WaterSense Program from a Water Utility Perspective

look for WaterSense Meets EPA Criteria

EPA WaterSense PARTNER

WaterSense

- Easy For Customer To Make Choices
- Easy For Utilities To Market
- Adds Credibility To Our Messaging

Tualatin Valley Water District

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EPA WaterSense PARTNER

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There Is Something Going On With Toilets…

- Toilet Rebate Numbers Up
- 7X Increase In Rebates

Toilet Rebate (Started 11-01-05)

	TVWD
November-05	4
December-05	6
January-06	21
February-06	39
March-06	60
April-06	19
May-06	17
June-06	31
July-06	10
August-06	23
September-06	8
October-06	25
November-06	27
December-06	17
January-07	8
February-07	14
March-07	19
April-07	23
May-07	50
June-07	59
July-07	37
August-07	23
September-07	18
October-07	11
November-07	11
December-07	14
January-08	14

		HET
February-08	18	
March-08	16	
April-08	13	
May-08	35	
June-08	65	
July-08	33	
August-08	21	
September-08	41	
October-08	40	
November-08	35	
December-08	25	
January-09	34	5
February-09	55	33
March-09	117	73
April-09	91	51
May-09	114	77
June-09	140	97
July-09	90	58
August-09	75	45
September-09	77	50
October-09	131	87
November-09	82	46
December-09	64	45
January-10	66	49
February-10	63	47
March-10	127	63
Total	2276	

Cost Benefit Ratio - TVWD

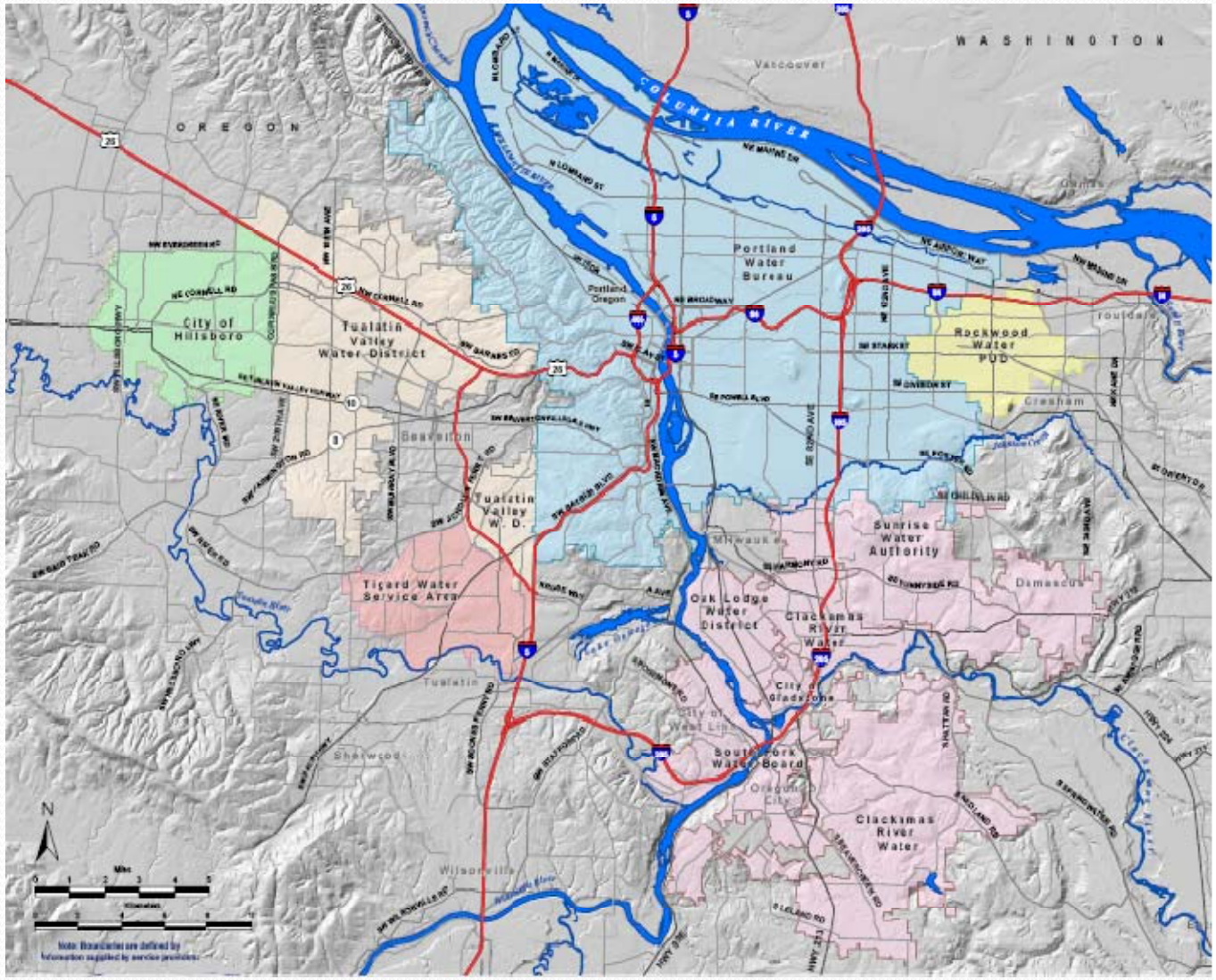
HET 1.28	
Perspective:	B/C Ratios
Utility	1.30
Customer	11.96

Standard 1.6	
Perspective:	B/C Ratios
Utility	1.65
Customer	1,030.94

How It All Worked

- **Clackamas River Water Providers**
- **City of Hillsboro**
- **City of Portland**
- **Rockwood Water PUD**
- **City of Sherwood**
- **City of Tigard**
- **Tualatin Valley Water District**

Map Of Providers



Marketing

- Customer Newsletters and Bill Inserts
- Website
- Lobby Displays
- Promoted the Rebate to Retailers
- Local Hardware Stores
- Toilet Roundups

Kick off Meeting

- John Koeller Talked on Map Testing
- At the Home Builders Association Meeting
- 49 Attendees

FREE Breakfast Meeting

Learn about WaterSense® & High-Efficiency Toilets (HETs)

Thursday, January 8, 2009
7:30 a.m. – 9:00 a.m.
HBA – Education Center
15555 SW Bangy Rd.
Lake Oswego, OR 97035

EPA WaterSense

*Please join your local water provider for a **FREE Breakfast and Presentation** on how the **WaterSense Program** is making it easier to buy and sell high-quality toilets.*

Join us to:

- Learn about **WaterSense**, a new program sponsored by the Environmental Protection Agency, which helps consumers identify high performance, water-efficient toilets.
- Discuss **High-Efficiency Toilets** (HETs) with industry expert John Koeller:
  - How are they tested?
  - Which HETs earn the WaterSense label?
  - How do HETs perform compared to 1.6 gpf models?
- Learn about **HET rebates** that will soon be available to your customers through local water providers, beginning January 1, 2009.

Who should attend?

- Retailers and wholesalers of plumbing supplies
- Plumbers
- Builders
- Architects

Save H_2O
Save $$$
with High-Efficiency Toilets

Brought to you by:
City of Hillsboro
City of Tigard
Clackamas River Water Providers
Portland Water Bureau
Rockwood Water People's Utility District
Tualatin Valley Water District
United States EPA

RSVP by Monday, December 29, 2008
(503) 823-4527 or
conserve@water.ci.portland.or.us

Which Toilets Qualify

- This Is A Toilet Replacement Program – New Construction and Pre-existing Toilets do not Qualify

- Only EPA WaterSense Labeled Toilets

Eligibility

- Must Have an Active Account in Good Standing
- Limit of 2 Toilets per Household per Account
- Purchase the Toilet Between 6 Month Pilot
- Minor Details Varied Between Water Providers

Then…

- Purchase
- Install
- Recycle the Old Toilets
- Fill out the Application
- That's it, you're done!

West Side Toilet Roundup

- Free Recycling
- At TVWD Headquarters in Beaverton

Toilet Roundup's 2009

- **607** ½ Toilets (another 300 in October)
- Estimated **9.8** Million Gallons a Year Saved (add another 4.8 for the October event)
- **$10.12** per Toilet cost

Advertising

How People Hear About Roundups

- Newspaper
- Web
- Bill Messages and Newsletters
- Word of Mouth
- Small Amount Hear at Retail Stores

WaterSense℠ Labeled High-Efficiency Toilets (HETs)

EPA WaterSense

Toilets are by far the main source of water use in the home, accounting for approximately 30 percent of residential indoor water consumption. Toilets also happen to be a major source of wasted water due to leaks and/or inefficiency. WaterSense, a program sponsored by the U.S. Environmental Protection Agency (EPA), is helping consumers identify high-performance, water-efficient toilets that can reduce water use in the home and help preserve the nation's water resources.

What Are High-Efficiency Toilets?

Under federal law, toilets must not exceed 1.6 gallons per flush (gpf). High-efficiency toilets (HETs) go beyond the standard and use less than 1.3 gpf. The WaterSense label will be used on HETs that are certified by independent laboratory testing to meet rigorous criteria for both performance and efficiency. Only HETs that complete the third-party certification process can earn the WaterSense label.

How Much Can HETs Save?

Over the course of your lifetime, you will likely flush the toilet nearly 140,000 times. If you install a WaterSense labeled HET, you can save 4,000 gallons per year and your children can save as much as 300,000 gallons during their lifetime.

Additionally, if a family of four replaced a 3.5 gpf toilet made between 1980 and 1994 with a WaterSense labeled toilet, they could save more than $90 annually on their water bill, and $2,000 over the lifetime of the toilet. Savings could be as much as two to three times that amount if the model being replaced is a leaky toilet or a pre-1980 model that uses 5.0 gpf or more.

With these savings, a new WaterSense labeled HET can pay for itself in only a few years. Additionally, many local utilities offer substantial rebates (ranging from $25 to $175) for replacing old toilets with HETs.

What About Performance?

Unlike first generation "low-flow" toilets, WaterSense labeled HETs will combine high efficiency with high performance. Design advances enable WaterSense labeled HETs to save water with no trade-off in flushing power. In fact, many perform better than standard toilets in consumer testing.

Look for WaterSense Labeled HETs!

Whether remodeling a bathroom, starting construction of a new home, or simply replacing an old, leaky toilet that is wasting money and water, a WaterSense labeled HET is a high-performing, water-efficient option worth considering. Look for the WaterSense label on toilets in 2007. If every home in the United States replaced one old toilet with a new HET, we would save more than 900 billion gallons of water per year, equal to more than two weeks of flow over Niagara Falls! Go to <www.epa.gov/watersense> for more information.

Tualatin Valley Water District

1850 SW 170th Ave. Beaverton, OR 97006 • (503) 642-1511 • www.tvwd.org

April 2007
EPA-832-F-06-018

How It all Turned Out…

- **1,312** HET Rebates Given out in Six Months
- Estimated **5.3** Million Gallons of Water Saved Each Year if Estimate All Households Have One Person
- Estimated **21** Million Gallons of Water Saved Each Year if Estimate All Households are a Family of Four

Lessons

- When doing the application talk to others that have already went through it. Lots of details. Will limit many problems

Lessons

- Portland Water Bureau recorded 31% of the toilets replaced were 1.6 gpf models

Lessons

- Working with retailers can be a challenge

Lessons

- People are mad when you run out of money (duh)

WaterSense Rebate Feasibility Study

- The Cities of Hillsboro and Beaverton decided to try for a Conservation Grant to fund a WaterSense Rebate Study.
- They received a State Conservation Grant for half – or up to $15,000.
- The JWC released an RFP and received three bids. HDR got the contract.

EPA WaterSense PARTNER

Hillsboro – 23,361 connections

Beaverton – 16,340 connections

Why Rebates?

- Division 86 Rules
- Customers Dig Them
- Promote WaterSense

Why WaterSense?

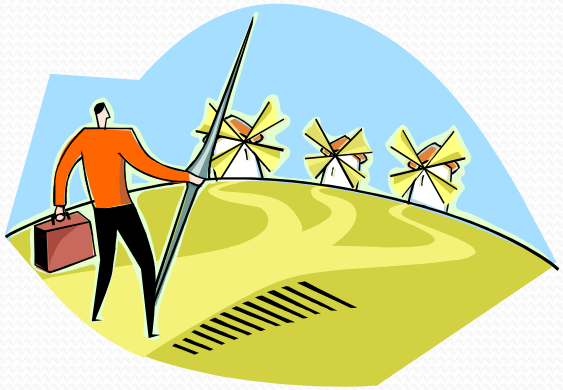
- Easier on Customers
- Easier on Retailer
- Easier on You-tility!

Which Rebates?

	WaterSense Measure	Water Use Specification	Specification Status
1	High Efficiency Toilets	Maximum 1.28 gallons per flush.	EPA approved specification in January 2007.
2	Bathroom Sink Faucets[1]	Maximum 1.5 gallons per minute.	EPA approved specification in October 2007.
3	Flushing Urinals	Maximum 0.5 gallons per flush.	EPA approved specification in August 2009.
4	Washing Machines[2]	Maximum water factor of 6.0 (maximum 6 gallons per cycle per cubic foot capacity)	EPA approved specification in December 2009.
5	Showerheads	Maximum 2.0 gallons per minute.	EPA approved specification in March 2010.
6	Weather Based Irrigation Controllers	Various aspects related to programmability, operation, and performance.	Draft specification released November 2009.
7	Pre Rinse Spray Valves	TBD; however likely to be 1.25 gallons per minute.	Notice of Intent to develop a specification issued in July 2009.
8	Landscape Irrigation Services	No specification; rather a list of certified contractors and customer tips.	N/A since not a true specification.

Who to Target?

- Demographics
- Consumption Data

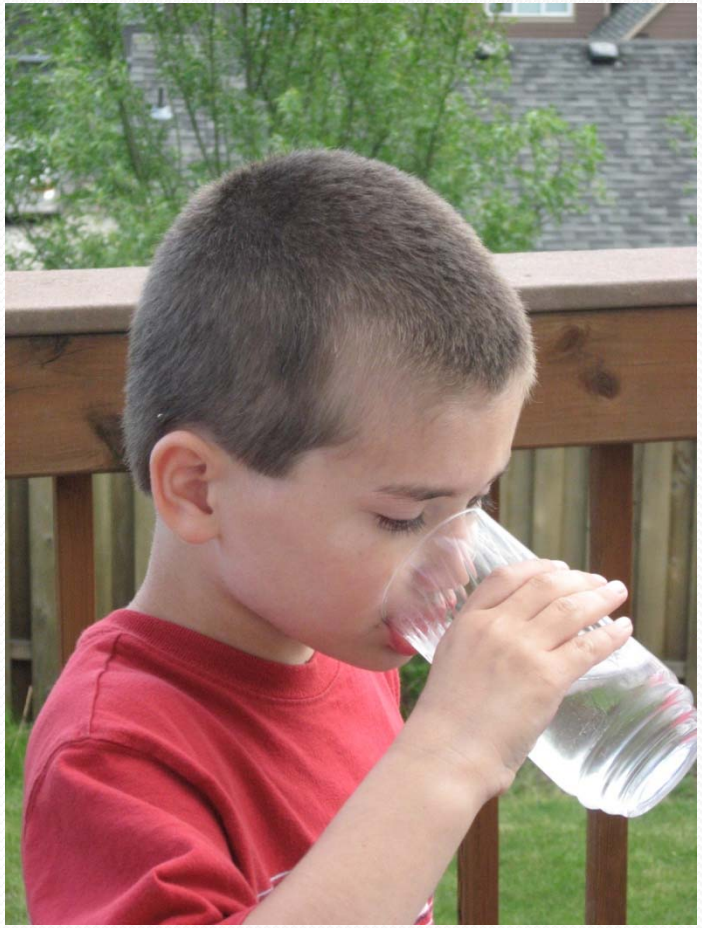


Why are Demographics Important?

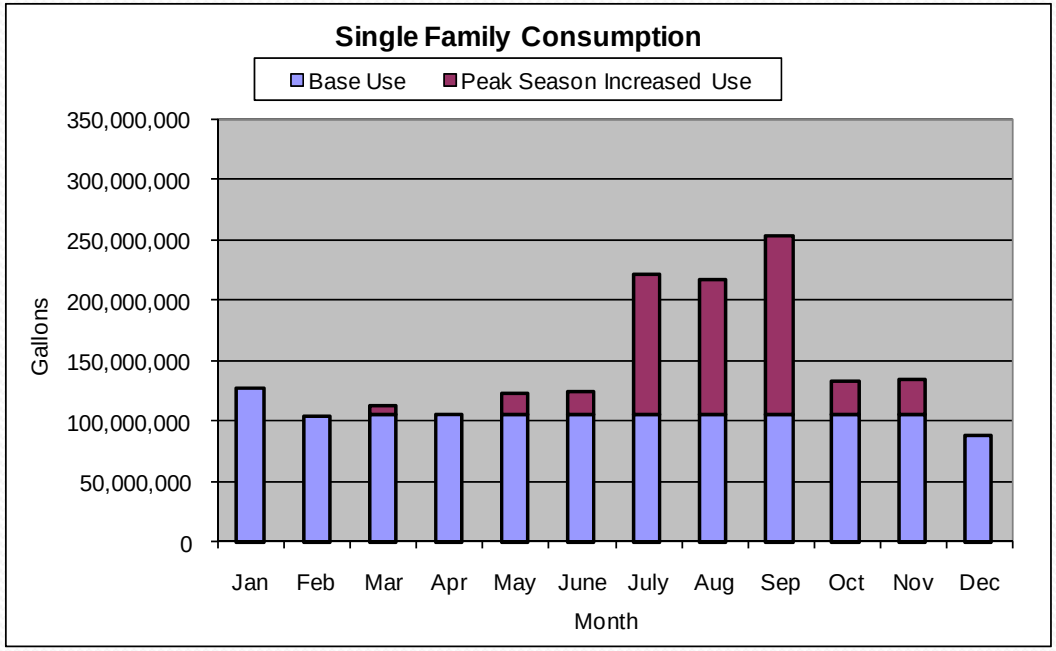
A Cup of Sugar?

Demographic Unit	Hillsboro	Beaverton
Non-Residential (NR) Accounts	1,528	1,661
Employees	56,632	13,714
Employees Per NR Account	37	8

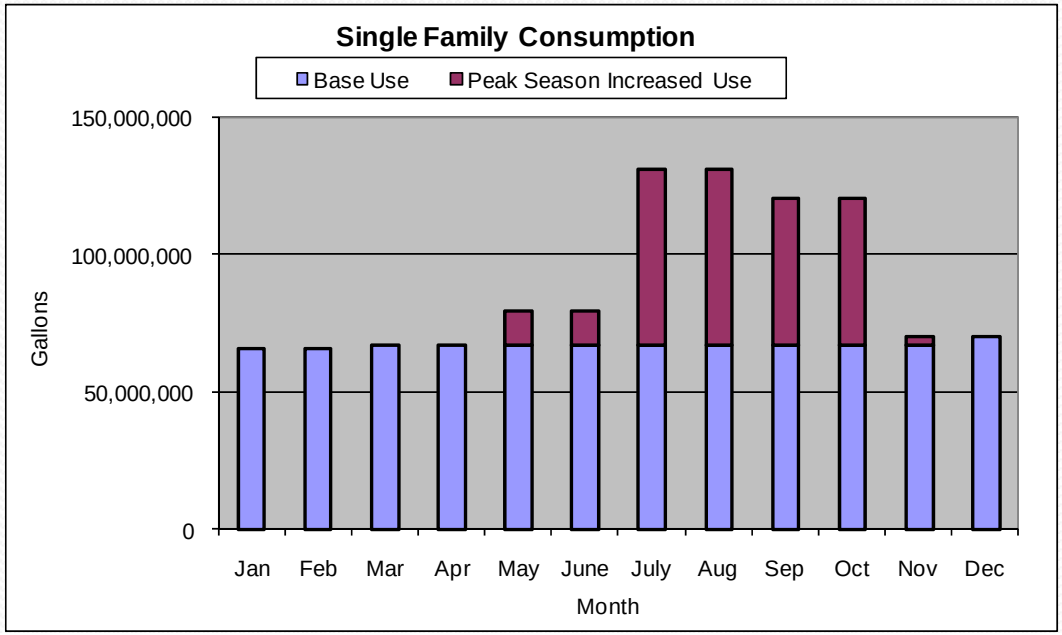
Why is Consumption Data Important?



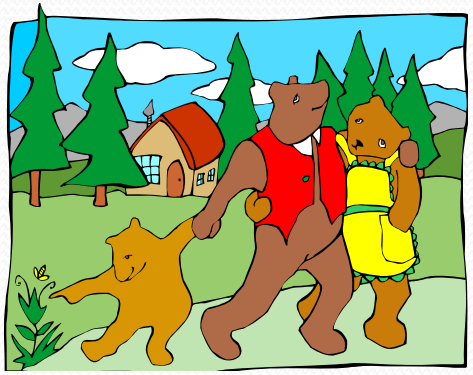
HILLSBORO



BEAVERTON



How much?

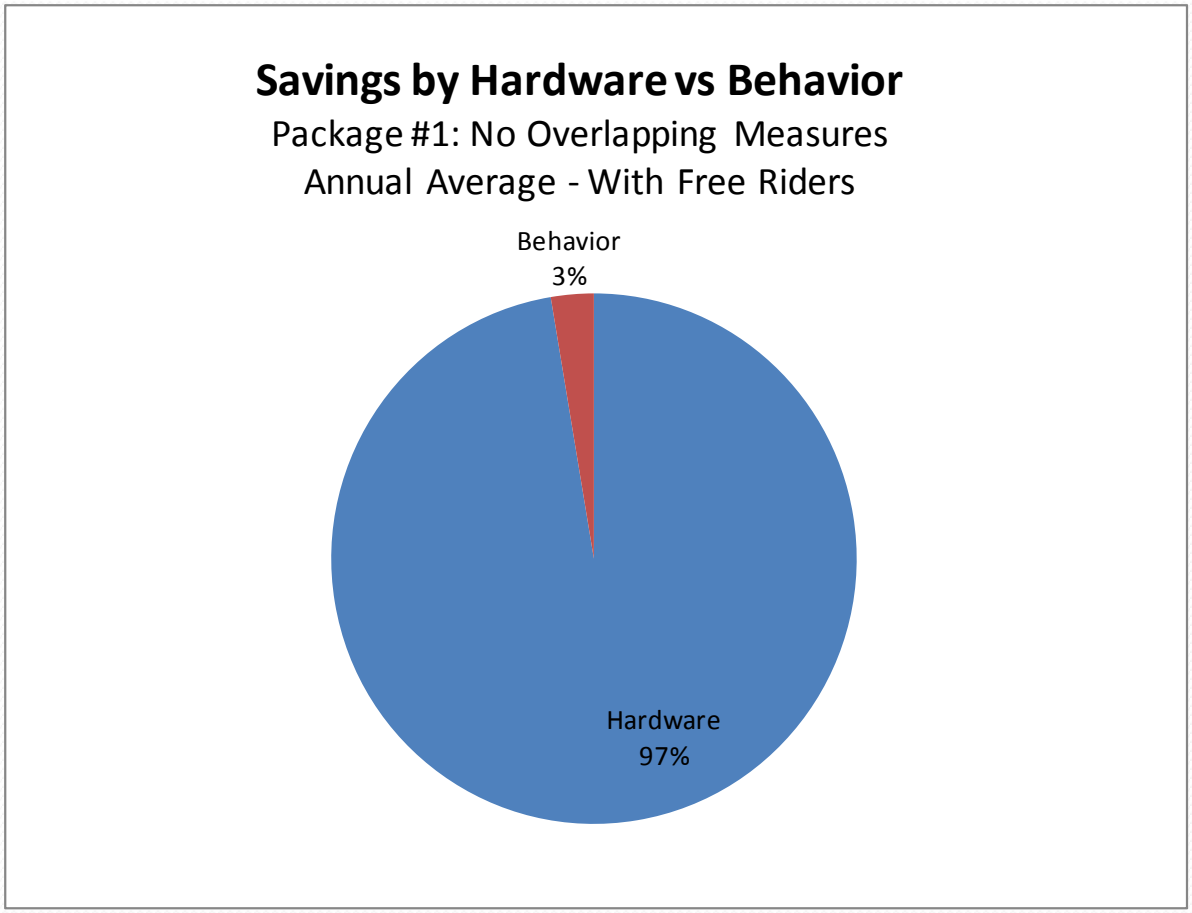


- ***Too little*** – mostly "free rider" participation
- ***Too much*** – Risk program being "too successful."
- ***Just right*** – Careful, just when you think you have the perfect rebate amount the product price may change!

Positive Results

- Out of 20 possible programs, 12 cost less than a dollar per CCF saved.
  - Clotheswashers (SF, MF, MF Common, NR)
  - Irrigation Controllers (MF, NR)
  - Bathroom Aerators (SF, MF)
  - Showerheads (SF, MF, NR)
  - Spray Valves (NR)

Measureable Savings



Next Steps

- Discuss collaborative programming with other JWC members.
- Pick rebate packages.
- Begin offering WaterSense rebates in late 2010 or early 2011.

Questions?

Hillsboro Water

Water Wisely
Tualatin Valley
Water District