

My ATX Water PROGRAM UPDATE

Water & Wastewater Commission

June 8, 2022



Agenda:

- Deployment Progress
 - Cumulative Meter Installations
 - Citywide Implementation
- Customer Outreach and Portal Engagement
- Key Takeaways





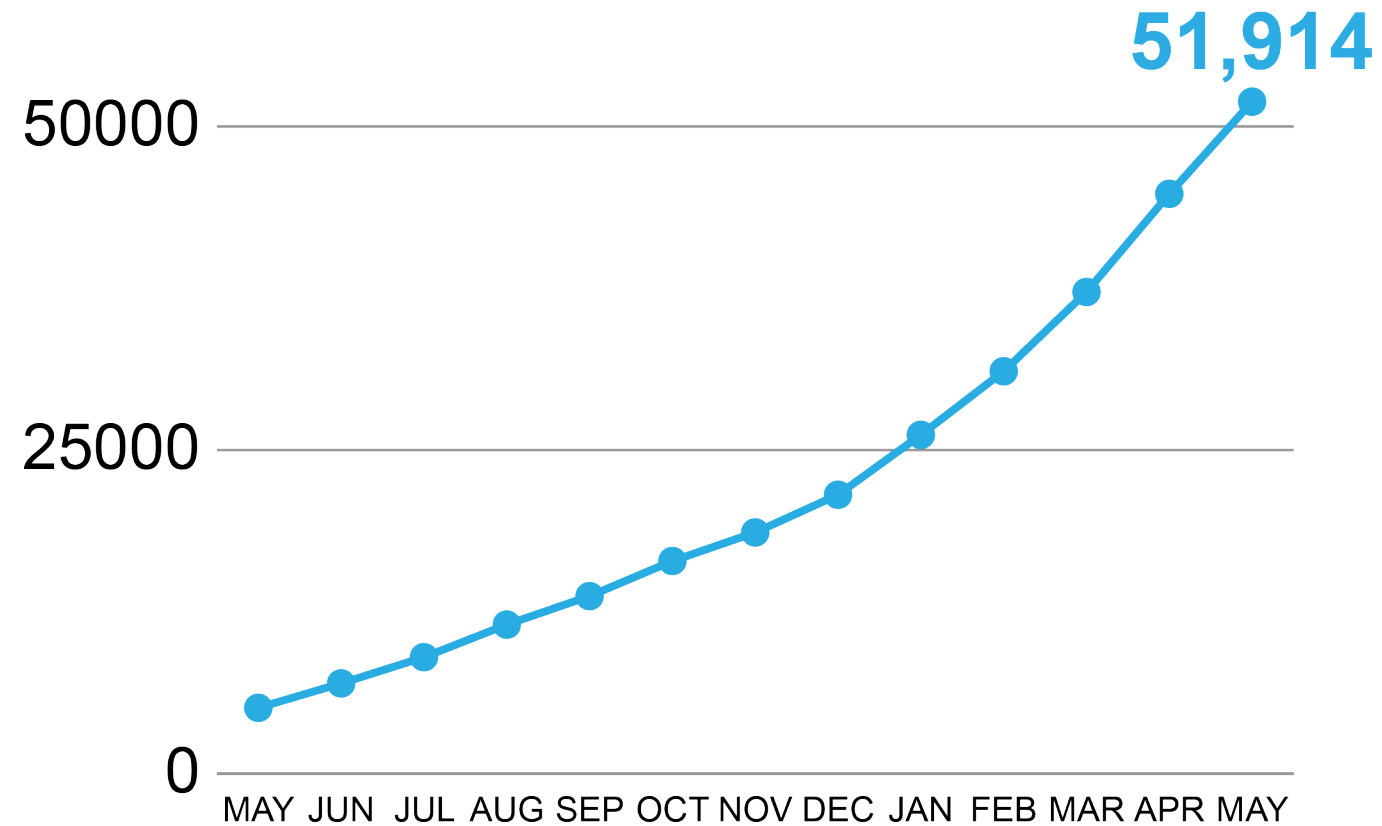
DEPLOYMENT PROGRESS



The background image shows a worker in a high-visibility yellow vest, safety glasses, and a face mask working on a device in a field. The device is a black, rectangular unit with various cables and components. The worker is kneeling on the grass, and the device is placed on the ground. The scene is outdoors, with grass and some rocks visible. The text 'DEPLOYMENT PROGRESS' is overlaid in the center of the image.



Cumulative Meter Installations



Citywide Implementation

💧 Citywide Deployment

- 54% Data Collection Units installed
- ~63,500 field surveys complete
- Supply chain adjustments

💧 Meter to Bill Automation

- ~2,500 meters converted from manual to automated reads
- Converting 500 per week currently
- Beginning to convert 2,500 per week by June 13



CUSTOMER OUTREACH & PORTAL ENGAGEMENT

Your new **smart water meter** has been installed.

Action Needed: We recommend you clear sediment in your water line by running an outside spigot and cold water in a bath tub for 10 minutes before using any other indoor water. You may also need to clean screens on faucets and shower heads.



Look for an announcement soon about the new customer portal and how to sign up. No need to set up a new account or log in to your water account. Visit mywater.org for more information. Call 512-464-9400.

MyATXwater
Austin's Smart Water Meter Systems



Customer Outreach

- Customer mailer (2-4 weeks prior to install)
- Email (~1 week prior to install)
- Neighborhood yard signs
- NextDoor posts
- Virtual community information meetings
- HOA/Neighborhood Association notification
- Upcoming Summer Campaign



Portal Engagement

- Message open rate averages 60 – 70%;
 - Industry standard around 17 – 28%
- Types of messages sent:
 - Emergency notifications
 - Meter install notifications
 - Portal invites
 - AW Summer Tips
 - New Customer emails
 - Outages and other alerts
- COMING SOON: Tiered Rate Notifications

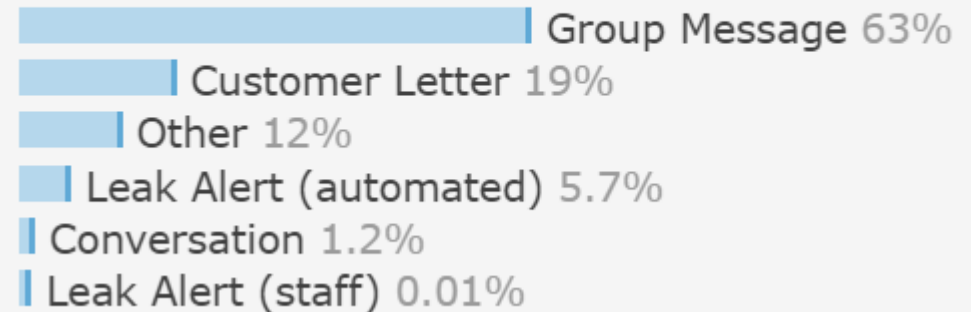
Registered Accounts ?

SEE ALL

14,033
5,278 in the past 90 days

BREAKDOWN OF REGISTRANTS

Source of Registrants



Key Takeaways

- 20,588 continuous consumption alerts sent
- 95% “positive” customer replies from continuous consumption alerts
- Estimated 3 million gallons of water conserved from customer-side leaks
- Until pets learn to turn the water off... there's My ATX Water



Questions?

