Outlook

Re: Three-Year Planning Workshop #4 Agenda

From Bernard Emby <bernard.emby@touchgrid.com>
Date Sat 10/10/2026 10:42 PM
To MA-EEAC (ENE) <MA-EEAC@mass.gov>

1 attachment (2 MB)
Ripples October 2026 Shower Power How Cutting Shower Time Delivers Energy Water Savings and Peak Demand Reduction.pdf;

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Hi Sophie,

Thanks for your email - much appreciated. We produce a solution called ShowerStar.

Reducing shower duration has a surprising impact on peak demand reduction. With ~57% of showers occurring during the morning and evening peaks, reducing shower time is a surprising DR tool. Please see attached.

I see Demand Management is included as an agenda item in the upcoming EEAC meeting. Is there a possibility to have shower timers / shower time reduction included as a measure for consideration / discussion.

Thank you and warm regards,

View my contact details here: https://blinq.me/77SsztCgi30E

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On 10 Oct 2026, at 21:57, MA-EEAC (ENE) <MA-EEAC@mass.gov> wrote:

Good morning,

Find attached the agenda for the upcoming Three-Year Planning Workshop on **October 15th at 12:30pm.** This workshop will focus on active demand management, equity, and workforce development while wrapping up the

From: **Bernard Emby** bernard+2Eemby=touchgrid.com@hubspotstarter.hs-send.com
Subject: Ripples October 2026 - Shower Power: How Cutting Shower Time Delivers Energy & Water Savings and Peak Demand Reduction
Date: 8 October 2026 at 22:51
To: bernard.emby@me.com

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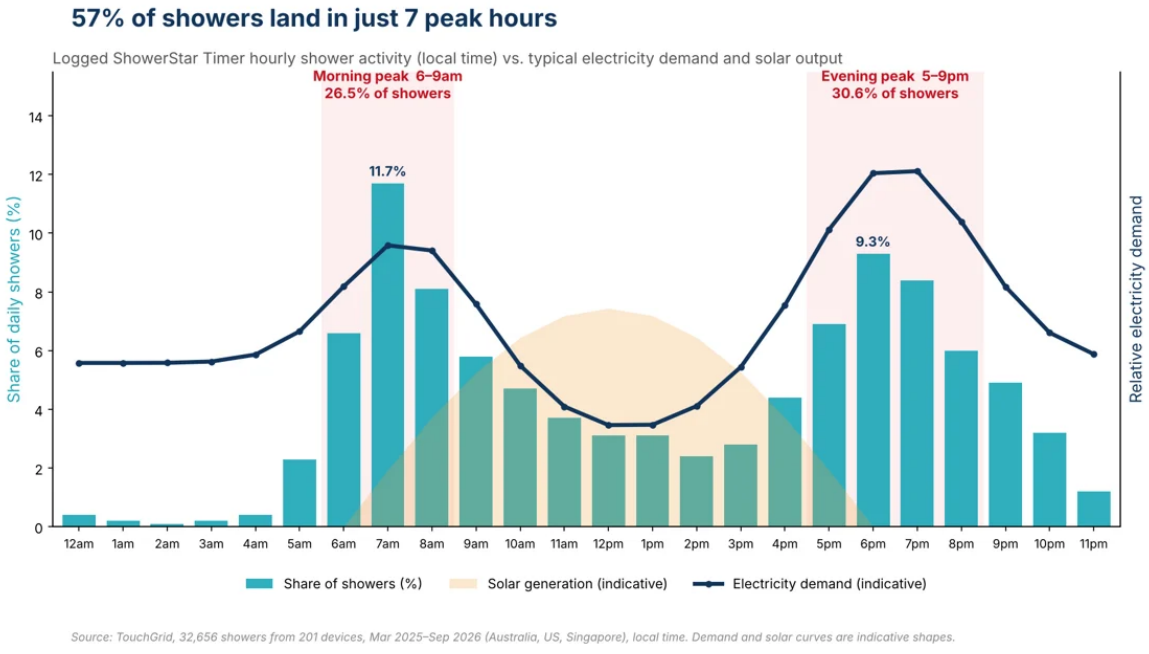
SHOWERSTAR®
Shower sensor timer and app

Shower Power: How Cutting Shower Time Delivers Energy & Water Savings and Peak Demand Reduction



Source: TouchGrid, 32,656 showers from 201 devices, Mar 2025–Sep 2026 (Australia, US, Singapore), local time. Demand and solar curves are indicative shapes.

Most efficiency measures save energy evenly across the day. Shorter showers do something more valuable: they cut load right when the grid is under the most strain.

TouchGrid data from more than 32,000 showers, recorded by ShowerStar Timers, shows a clear pattern.

57% of all showers happen in just seven hours: the morning peak (6–9am) and

37% of all showers happen in just seven hours: the morning peak (6–9am) and the evening peak (5–9pm). The busiest single hour is 7am, with nearly 12% of the day's showers.

In solar-rich markets like Australia, that timing matters. Solar has barely started in the morning and has dropped away by evening.

Electric storage water heaters can do most of their heating in the middle of the day on solar, or overnight on off-peak tariffs. The problem is the reheat. A long shower can drain the tank, and the heater switches on to replace that hot water straight away, right in the peak. Some utilities have water heaters or control circuits programmed to delay reheating until an off-peak window, but a majority of electric water heaters have no such control, making shorter shower incredibly valuable for utilities with large amounts of electric storage water heaters in their service territories.

Shorter showers draw less hot water, so reheat cycles during the peak are shorter or are delayed. For electric utilities, that makes shower behaviour more than an efficiency measure. It's a peak load shaving resource hiding in plain sight, and it doesn't require customers to change when they shower, only how long. Simple, low cost and incredibly scalable peak demand reduction.

That's a wrap for TouchGrid at E-Source 2026

A great event with so many incredible utility professionals who understand the amazing value of hot water - especially in states like Colorado, Arkansas and California where water scarcity is driving difficult conversations.

Apart from lots of great conversations with efficiency program managers, we had lots conversations with the parents of kids. Their stories are all remarkably similar..."***my child / teen spends so much time in the shower. We need help!***" Shower durations ranging from 20-60 minutes daily are surprisingly common and we gave out ~20 ShowerStar Timers to get them started on their path to shorter showers.

Thanks Denver and the E-Source team for a great event and see you next year!

Upcoming events

TouchGrid is heading to Smart Water Connect — Australia's first national water efficiency forum — on **Tuesday 13 October 2026** at the Aerial Function Centre, UTS Sydney, brought to you by The Water Conservancy. The forum brings together utilities, government agencies, manufacturers and community leaders from across the water sector to tackle exactly the challenges ShowerStar was built for: shifting household behaviour, lifting efficiency standards, and building drought resilience into how we manage water day to day.

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