

CITIES IN THE LONE STAR STATE 'SNAP IN' TO THE FUTURE OF WATER MANAGEMENT

How The Smart Grid for Water is increasing customer delight and making the money equation more durable in two Texas towns



By *snapping in* to The Smart Grid for Water, the City of Cedar Hill was able to improve cost of service by 31%.
Saving nearly **\$394,000** each year.

When looking at your new fiscal year and with the Texas heat in full swing, how do you balance the need to effectively manage your precious water resources, while at the same time, ensure that you'll have the revenue necessary to best serve your ratepayers?

Our water utilities are facing a monumental challenge of providing clean water to our communities just as our aging infrastructure requires funding that is slipping through the cracks due to leaky pipes, bad billing systems, and declining funding from state and federal government agencies. What's got to give?

More and more utilities are looking for a turnkey solution. FATHOM's Smart Grid for Water was born out of a water utility. It combines physical smart metering infrastructure with best-in-class data management to provide superior revenue assurance and customer service through infrastructure, software, services, and a community of industry experts.

Answering this challenge boils down to using what you already have more effectively – by leveraging your own financing in creative ways to install automatic water meters. Processing and using this data in the right way gives cities visibility into leaks – not just physical leaks – but also leaks of data and dollars. By quickly identifying and addressing billing and infrastructure issues, The Smart Grid for Water

ensures that all water treated is accounted and billed for appropriately.

Small to mid-sized cities can manage their future water demand more effectively and leverage economies of scale to get access to tools and technology traditionally only available to large utilities. When cities 'snap in' to The Smart Grid, they access a pre-built solution that allows them to find lost revenue hidden in aging distribution systems.

The Smart Grid for Water is a comprehensive solution that will ensure your ability to deliver affordable water to your community into the future. Your utility will remain fiscally resilient at the same time.

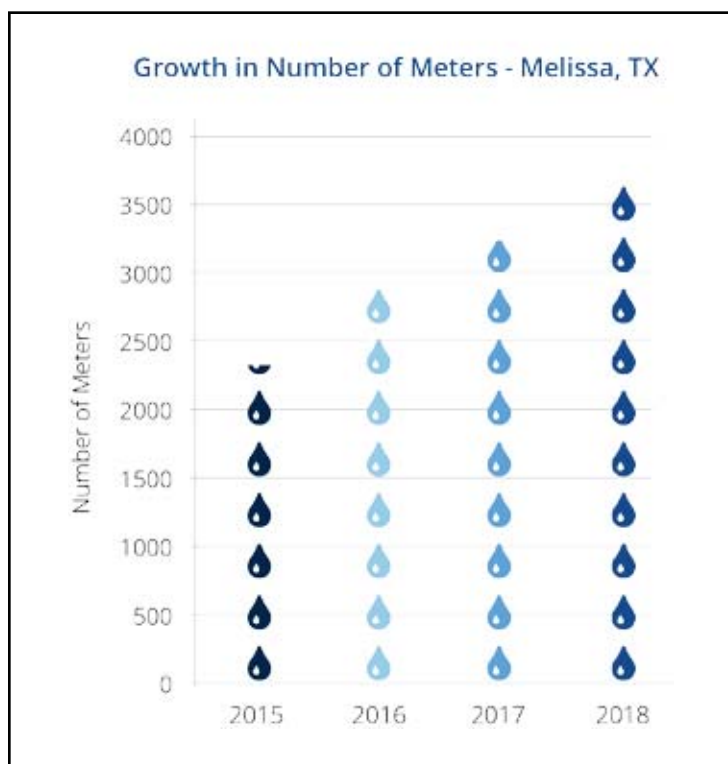
Fund your asset replacement and repair using the savings you gain from deploying The Smart Grid for Water, and join a rapidly growing community of city leaders here in Texas, and across the country – all dedicated to continuous improvement.

Cedar Hill Finds Lost Water, and Increases Customer Satisfaction

Located in the Dallas-Fort Worth metro area, Cedar Hill (~16,200 water meters) has grown more than 40% in the past 25 years, during which time its analog meters aged and became increasingly inaccurate, leading to lost revenue, tough-to-defend billing disputes with customers, and hard-to-accomplish customer engagement.

After deploying FATHOM's Smart Grid for Water in 2013, the city nearly eliminated all water lost due to malfunctioning meters, billing inaccuracies and theft, which all told reduced total water loss from 40% to 12% after the initial data scan provided by newly installed smart meters and FATHOM data management systems. Cedar Hill was also able to increase total revenue annually by 4.8%, and saves \$394,000 in meter reading and billing costs every year.

"FATHOM is a critical partner for Cedar Hill as we transform from a city-centric, inwardly focused enterprise to one where the customer is at the heart of all we do. Their cost-reducing technology, hardware, and services allow the City to focus on better serving and engaging our customers," says Joe Komisarz, utility services manager, City of Cedar Hill.



Indeed, with a new customer portal, ratepayers are provided with up-to-date water usage data, making them true consumers of water.

And it doesn't hurt that adopting smart meters made the city greener. Customers don't have to drive to the utility to deliver their payment, and city staff no longer have to drive along 210 miles of meter reading routes, reducing noxious vehicle emissions in the area.

Small Town Melissa Grows with Smart Water

Part of the booming northern Collin County area, Melissa (~3,620 meters) wasn't so much concerned about finding lost revenue, but rather managing their extreme growth while running a lean operation. The City's total meter numbers grew 56% in the past three years while staff levels remained the same.

Melissa deployed The Smart Grid for Water in 2015, and its fast pace of growth is showing no signs of letting up.

"We chose to 'snap in' to The Smart Grid for Water now to put ourselves in the right position going forward and while we are still growing," says Erin Mynatt, communications and technology director, City of Melissa. "While for many larger cities cost savings may be the lead driver in determining if partnering with FATHOM makes the most sense, we recognized that our savings would be realized in the future and not necessarily upfront."

Indeed, what most attracted City leaders to The Smart

Grid for Water was the ability to implement a very scalable utility solution and leverage partners with critical long-term expertise that will enable them to seamlessly accommodate new growth.

Melissa leadership chose to leverage instant meter data and analysis to free up staff to move into more strategic roles once they were not needed to do manual meter readings. In doing so, Melissa has kept their operations efficient and provided staff with better opportunities.

"By moving away from our 100% manual reading, utility billing staff gained back about 30 hours a month previously dedicated to data entry and reviewing of monthly reads; Public Works staff in the field gained about 4 days per month that historically went to tedious, manual meter reading," says Mynatt.

"Leveraging technology for utility readings and customer information allows the City to be strategic about personnel growth for utility billing operations. For the present staff, we were able to reallocate staff time to further support Development Services, specifically permitting which, in a rapidly growing city, is very key," she adds.

With The Smart Grid for Water, Melissa is now able to directly engage with customers about their water use in ways simply not possible in trying times like the drought of 2011-2015. Thanks to the availability of multiple points of data in FATHOM's customer portal, customers can now see for themselves how much water they are using and when they are using water when they are concerned about an increase in their bill.

The new meters and AMI system have been in place now for three years, and updates to the customer online portal are ongoing.

"What I took away was trust The Smart Grid for Water process," says Mynatt. "The power of data for communicating and influencing customers usage; I can't say that enough."

About FATHOM

FATHOM's Smart Grid for Water is transforming the municipal water utility industry. With a rapidly growing community of cities serving over a quarter of a million households, FATHOM leverages economies of scale to deliver affordable water into the future. The Smart Grid for Water is a comprehensive solution – including infrastructure, software, services, and a community of industry experts. Water utilities of all sizes can snap in to The Smart Grid to access a more intelligent and prepared infrastructure, drive higher quality and actionable information, deliver better customer service, and unlock revenue to both solve current financial constraints and fund future infrastructure needs. There is strength in numbers. To learn more, visit www.gwfathom.com. ★