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## **San José Partners With WaterSmart Software**

### ***Will Assist With State-Mandated Water Reduction Goals***

SAN JOSE – The City of San José announced a new partnership today with [WaterSmart Software](#), along with the Bay Area Water Supply and Conservation Agency and the Santa Clara Valley Water District. WaterSmart offers the leading water-use monitoring software platform that helps water utilities engage customers, improve operational efficiency and save money. The WaterSmart partnership is the newest component of the City’s overall campaign to address severe drought, by directly engaging households to conserve water in addition to using data analytics to manage the City’s water more efficiently.

“The adoption of new technological solutions to improve water efficiency is more urgent than ever to ensure we continue to meet our 30 percent reduction goals,” Mayor Sam Liccardo said. “The WaterSmart partnership allows us to quickly conserve water by engaging residents with easily accessible information and water saving recommendations. We urge other California cities and water retailers to adopt such innovative and cost-effective approaches to conserving water.”

As part of the partnership, San José residential water customers will receive WaterSmart’s Home Water Reports (HWRs). The reports outline each home’s water use in relation to homes of similar size. In addition, residents can log into a mobile and online customer portal to compare their water use against their 2013 consumption levels. Through the WaterSmart portal, San José residents will also gain access to personalized water-saving recommendations, up-to-date water news from the City, and leak notifications on mobile devices and over email.

At the water utility level, WaterSmart’s Analytics Dashboard provides deep insights into the City’s water consumption and household usage patterns, and allows utility staff to track progress toward state-mandated conservation goals.

San José joins Great Oaks Water Company and the Santa Clara County cities of Morgan Hill, Mountain View and Palo Alto in partnering with WaterSmart. The Santa Clara Valley Water District is providing half of the funding for the new program. Partnership with the Bay Area Water Supply and Conservation Agency provides access to state grant funds to pay for 3,000 of the over 21,000 homes served by San Jose Municipal Water System. The Santa Clara Valley Water District is providing half of the funding for the remaining cost of the new program.

“WaterSmart is honored by the opportunity to bring our water-use monitoring software to the residents of San José,” said Robin Gilthorpe, CEO of WaterSmart. “WaterSmart complements the City of San José’s more capital intensive projects by providing a cost-effective solution that delivers measureable results in a matter of months.”

While the drought is an obvious catalyst to encourage water conservation, factors such as ongoing population growth, climate change, and deferred infrastructure maintenance make improving water systems more important than ever.

San José is leveraging WaterSmart's water-use monitoring software to maintain its leadership in sustainability and technology. San José has also been investing in groundwater recharge and recycled water along with Property Assessed Clean Energy financing and lawn conversions.

WaterSmart's technology is proven to double customer satisfaction while improving water-use efficiency by as much as five percent within months. WaterSmart has partnerships with over 40 water utilities throughout the United States and currently monitors the water use of over two million households.

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**About WaterSmart Software**

WaterSmart Software helps water utilities educate and engage their customers to save water and money. WaterSmart offers a turnkey, cloud-based engagement, analytics, and behavioral water efficiency solution that helps utilities save water - up to five percent - in as little as 12 months. Come help us change the way the world uses water. For details visit: [www.watersmart.com](http://www.watersmart.com).