



MEMORANDUM

To: Mayor and Council

From: Greg Meszaros, Director, Austin Water

Date: April 15, 2015

Subject: Launch of Dropcountr Customer Reporting Platform

In the coming weeks, Austin Water will launch a pilot study of a new mobile application designed to help customers better understand and manage water use. This is one of the strategies recommended by the recent Water Resources Planning Task Force, and will be an exciting opportunity to expand our conservation efforts.

To recruit participation in this pilot study, our vendor, Dropcountr, will be sending an email this week to customers with addresses on file in our billing system. A group of customers will be selected at random from those who express interest in participating, and those customers will receive instructions on downloading the application. If available study slots remain after the initial solicitations, the application will be available for general download and use. This randomization process is intended to help provide a statistically valid analysis of behavior changes prompted by use of the application (a separate group of targeted participants will receive paper reports by mail on an opt-out basis as part of our study).

I have attached a copy of the first email that will be sent to our customers, in the event that you receive calls from constituents about the program. We will also have a notice on our website, and have provided information to Austin 3-1-1, and Austin Energy and Austin Water call centers. Constituent calls and emails can be forwarded to our conservation staff at (512) 974-2199 or watercon@austintexas.gov, but you can reassure them that this is a legitimate City of Austin program and does not require them to purchase any application or service.

If you have additional questions please feel free to contact me at 512-972-0108. You may also contact our staff for this program : Drema Gross, Water Conservation Division Manager, at 512-974-2787 and Mark Jordan, Conservation Program Coordinator, 512-974-3901.

CC: Marc A. Ott, City Manager
Robert Goode, P.E., Assistant City Manager



Email #1 Copy – Interest in Pilot Participation

Hello Austin Resident,

Exciting news! Austin Water has partnered with a company called Dropcountr that can help Austin residents learn about their water use. Dropcountr also provides water conservation tips and information on available rebates and incentives that can help Austin residents save more water and money.

An invitation to participate in this free pilot program will be offered to a randomly selected group of 10,000 Austin Water customers. If you are interested in learning more about your water usage and how to conserve, please indicate your interest in participating by clicking the appropriate button below.

<input type="button" value="Yes"/>	<input type="button" value="No"/>
I'm interested in participating in the Dropcountr pilot program	I'm not interested

Comment [RB1]: These will be clickable buttons within the email

If you are randomly selected to participate, you will be notified in the next few weeks.

From all of us at Austin Water, thank you again for your continued support.

Mark Jordan

Water Conservation Program Coordinator
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