



City of Ketchum

News Release
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New Tool Helps Ketchum Residents Monitor Water Usage

WaterSmart Provides Data on Web Browser or Mobile Device

KETCHUM, Idaho -- City water customers now can use WaterSmart, a new tool that monitors household water consumption via a web browser or mobile device.

Residents in single-family homes also can find out how they compare with homes of similar sizes in their neighborhoods. They can opt for customized recommendations on how to save money by altering their water use.

To use the free service, Ketchum's approximately 1,400 water customers may go to www.ketchumidaho.org/watersmart and register by entering a billing account number and email address.

"This is a tool that can enable residents to save money and most importantly, put our city on a more sustainable footing for decades to come," Mayor Nina Jonas said.

"Knowing the extent of water use is half the battle and we are giving customers the data they need to make smart decisions," Robyn Mattison, public works director, said. The tools also will help city utility employees track water consumption rates and check whether they are in line with historic use.

WaterSmart, based in San Francisco, began operations in 2011 and is being used in 40 communities in seven states. Ketchum is the first small community to bring WaterSmart tools to its customers. This is a pilot program between WaterSmart and Ketchum to help WaterSmart develop a platform that is cost-effective for smaller communities, Mattison said.

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About the City of Ketchum

The city of Ketchum is located in the Wood River Valley in south central Idaho. Founded in 1880 during the mining boom, Ketchum is now regarded as one of the most popular destinations for winter and summer visitors due to its world-class skiing, mountain biking, fishing, hiking, restaurants, art galleries and shopping. The city of Ketchum hosts the famous annual Wagon Days Parade, held on Labor Day weekend, and numerous other year-round attractions. Ketchum is home to more than 10,000 full- and part-time residents. For more information about the city of Ketchum, visit www.ketchumidaho.org.

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