



# ALLIANCE FOR WATER EFFICIENCY

**WATER: WHAT YOU PAY FOR**

and

**GOOD QUESTION: WHY ARE MY WATER RATES GOING UP?**

## VIDEO CUSTOMIZATION OPTIONS

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The Alliance for Water Efficiency (AWE) offers its water provider members opportunities to customize its two animated videos in order to deliver a more localized message to customers. This document outlines the opportunities and costs for each video.

### **“WATER: WHAT YOU PAY FOR” VIDEO CUSTOMIZATION OPTIONS**

AWE’s “Water: What You Pay For” video is an animated video that seeks to communicate the value of water service and explain why safe drinking water has a cost. It is available for viewing on AWE’s YouTube channel -- [www.youtube.com/a4we](http://www.youtube.com/a4we).



### **Customized Video Usage**

AWE members who wish to customize the video will work with AWE and Daily Planet, Inc., the video developer, to develop a licensed, customized version of the video. The video will be provided as a QuickTime (.mov) file. The video and voiceover are licensed for the following types of usage:

- On most mediums in perpetuity (no end time). This includes but is not limited to:
  - Web (YouTube/Vimeo, Websites, etc.)
  - Presentations
  - Trade Shows
- On television nationwide until July 7, 2019. License may be renewed by AWE if necessary.

## Standard Video Customization

AWE is offering to license a Standard Video Customization package with multiple opportunities to adapt the content. Members will receive a fully finished product for approximately a quarter of the total cost to produce the original video. The package includes the following options:

### *Add Your Utility's Messaging*

AWE will add up to six messages (up to 15 words each) that will appear superimposed on the video frame in specific locations. Utilities may choose and draft the messages to include. For example, messages may be crafted to provide key information about your services (such as water source), to share key initiatives (such as conservation goals or infrastructure projects) or to encourage a customer behavior change. Please see the Standard Video Customization form for detail on where each message will appear.

### *Customize the Average Customer Cost*

The video currently cites national average residential monthly bill amounts (\$35.00 for water service and \$43.00 for wastewater service) based on the 2014 AWWA Rate Survey results. Utilities may customize the customer costs shown in two ways:

- Replace amounts on customer bill with your service area's localized average monthly residential bill amount (2 frames).
- Indicate the amount by which the meter goes up for each stage of water service process. The meter may increase 6 times throughout the video at specific timestamps to reflect various costs incurred. See the Standard Video Customization form for increase locations.

### *Customize the Call to Action*

The video concludes with the AWE logo and a link to [www.home-water-works.org](http://www.home-water-works.org) for tips to conserve. Utilities may add their logo and replace the call to action with their copy and a link to an alternative resource if desired. The AWE logo remains in the frame in all licensed versions.

**Standard Customization Package Cost: \$5,000**  
*\*Includes one round of feedback*

## Additional Customization Options

Additional customization to meet the needs of each water utility is available, including changes to the animations. Below are specific customizations that can be made in addition to or separately from the Standard Customization Package. For other changes, please contact us.

- Add Utility Logo and Link to final frame only: **\$1,100**
- Change water use figures from 4, 40, 400 to customized numbers: **\$1,800**
- Add utility logo to employee t-shirts (where they appear full size) **\$600**
- Make visual change to frames ***Priced upon request (\$1,000 min)***
- Create additional frame ***Priced upon request***

# AWE STANDARD WWYPF VIDEO CUSTOMIZATION FORM

Please complete and return this form to AWE staff at [membership@a4we.org](mailto:membership@a4we.org) to have your video customized.

Organization Name: \_\_\_\_\_

Key Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Messages

Please include a message of no more than 15 words in each video frame location below. The text will be superimposed at the timestamp and in the location indicated. Note that shorter messages are ideal for both the viewer and to keep the video length reasonable.

*Example:*



**Message 1** (00:43, above mountains)

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*Example:* In Boulder, water comes from snowmelt and is collected in three main reservoirs.

**Message 2** (01:02, above treatment plant)

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*Example:* Our plant processes XYZ million gallons per day.

**Message 3** (01:27, in sky above homes and businesses)

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*Example:* We're working to replace XYZ miles of pipe per year.

**Message 4 (01:45, above utility employees)**

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*Example:* 500 employees keep your water service up and running.

**Message 5 (02:00, above wastewater treatment plant)**

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*Example:* Our plant cleans water and recycles it to irrigate our parks.

**Message 6 (02:20, above the drinking water cycle diagram)**

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*Example:* Help Boulder meet our 2020 goal to conserve XYZ gallons.

**Customer Costs**

**Average Monthly Residential Bill:** \$ \_\_\_\_\_

**Costs for meter:** The meter begins at \$0.00. Please indicate below by how much the meter should increase at each given timestamp. The “stages” of water service indicated reflect the animations on screen. However, you may choose to divide your costs differently.

- |  |                            |
|--|----------------------------|
| 1. (00:55) Water Source:                                   | Increase meter by \$ _____ |
| 2. (01:03) Transportation to Plant:                        | Increase meter by \$ _____ |
| 3. (01:11) Treatment (energy, chemicals, labor)            | Increase meter by \$ _____ |
| 4. (01:20) Storage/Distribution (infrastructure, repairs): | Increase meter by \$ _____ |
| 5. (01:44) Service (Customer service, billing, etc.)       | Increase meter by \$ _____ |
| 6. (01:59) Wastewater treatment                            | Increase meter by \$ _____ |

**Average Wastewater Bill:** \$ \_\_\_\_\_

**Remove Wastewater Bill?** \_\_\_\_\_

**Call to Action**

**Copy for Call To Action:** \_\_\_\_\_

To customize this video, please email AWE staff at [membership@a4we.org](mailto:membership@a4we.org).

## GOOD QUESTION: WHY ARE MY WATER RATES GOING UP? VIDEO CUSTOMIZATION OPTIONS

AWE's *Good Question: Why Are My Water Rates Going Up?* video is an animated video that seeks to communicate the impact of water conservation on rates. It is available for viewing on AWE's YouTube channel -- [www.youtube.com/a4we](http://www.youtube.com/a4we).



AWE members who wish to customize the video will work with AWE and Daily Planet, Inc., the video developer, to develop a licensed, customized version of the video. The video will be provided as a QuickTime (.mov) file. The video and voiceover are licensed for the following types of usage. It is not licensed for broadcast/television usage.

- On most mediums in perpetuity (no end time). This includes:
  - Web (YouTube/Vimeo, Websites, etc.)
  - Presentations
  - Trade Shows

### Customization Opportunity and Cost

The video concludes with the AWE logo and prompt for viewers to call their local water provider. Utilities may add their logo and replace the call to action with their copy and a link to an alternative resource if desired. The AWE logo remains in the frame in all licensed versions.

The cost covers project management, design changes, and ongoing licensing fees for talent agencies.

**Final Frame Customization Cost:** **\$1,100**  
*\*Includes one round of feedback*

To customize this video, please email AWE staff at [membership@a4we.org](mailto:membership@a4we.org).