



ALLIANCE FOR WATER EFFICIENCY

WATER CALCULATOR LICENSING

AND CUSTOMIZATION OPTIONS

The Alliance for Water Efficiency's Water Calculator is a stand-alone web-based application that is available on AWE's Home Water Works web site (www.home-water-works.org).

The Water Calculator can be adapted and customized and installed by water utilities wishing to offer this powerful tool to their own customers. The customized calculator is hosted and maintained by AWE and its contractor Radian TM making it quick and easy to

implement anywhere on a water utility web site using an iFrame window.



Options and costs for licensing and adapting the Water Calculator are presented here:

Annual Water Calculator Licensing Fee

The basic Water Calculator is available to be licensed by any current AWE member. The Water Calculator is available for an annual licensing fee of \$7,500 billed annually on the date of successful iFrame installation.

Included with the licensing fee is annual hosting and maintenance, Drupal core and security updates, and capacity for up to 500 users per minute¹. Updates and improvements to the calculator developed by AWE during the licensing period will be automatically provided for free to the licensee.

¹ Higher capacity upgrade available upon request for an additional annual fee.

Standard Water Calculator Customization

AWE will customize the water calculator to meet the specific needs and requirements your agency. A one-time customization fee of \$9,500 includes all of the following options:

- ***Agency Logo and Web Links***

AWE will customize the calculator to include your utility logo and links to specific pages on your utility web site. For example, if a customer uses the calculator and is shown to have high toilet water use, a link to utility toilet rebate offerings can be shown. A wide variety of information and links can be customized for your utility within the calculator.

- ***Update ET and Energy Data for Specific Local Zip Codes***

The Water Calculator uses each customer's zip code and look-up tables of evapotranspiration (ET) to estimate outdoor water demands. AWE's national ET data set is not current. The ET data for specific zip codes can be updated with the best available ET rates for specific locations to improve the estimate of outdoor use.

Similarly, the Water Calculator uses a national database linked to zip codes to estimate the carbon footprint of hot water use in the home. These data can also be updated with more accurate local information as part of the calculator customization.

- ***Customized Conservation Tips and Web Links to Utility Rebate/Conservation Info***

The Water Calculator offers users a variety of water conservation tips and information at various places throughout the application. Most of these can be customized and adapted to meet specific requirements. Hyperlinks to specific utility resources and information can be embedded within the calculator. Each utility will have the opportunity to include customized tips and web links at various points throughout the calculator. Radian will work closely with each agency to implement these customizations.

- ***Utility Email Notification***

Your agency can opt to receive regular email updates (weekly or monthly) that summarize the number of people who used and finished the Water Calculator within designated zip codes. The email notification is configurable and can be sent to a maximum of five email addresses within your agency's organization. Additional analytics on calculator usage are available from the Google analytics (described below).

- ***Google Analytics Implementation***

Extensive usage statistics for the Water Calculator are also available through Google Analytics. Included in the setup fee, Radian will set up Google Analytics for the Water Calculator for each agency or will include the Water Calculator as part of an existing Google Analytics account for this purpose.

- **QA/QC Testing and Documentation**

The AWE/Radian team will fully test the customized calculator installation prior to deployment and will document all customized features so that future changes and improvements can be easily accomplished.

Additional Customization Available on Request

Additional customization of the Water Calculator to meet the specific needs of each water agency is available. AWE and Radian will work closely with each licensed utility to determine the full scope of work required for customization. Costs for additional customization will be based on a billing rates of \$125/hour. Examples of customization options that could be included are:

- Collect customer-specific information (name, address, phone, email, etc.) to enable follow-up from the water utility.
- Establish linkage with utility billing data to provide actual vs. forecast water use comparisons.
- Integrate water calculator more fully with other utility web resources (beyond what is described above in the standard customization options.
- Other customization options available on request. Let us know what you are interested in.

Utility Cost Summary

- Annual licensing fee - \$7,500/year with basic hosting
- One-time customization, setup, and deployment costs - \$9,500
- Additional customization available upon request

Sample Yearly Budget:

- Year 1 Costs (includes licensing fee and standard implementation) = \$17,000
- Year 2 and beyond costs/year (includes licensing for standard implementation) = \$7,500