

How to Fortify Revenue Resilience...Even During Droughts

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No two utilities' customers are alike.

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





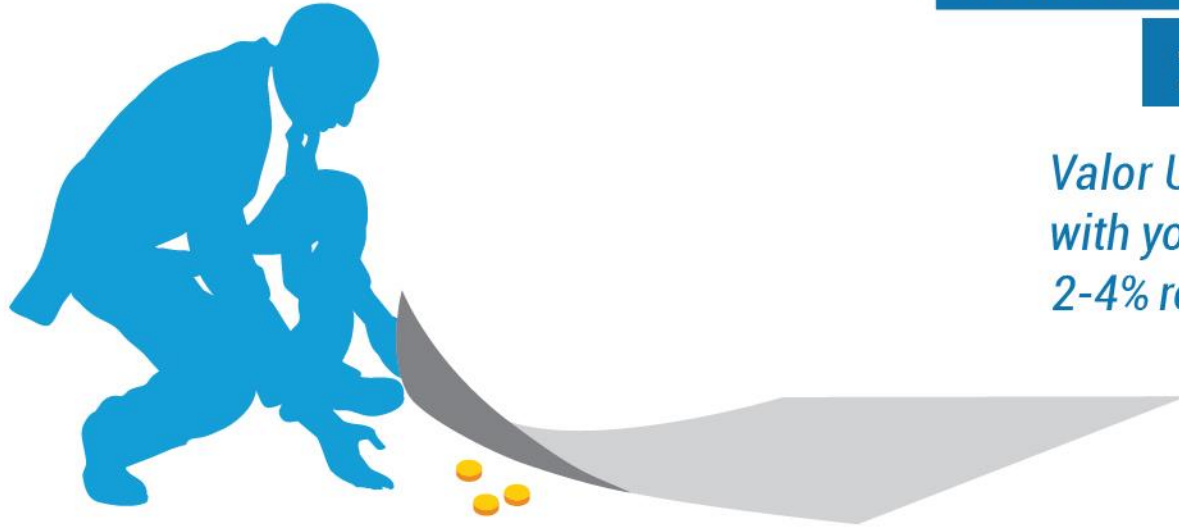
**Customers
use less
water**

**Utilities'
revenue
goes down**



What is Changing?





Where is your utilities' revenue hiding?

Valor Utility Solutions integrates with your meter system to identify 2-4% revenue increases, per month

FIND YOUR UTILITIES' HIDDEN REVENUE TODAY

Drought Hangover: Post Drought Conservation in NC

Length of Drought Hangover: Results

Durham

- 11 months between end of drought and establishment of new baseline
- New baseline is lower than the drought-behavior period. Drought marked a transition to a permanent decline in use.
- Permanent Behavioral and structural water use changes.

Raleigh & Winston Salem

- Raleigh : 20 months between end of drought and establishment of new baseline
- Winston Salem - 16 months between end of drought and establishment of new baseline
- The new baseline is lower than pre--drought; but higher than the drought-behavior period use.
- Customer water use “BOUNCED BACK” during drought hangover period...

Alternative Business Models – Its Time.

Single Family Home

Attached Home
Condo

Apartments



1300 Square Feet
Landscape Area



435 Square Feet
Landscape Area



No Landscape



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