 and 10.69, between 10.69 and 17.51, and higher than 17.51.

Results for this specification are reported in column (2) of [Table 2](#). We find that the Dropcountr effect is monotonically increasing in baseline consumption level—the largest effect is observed for the group with highest baseline consumption. Preliminary analysis suggests that households in the highest quintile of baseline consumption reduce consumption by an estimated 16.7% in response to the Dropcountr service.

The coefficient -3% in column (1) of [Table 2](#) summarizes average percent reduction across all households. This is different than the aggregate reduction in consumption resulting from Dropcountr because it does not take into account the fact that households with high levels of baseline use experienced larger percentage reductions than households with lower baseline use. As a consequence, the average percentage reduction capture by the coefficient in column (1) is less than the aggregate effect of Dropcountr. In summary, in terms of overall impact of Dropcountr, the object of interest is the aggregate treatment effect,

³GPCD: Gallons Per Capita Daily

⁴hundred cubic feet

which we estimate to be -7.69% for the population of households participating in Dropcountr. Assuming all of AWU service area population participated in Dropcountr and had a similar response, then the aggregate reduction in water consumption for the single family residential sector in AWU service area would be -8.90%. This is slightly higher than the aggregate effect for participating households because the composition of households in terms of baseline use is shifted towards higher end users for the overall population in AWU service area.

Table 2: Average treatment effect of opt-in Dropcountr enrollment and Heterogeneous effects by consumption quantile

	(1)	(2)
Enrolled in Dropcountr	-2.9% (0.002)	
Enrolled in Dropcountr and in quintile 1		14.2% (0.005)
Enrolled in Dropcountr and in quintile 2		6.6% (0.004)
Enrolled in Dropcountr and in quintile 3		-2.1% (0.004)
Enrolled in Dropcountr and in quintile 4		-8.7% (0.004)
Enrolled in Dropcountr and in quintile 5		-16.7% (0.004)
Dropcountr Aggregate Effect		-8.9%
Month by Year Effects	Yes	Yes
Household by Month Fixed Effects	Yes	Yes
Observations	9,531,661	9,531,661
R-squared	0.11	0.11

Notes: Quantiles of consumption are defined based on the average baseline summer usage. Quantiles threshold in CCFs are: 4.14 and lower as first quantile, between 4.14 and 6.95 as second, between 6.95 and 10.69 as third, between 10.69 and 17.51 as fourth, and higher than 17.51 as fifth quantile. Dropcountr aggregate effect is calculated for the population of households participating in Dropcountr. Estimation results are statistically significant at 1% significance level. Standard errors for all of the specifications are reported in the parenthesis.

Appendix C: Austin Social Media Testimonials

TexasFlagEmoji&
@RachelTheC

I am more than a little proud of my dropcountr stats [instagram.com/p/4-c7CIer7L/](https://www.instagram.com/p/4-c7CIer7L/)

5:30 PM - 10 Jul 2015

Jeremy B. Mazur
@jeremybmazur

Props to @AustinWater for enabling residents to use @dropcountr app to monitor our #txwater use! Great tool for wise water use!

Amber Krosel
@AmberKrosel

#tbt that time my duplex had a massive water leak. Thanks, @dropcountr!

RETWEETS 2 LIKE 1

Karthik Gaekwad
@iteration1

kudos on the @austinwater integration with @dropcountr! Gives you insight into your water usage compared to folks around you.

Barbara Z. Haven
@bhaven

In the new year, I'll use less outdoor water. New blog entry: Saving Water with @dropcountr goo.gl/xTge6h

Miró Cassetta
@miro_cassetta

Way too excited about @dropcountr for @AustinWater! I've got some serious cutting down to do. #conservewater #goals

0.25 mi. 5 mi.

We found 66 similar households with 1 person within 4.75 miles.

Efficient households are those in the lowest 20% of

LIKE 1

Section 0900: Minority- and Women-Owned Business Enterprise (MBE/WBE) Procurement Program No Goals Form

SOLICITATION NUMBER: RFP 5600 GAZ0100

PROJECT NAME: Home Water Use Reporting Software and Support

The City of Austin has determined that no goals are appropriate for this project. Even though goals were not assigned for this solicitation, the Bidder/Proposer is required to comply with the City's MBE/WBE Procurement Program, if areas of subcontracting are identified.

If any service is needed to perform the Contract and the Bidder/Proposer does not perform the service with its own workforce or if supplies or materials are required and the Bidder/Proposer does not have the supplies or materials in its inventory, the Bidder/Proposer shall contact the Small and Minority Business Resources Department (SMBR) at (512) 974-7600 to obtain a list of MBE and WBE firms available to perform the service or provide the supplies or materials. The Bidder/Proposer must also make a Good Faith Effort to use available MBE and WBE firms. Good Faith Efforts include but are not limited to contacting the listed MBE and WBE firms to solicit their interest in performing on the Contract, using MBE and WBE firms that have shown an interest, meet qualifications, and are competitive in the market; and documenting the results of the contacts.

Will subcontractors or sub-consultants or suppliers be used to perform portions of this Contract?

No _____ If no, please sign the No Goals Form and submit it with your Bid/Proposal in a sealed envelope

Yes ☒ If yes, please contact SMBR to obtain further instructions and an availability list and perform Good Faith Efforts. Complete and submit the No Goals Form and the No Goals Utilization Plan with your Bid/Proposal in a sealed envelope.

After Contract award, if your firm subcontracts any portion of the Contract, it is a requirement to complete Good Faith Efforts and the No Goals Utilization Plan, listing any subcontractor, sub-consultant, or supplier. Return the completed Plan to the Project Manager or the Contract Manager.

I understand that even though goals were not assigned, I must comply with the City's MBE/WBE Procurement Program if subcontracting areas are identified. I agree that this No Goals Form and No Goals Utilization Plan shall become a part of my Contract with the City of Austin.

Dropcountr, Inc.

Company Name

Robb Barnitt, CEO

Name and Title of Authorized Representative (Print or Type)



Signature

January 10, 2017

Date

Minority- and Women-Owned Business Enterprise (MBE/WBE) Procurement Program No Goals Utilization Plan
(Please duplicate as needed)

SOLICITATION NUMBER: RFP 5600 GAZ0100

PROJECT NAME: Home Water Use Reporting Software and Support

PRIME CONTRACTOR / CONSULTANT COMPANY INFORMATION

Name of Contractor/Consultant	Dropcountr, Inc.		
Address	690 Broadway Street		
City, State Zip	Redwood City, CA 94063		
Phone Number	650.678.3632	Fax Number	
Name of Contact Person	Robb Barnitt		
Is Company City certified?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> MBE <input type="checkbox"/> WBE <input type="checkbox"/> MBE/WBE Joint Venture <input type="checkbox"/>		

I certify that the information included in this No Goals Utilization Plan is true and complete to the best of my knowledge and belief. I further understand and agree that the information in this document shall become part of my Contract with the City of Austin.

Robb Barnitt **CEO**

Name and Title of Authorized Representative (Print or Type)

Signature

January 10, 2017

Date

Provide a list of all proposed subcontractors / sub-consultants / suppliers that will be used in the performance of this Contract. **Attach Good Faith Effort documentation if non MBE/WBE firms will be used.**

Sub-Contractor / Sub-Consultant	Kathy Sokolic		
City of Austin Certified	MBE <input type="checkbox"/> WBE <input type="checkbox"/> Ethics / Gender Code: <input checked="" type="checkbox"/> Non-Certified		
Vendor ID Code			
Contact Person	Robb Barnitt	Phone Number	650.678.3632
Amount of Subcontract	\$ 50/hour NTE \$25,000 annually		
List commodity codes & description of services	Miscellaneous program support		

Sub-Contractor / Sub-Consultant			
City of Austin Certified	MBE <input type="checkbox"/> WBE <input type="checkbox"/> Ethics / Gender Code: <input type="checkbox"/> Non-Certified		
Vendor ID Code			
Contact Person		Phone Number	
Amount of Subcontract	\$		
List commodity codes & description of services			

FOR SMALL AND MINORITY BUSINESS RESOURCES DEPARTMENT USE ONLY:

Having reviewed this plan, I acknowledge that the proposer (HAS) or (HAS NOT) complied with City Code Chapter 2-9A/B/C/D, as amended.

Reviewing Counselor _____ Date _____ Director/Deputy Director _____ Date _____

CERTIFICATE OF INTERESTED PARTIES

FORM 1295

1 of 1

Complete Nos. 1 - 4 and 6 if there are interested parties.
Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.

OFFICE USE ONLY CERTIFICATION OF FILING

1 Name of business entity filing form, and the city, state and country of the business entity's place of business.

Dropcountr, Inc.
Redwood City, CA United States

Certificate Number:
2017-229740

Date Filed:
06/27/2017

2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.

City of Austin

Date Acknowledged:

3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract.

RQM 16101900050
Water analytics software

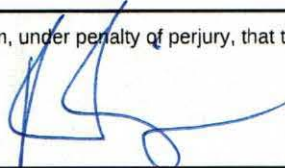
4	Name of Interested Party	City, State, Country (place of business)	Nature of interest (check applicable)	
			Controlling	Intermediary

5 Check only if there is NO Interested Party.



6 AFFIDAVIT

I swear, or affirm, under penalty of perjury, that the above disclosure is true and correct.



Signature of authorized agent of contracting business entity

AFFIX NOTARY STAMP / SEAL ABOVE

Sworn to and subscribed before me, by the said _____, this the _____ day of _____,
20_____, to certify which, witness my hand and seal of office.

— 7 see attached

Signature of officer administering oath

Printed name of officer administering oath

Title of officer administering oath

GOAL DETERMINATION REQUEST FORM

Buyer Name/Phone	G. Zilkha 512-974-2696	PM Name/Phone	M. Jordan 512-974-3901
Sponsor/User Dept.	CTM	Sponsor Name/Phone	M. Jordan 512-974-3901
Solicitation No	24629	Project Name	Home Water Use Reporting Software
Contract Amount	\$875,000	Ad Date (if applicable)	N/A

Procurement Type

- | | | |
|---|---|--|
| <input type="checkbox"/> AD – CSP | <input type="checkbox"/> AD – CM@R | <input type="checkbox"/> AD – Design Build |
| <input type="checkbox"/> AD – Design Build Op Maint | <input type="checkbox"/> AD – JOC | <input type="checkbox"/> IFB – Construction |
| <input type="checkbox"/> IFB – IDIQ | <input checked="" type="checkbox"/> PS – Project Specific | <input type="checkbox"/> PS – Rotation List |
| <input type="checkbox"/> Nonprofessional Services | <input type="checkbox"/> Commodities/Goods | <input type="checkbox"/> Cooperative Agreement |
| <input type="checkbox"/> Critical Business Need | <input type="checkbox"/> Interlocal Agreement | <input type="checkbox"/> Ratification |
| <input type="checkbox"/> Sole Source* | | |

Provide Project Description**

This is a Professional Services that have been in use for the past year in a pilot study. Contractor will provide a mobile application for the collection of data. The system acquires and integrates multiple sources of data to serve as a basis for benchmarking household water consumption and establishing efficient outdoor water budgets. Key components of the software application will include

- Software integration (continuing adding of data into their mobile app with business analytics
- Technical support services (for the mobile app) Resolving technical issues.
- Planning/strategy/research--analytics of customer data. Possible need to configure their analytics engine to performing those updates. Ongoing pilot to test effectiveness as a conservation strategy, report delivery methods and social norming techniques.

Project History: Was a solicitation previously issued; if so were goals established? Were subcontractors/subconsultants utilized? Include prior Solicitation No.

No, a solicitation was not previously issued.

List the scopes of work (commodity codes) for this project. (Attach commodity breakdown by percentage; eCAPRIS printout acceptable)

91829-Computer Software Consulting (Attached Scope of Work, COE Professional Services) No subcontracting opportunities.

Gil Zilkha	10/19/2016
------------	------------

Buyer Confirmation

Date

* Sole Source must include Certificate of Exemption

**Project Description not required for Sole Source

FOR SMBR USE ONLY

Date Received	11/1/2016	Date Assigned to BDC	11/11/16
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In accordance with Chapter2-9(A-D)-19 of the Austin City Code, SMBR makes the following determination:

GOAL DETERMINATION REQUEST FORM

<input type="checkbox"/> Goals	% MBE	% WBE
<input type="checkbox"/> Subgoals	% African American	% Hispanic
	% Asian/Native American	% WBE
<input type="checkbox"/> Exempt from MBE/WBE Procurement Program		<input checked="" type="checkbox"/> No Goals

GOAL DETERMINATION REQUEST FORM

This determination is based upon the following:

- | | |
|--|---|
| <input type="checkbox"/> Insufficient availability of M/WBEs | <input type="checkbox"/> No availability of M/WBEs |
| <input type="checkbox"/> Insufficient subcontracting opportunities | <input checked="" type="checkbox"/> No subcontracting opportunities |
| <input type="checkbox"/> Sufficient availability of M/WBEs | <input type="checkbox"/> Sufficient subcontracting opportunities |
| <input type="checkbox"/> Sole Source | <input type="checkbox"/> Other |

If Other was selected, provide reasoning:

MBE/WBE/DBE Availability

There are 59 MBE/WBE's available

Subcontracting Opportunities Identified

No subcontracting opportunities.

Arturo Salinas

SMBR Staff

Signature/ Date

SMBR Director or Designee

Date

Returned to/ Date:

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Home Water Use Report Software Program

SCOPE OF SERVICES

1. PURPOSE

The City of Austin, hereinafter referred to as the City, is soliciting proposals from a qualified service provider (Provider) to provide, implement and maintain a customizable residential water efficiency, customer engagement and water consumption reporting software program (Program) for Austin Water (AW) residential customers. The duration of the Program shall be one year, with four 12-month renewal options, for a total estimated contract term not to exceed 60 months.

1.1 The customized home water use reports are to be designed to help customers identify potential water savings and ideas on how to save water and money on their water bills. Features must include:

- a. A customer water use survey to be used with local property and demographic information to develop a home water use profile;
- b. Customer's individual historic water use and benchmarked comparisons to similar households in Austin, efficiency standards, utility rate tiers, and customer developed water use goals;
- c. Analytics and algorithms that use water use profile information to develop recommended tips on how the customer may save water including links to related Austin Water conservation incentive programs; and
- d. Utility alerts and other important messages that can be received immediately by the customer through a native mobile application (rather than a web-based application) as well as announcements about new rebates and other incentive programs.

1.2 The Program shall include customer-facing web-based personalized home water use reports made available by mobile-based native application (not web-enabled) and the internet, as well as a City-facing web-based dashboard and reports designed to help the City monitor customer usage and track program performance with advanced analytics. The Program shall target single-family residences and be designed to facilitate a mid-year and annual evaluation of the effectiveness of the Program and delivery methodologies. Analytical questions to be addressed include:

- a. Will a behavior control home water use efficiency software program result in measurable and significant reductions in household water use?
- b. Will it increase rates of participation in other AW conservation programs?

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- c. Will it increase household knowledge and awareness of water consumption and ways to use water more efficiently?
- d. Are households that are above (or below) the norm more (or less) likely to reduce their consumption of water?
- e. Is there a seasonal shape to water savings?
- f. If home water use reports increase participation in other conservation programs, which programs receive the greatest boost?
- g. Are households receiving reports that are above (or below) the norm more (or less) likely to participate in other conservation programs?
- h. Are home water use reports cost-effective? What is the expected cost of saved water from the reports relative to other conservation program options or the cost of water and wastewater treatment and distribution, additional treatment capacity or new water supply?
- i. What was the most effective application of home water use reports between those applied randomly, to high water users, by geographic region and high water use areas, or those applied by self-selection during the initial pilot year?
- j. Do home water use reports have a significant impact in reducing water use when drought restrictions are in place?
- k. Does having home water use reports based on monthly billing data have a significant impact on reducing water use as compared to reports based on more frequent or real-time water use data?
- l. Do home water use reports significantly reduce indoor water use when federal manufacturing standards and market saturation are resulting in the replacement of appliances and fixtures with more efficient fixtures and appliances?
- m. Does making available home water use reports improve the perception that customers have of Austin Water?

2. BACKGROUND

The City of Austin's 2012 Water Conservation Plan identifies the delivery of water management services to its customers as a key conservation strategy. Austin Water has historically relied on financial incentives and information dissemination to help customers conserve water. However, these actions alone may not be enough to motivate customers to change behaviors. In recent years, there has been an increase in non-price interventions using behavioral economics to lead consumers to conserve energy. More recently, water utilities have started to adopt this new and alternative approach. These social norms messaging programs seem to offer promising ways to affect and reduce water use among consumers, especially when customers are shown their water use is out of alignment with their perceptions, and more importantly, similar or efficient households.

In addition, City customers are increasingly conducting business on-line and obtaining information through web-based and mobile platforms. Wide consumer acceptance of information and communication technology provides an opportunity to

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automate and deliver water consumption information and conservation services at lower cost while meeting or exceeding water savings achieved through traditional approaches. An expanded focus on customer engagement will increase customer awareness of water usage and leaks as well as water efficiency measures and the City's conservation incentive programs.

The home water use reporting software program is also being done as part of the implementation of key recommendations from the Austin Water Resource Planning Task Force Report as directed by City Council Resolution No. 20140807-090 dated August 9, 2014 and as set forth in the September 25, 2014 staff memo to City Council.

3. **SCOPE OF WORK**

A. **Title of Program**

Home Water Use Report Software Program

B. **Minimum Requirements**

The City is requesting a home water use reporting software program that is fully developed and has been deployed and proven effective. In order to be considered for an award, bidder must have demonstrable experience in licensing and maintaining a residential engagement software system to track and report water use and water efficiency measures, including but not limited to, a minimum of two years of implementation and deployment with three or more public water utilities and third-party verified water savings of at least 4 percent. Bidder shall submit documentation demonstrating such minimum qualifications with its proposal, including what information/specific metrics were used (as relates to water savings, customer satisfaction, cost effectiveness, program participation, staff efficiency, etc.), time frames for availability and frequency of reporting, and statistical methods used to track the Program and any resulting water savings. Provider shall also provide information in writing on staff experience and expertise as relates to Program measurement and verification.

C. **Objectives**

It is the objective of this Scope of Services to implement customer communications and engagement including customizable water use reports with integrated mobile interfaces. The objectives of the customer engagement are to assist customers with their personal water management, identify potential water savings, achieve water and cost savings, and increase customer participation in the City's incentive programs.

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The project approach will be targeted toward single-family residential customers and may later be expanded to include multi-family residential, commercial, institutional, and irrigation customers. Other future modules may include working in tandem with automated meter reporting pilot projects and projects that include using advanced analytics to provide precise water budget calculations for each customer to help identify those customers with the largest potential to conserve water based on climate, parcel size, vegetation coverage and other information derived from aerial imaging surveys, to deliver individualized water conservation recommendations directly to customers via Provider's home water use reports.

Outgoing customer water consumption reports will include personalized water use and cost information from the City's billing system in an accessible user-friendly format with water use comparisons to customers with similar demographics and profiles and residential water use efficiency goals. Interactive engagement will include collection of municipal and customer provided data, automated property (i.e. household, business) water use profiles, parcel data and recommendations for and access to the City's water and energy efficiency measures and incentive programs.

D. Implementation

1.1 General

The Scope of Services identifies the major activities anticipated by the City for the successful completion of the software project. The Provider shall provide all required labor, materials, equipment, and travel to complete the activities identified in the Scope of Services. The Provider shall also provide:

- a. Detailed description of services to be provided
- b. Subtasks
- c. Project meetings
- d. Technical information
- e. Training of City staff on types of questions to expect from customers receiving home water use reports and how to respond to questions about the reports
- f. Access and training for City staff on the use of city-facing dashboard.
- g. Presentations
- h. Contractual obligations
- i. Plan and timeline for performing the project within the 12 month contract period
- j. Project deliverables
- k. Total cost to perform the project including method of costing, labor, materials, equipment, travel and other expenses directly related and necessary to perform the project.

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1.2 City Responsibilities

Austin water meter and billing data is generally collected on a monthly basis. A majority of City customers receive printed monthly bills. The City's customer consumption data (meter reads) are maintained within its billing system. Long-term customer consumption history is maintained within the Oracle enterprise database. The City maintains its water conservation program data within a portion of the Oracle data base known as the Customer Care & Billing System (CC&B).

The City will provide the following:

- a. Historical and current water use and billing data on a monthly basis
- b. Information and web links to Austin Water's water conservation incentive programs;
- c. Information on current and amended City utility water rates, fees and charges

The Provider shall, at a minimum, coordinate with and inform the City staff of required data for program implementation. The Provider shall also coordinate with the City on how best to format data and transfer data to expedite water use report production.

Provider shall have the sole responsibility of identifying and resolving with the customer any discrepancies in the water use data provided by Provider in the home water use reports and the City's final billed water use for the customer.

1.3 Scope of Work

Task 1: Program Design

- A. The Provider shall host the database, software, and mobile interface external to City network servers and provide maintenance of the licensed web-based software including customer support. The user interface should incorporate seamless links to AW website content and be presented as if it were an AW hosted platform. All personal, customer account information, and consumption data must remain confidential and secure. The Provider shall provide a secure hosting site, approved by the City, for data collected. The software and hosting solution should meet or exceed industry standards for physical hardware security, software application security, secure end user authentication and access and data transfer and management

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protocols to ensure security and confidentiality of sensitive customer information.

- B. The Provider shall provide a plan to provide ongoing system maintenance and enhancement support as customer growth continues and additional options are needed. Bidder shall provide any fees that may be assessed to the City for adding new options, making changes to Web and IVR flows (such as IVR scripts) and making changes to account validation methods.
- C. The Program shall be designed to ensure verifiable savings including selection of control and experimental groups, frequency and delivery method of home water use reporting, and appropriate statistical methods for tracking and attribution of savings. Provider may provide options for marketing participation in the program to meet the City's goals, including random (measurable) and non-random (targeted) components.

Task 2: Home Water Reports

- A. Provider shall customize home water reports for the City including Austin Water logo and contact information and utility programs. The System shall also have the ability to acquire and integrate multiple sources of relevant data to serve as a basis for benchmarking household water consumption including, but not limited to:
 - 1. Ongoing acquisition of AW customer metered monthly consumption and conservation program participation data
 - 2. Customer surveys through the interface that can be updated and used to develop and revise customer water use comparisons and plans of action;
 - 3. Local demographic and property size characteristics;
 - 4. AW service area specific residential end use data and irrigation water budget information
 - 5. Residential GPCD goals and metrics established by AW;
 - 6. Comparisons to water use at, below or above the mean or median water usage for similar size households and/or lot size, efficient households, and the customer's historic water use;
 - 7. Estimated end-uses of water (e.g., irrigation, showers, etc.) for each household
 - 8. Personalized monthly water use reports including recommended actions for conserving water specific to that customer's water use profile, consumption history, and savings potential, customer's water use against residential rate tiers, and direct links to applicable AWU incentive programs and estimated potential water, wastewater and energy cost-savings.

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Messaging should be presented in terms that are easily understood and provide recommendations that are easy to implement, quantifiable, and contain a limited number of choices using descriptive norm messaging where applicable.

9. Automated population of AWW data bases for residential end use
10. Identification of whether customer resides in a pressure zone where water line pressure is above 80 psi
11. Opt-in sign-up request and opt-out capability
12. Personalized home water use reports available using a customer-facing web-based application including mobile-based native application (not web-enabled) and the internet.

The reports should be designed to move customers along in complexity; e.g., the first set of reports may begin with simple messaging and recommendations based on the customer's water use profile information. As the customer engages more with the Program, the messaging should become more specific and interactive. Customers may report back on recommendations they plan to implement and report on actions, based on recommendations they have completed. This interaction allows for more complex recommendations, which can include a variety of indoor and outdoor water use behaviors and devices, suggestions on when to water, turf replacement and installation of native species.

These design elements listed above are minimum requirements. The Provider is to include other functions and features as deemed feasible and appropriate.

- B. Provider shall provide detailed explanation on its capabilities to provide home water reports with required components and customizability. Provider shall provide examples of sample home water reports including call outs of customizable content.
- C. Provider shall make available monthly mobile app or internet reports to all Austin Water residential customers who sign up on Provider's web site requesting their report as an Austin Water customer during the duration of this contract, including any contract renewal option.

Task 3: Web Based Application for Residential Customers

- A. Provider shall customize and host a web-based application with secure registration and login for each residential account. The application should include water use consumption information and conservation recommendations. Provider shall update with appropriate new information, including AWW water conservation rebates and incentives, on at least a monthly basis.

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- B. Provider shall also provide information on safety and security features of online application (see Security and Privacy Controls).

Task 4: Utility Dashboard

- A. The utility-facing web dashboard should provide Austin Water staff with an understanding of the program progress and results. The dashboard should be viewable only by the AW staff and initially include the features below:
1. Summary of program statistics
 2. Activity reports
 3. Number and frequency of Portal use statistics by customers using each of the various report delivery methods
 4. Customer profile information for each loaded residential account
 5. Ability to view every customer's web application
 6. Tracking of customer requests and inquiries
 7. Ability to push messages and alerts from the utility to the customer
 8. Downloadable data files in an appropriate format (e.g., Excel)
 9. Interactive map displaying residences and links to their reports
 10. Top 200 water usage consumers per billing period and other reports
- B. The solution should promote ongoing and interactive customer engagement with the utility and between customers on social media such as Facebook. As a platform for outward-facing communications, the content delivered should meet the following requirements:
1. Attractive and engaging graphic design that illustrates essential messaging.
 2. Concise, positive, and effective written content that motivates customers to undertake water conserving behaviors and hardware retrofits.
 3. Personalized content that accounts for actual water consumption compared to cohort groups, past participation in AW conservation programs, and household characteristics.
 4. Event information such as AW and partner-agency sponsored community events, training, workshops, utility alerts and notices.
- C. The solution should provide administrative and analytic functions including:

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1. Program analytics that support ongoing improvements to program implementation, understanding of target customers, and customer acceptance of conservation measures.
 2. Customer contact management and engagement tracking.
 3. Reports of target customer consumption and water savings.
 4. Views of actual content provided to individual customers.
 5. Ability to view and administer the logic, factors, images, and text used to generate personalized content and to target the report delivery.
- D. New and improved features or enhancements developed by Provider to its home water use reports or to its utility dashboard made available generally among its client utilities shall be made available to Austin Water at no additional charge.
- E. Provider shall provide access and training for City staff on the use of Provider's utility-facing dashboard. Provider shall also train City staff on types of questions to expect from customers receiving home water use reports and how to respond to questions about the reports.
- F. Provider should demonstrate the capability to add modules for possible future integration of the home water use report with advanced meter infrastructure (AMI) and use of more granular information to create efficient outdoor water budgets. Austin Water has an AMI pilot where a limited number of residential customers may have access to hourly consumption data to enhance water conservation and budgeting which may in the future be combined with the home water use reporting program. In addition, the reduction of inefficient outdoor water use remains a major challenge. Provider should demonstrate the capability to provide an efficiency-based analytics platform that combines physically-verifiable data, such as satellite and aerial imagery, with soil type, soil depth, vegetative cover, parcel boundaries and water usage data to provide scientific, accurate and defensible land cover classifications and water allocations parcel by parcel to target and assist inefficient water users. As a part of these demonstrations, Provider must provide summaries and costs of existing or past projects or partnerships successfully demonstrating these capabilities.

Task 5: Project Management

In order to ensure adherence to the agreed-upon schedule and budget, Provider shall coordinate with City staff on the following:

1. Kick off meeting, goal setting, and program design
2. Coordination meeting with City staff to review data transfer and security protocols, content, marketing and web application design

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3. Prior to launch, provide staff training to orient staff to Program components, types of questions to expect from customers receiving home water use reports and how to respond to questions about the reports, and access and training for City staff on the use of city-facing dashboard.
4. Provide project status report updates
5. Organize and attend meetings as required (in person, or by phone or web as appropriate)
6. Mid and first year program wrap-up meeting
7. Designate an individual to serve as a Project Manager

Task 6: Program Measurement and Verification

- A. Provider shall provide detailed information in writing on how the Program will be measured and verified, including savings attributable to social norm-based customer water use reports. Relevant details will include what information/specific metrics will be available to the City (as relates to water savings, customer satisfaction, cost effectiveness, program participation, staff efficiency, etc.), time frames for availability and frequency of reporting, and statistical methods used to track the Program and any resulting water savings. Provider shall also provide information in writing on staff experience, qualifications and expertise as relates to Program measurement and verification.
- B. At the conclusion of the mid-year and first year of implementation and at the mid-year and end of each successive year of contract renewal, Provider shall submit a written report to Austin Water verifying the water savings, addressing analytical questions presented in the Purpose, and proposing recommendations on how to improve the Program. The City may choose to evaluate the performance of the Program with a third party, and if so Provider shall provide all necessary information to that third party to facilitate the verification of the results.

Task 7: Deliverables and Reports

- A. A written project plan with implementation schedule that describes the database, software application, user interface, content to be delivered, administrative functions, and the hardware and hosting arrangements.
- B. Database and web/mobile platform(s) hosting.
- C. Initial and ongoing data acquisition meeting the above requirements.
- D. Functional software-as-a-service application meeting the above requirements.

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- E. User guides and/or help functions for customer interface and project administration functions.
- F. Ongoing project implementation including database and system administration and the generation and delivery of content to targeted AW customers per the following projections/schedule:
 - 1. Monthly reports of customer engagement and program analytics.
 - 2. Regularly scheduled meetings with AW staff assigned to the project.

Task 8: Security and Privacy Controls

- A. All personal, customer account information, and consumption data must remain confidential and secure. The software and hosting solution must meet or exceed industry standards for:
 - 1. Customer privacy protection.
 - 2. Physical hardware security.
 - 3. Software application
- B. Provider shall provide a description of security and privacy controls for all personally identifiable information provided to contractor in service of project. Provider shall also include evidence of information security consistent with applicable industry standards via a written third-party assessment including but not limited to: Data Encryption, Secure Socket layer communications, complex user ID and password authentication, secure Virtual Private Network tunnels, security logging, auditing and network traffic monitors, Secure Communications – all sensitive data labeled or identified as such by the City must be exchanged between third party and the City through adequate and secure emails acceptable to the City (email encryption, secure FTP, VPN, certified mail). Assessment should include evaluation of external network penetration testing and a web application security assessment.
- C. Provider shall provide any security or vulnerability assessments performed against their data center and/or IT resources during the last three years.
- D. In the event of a breach of City data, the third party must provide notification to the City as soon as the breach is discovered. Describe in your response how this will take place.

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- E. The Provider must have a backup and disaster recovery/failover facility, strategy and procedures. Describe what is in place for backup, failover and disaster recovery.
- F. Any information provided to or received by the Provider in connection with the performances of services, including information regarding the City's customer accounts, shall not be disclosed at any time or in any form to any affiliate, partner, third part agency, business, individual or organization without the express written consent of the City. In the event Provider receives a request for information, upon receipt of such request Provider shall provide immediate (within 24 hours) notice to the City of the request along with a copy of the request and give the City the opportunity to respond to the request prior to its release by Provider.
- G. In all cases, all information provided to or received by Provider is regarded as confidential and access to the data will require strict adherence to the Texas Public Information Act requirements.
- H. Prior to implementation and during implementation of the project, the City staff and Provider may schedule coordination meeting to cover data demands and security.
- I. At the completion of the project, any City data obtained by the Provider shall be properly disposed of based on minimum requirements of the Department of Defense (DoD) standards. A representative of the Provider must certify in writing that City data has been properly disposed of.

4. PERIOD OF CONTRACT

Contract shall be twelve (12) months from contract execution. At the City's discretion, the City may add up to four (4) additional one-year terms to the program length, upon mutual agreement with the Provider. Renewals shall be in writing and signed by the City's Director of Purchasing or his designee, and the Provider without further action by the City, subject to and contingent upon appropriation of funding.

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5. SPECIFIC REQUIREMENTS

- A. The City envisions that these confidential consumption reports will be separate from the City's customer bill presentment with a potential to integrate water use reports with bill issuance in the future.
- B. The City envisions one or more methods and platforms may be used to deliver water use reports. The City will consider various software solutions and methods and is looking for innovative use of communication and information technology. The application should meet, but is not limited to, the following requirements:
 - 1. Acquisition and integration of multiple sources of relevant data to serve as a basis for benchmarking consumption and formulating personalized water use reports.
 - 2. Ongoing acquisition of City customer metered consumption data, and other pertinent, demographic, event, and conservation program participation data.
 - 3. Incorporation of landscape water budget information.
 - 4. Presentment and delivery of personalized water use information compared to customers with similar demographics and profiles.
 - 5. User-friendly customer access to personalized data and services that enhances knowledge of water use and possible conservation actions.
 - 6. Collection and updating of customer-provided data on household and business characteristics and water conservation actions including technology and behavior adoption.
- C. The solution should promote ongoing and interactive customer engagement. As a platform for outward-facing communications, the content delivered should meet the following requirements:
 - 1. Attractive and engaging graphic design that illustrates essential messaging.
 - 2. Concise, positive, and effective written content that motivates customers to undertake water conserving behaviors and hardware retrofits.
 - 3. Personalized content that accounts for actual water consumption compared to cohort groups, past participation in Austin Water conservation programs, and household characteristics.
 - 4. Event information such as Austin Water and partner-agency sponsored community events, trainings and workshops.
- D. The solution should provide administrative and analytic functions including:

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1. Program analytics that support ongoing improvements to program implementation, understanding of target customers, and customer acceptance of conservation measures.
 2. Customer contact management and engagement tracking.
 3. Reports of target customer consumption and water savings.
 4. Views of actual content provided to individual customers.
 5. Ability to view and administer the logic, factors, images, and text used to generate personalized content and to target the report delivery.
- E. Provider shall host the database, software, and web and/or mobile interface external to the City's network servers. The user interface should incorporate seamless links to the City's website content and be presented as if it were a City hosted platform.
- F. Provider shall provide a license for the City to use its fully developed but customizable web-based software which promotes, tracks, and reports water use and water-efficiency measures and includes a portal for residential customers and the City.