

## Data Collection and Management

This activity is at the center of all decision making and planning that the water provider/entity conducts. Data should be collected and stored in such a manner that it is safeguarded from damage or loss, accessible for inspection and evaluation, and utilized regularly to characterize trends and support management efforts.

With respect to customer-based water conservation, tracking customer water use by individual customer, customer segment or sector and system wide are vital measures to monitor and verify the effectiveness of implemented water efficiency measures and programs focused on customer demand management. Tracking changes in water use for customers that utilized specific water conservation programs in comparison to customers that did not is one of the most meaningful analyses that water utilities can perform if they are choosing to implement customer demand management programs. Note that some customer demand management programs such as education cannot be tracked via individual customer water demand; however, educational programs that target specific customer classes and/or all water customers can be tracked indirectly by characterizing changes in water use by customer class, customer segment or sector, and/or system wide water use (tracked as total water sold).

Data collection and management related to customer water delivery should focus upon:

- Consistent and accurate reading of customer meters
  - Individual Customers
  - Water Use by Customer Segment
  - System Wide Water Use
- Costs of Measures and Programs

[Individual Customer Water Use](#)

[Customer Use by Segment or Sector](#)

[System Wide Water Use](#)

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