

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





GreenPlumbers®
CREATING SUSTAINABLE COMMUNITIES



Plumb Green
Save Blue

**USE ONLY
WHAT YOU
NEED.**

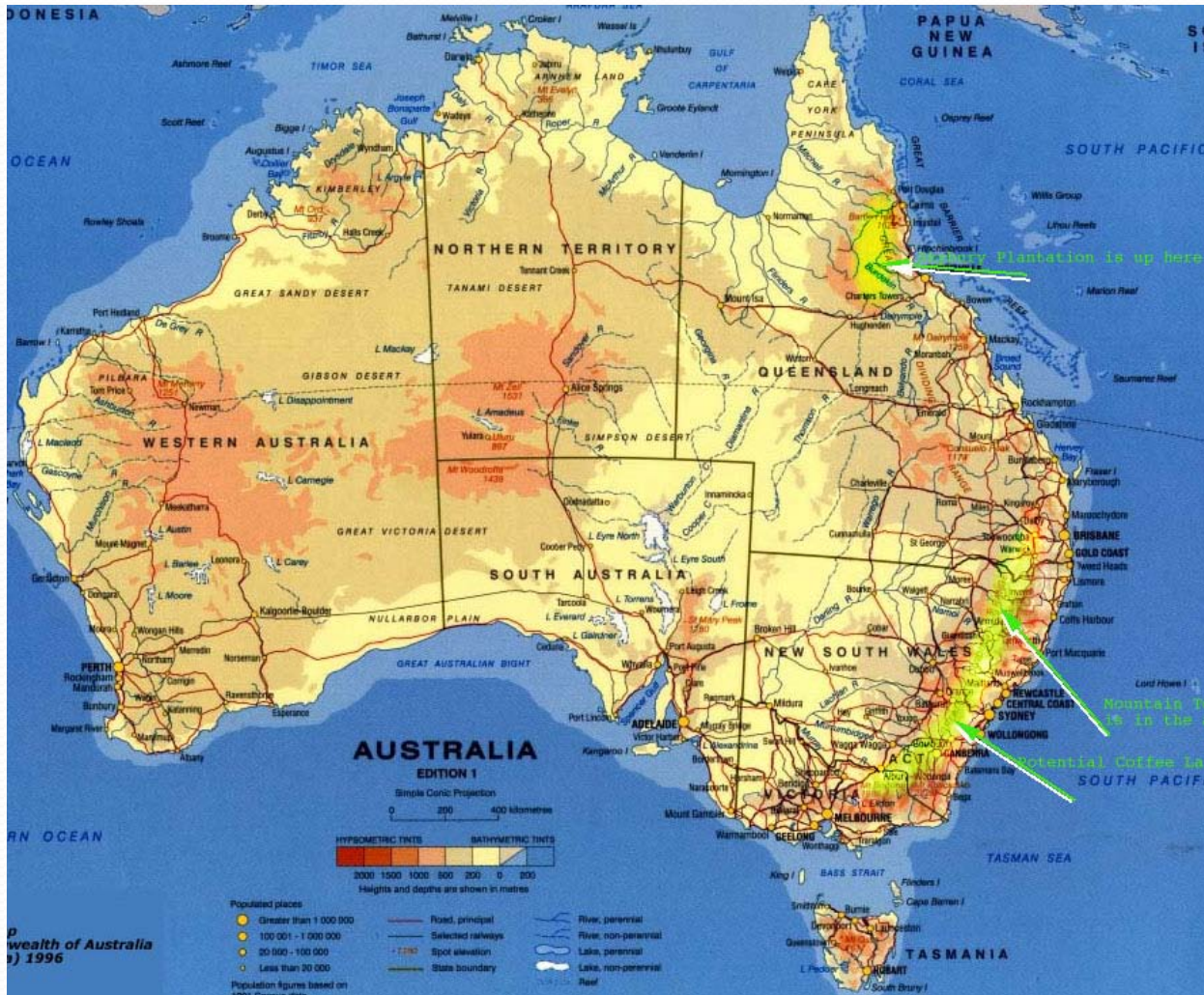
DENVER WATER
denverwater.org

 **XcelEnergy®**
RESPONSIBLE BY NATURE™

Pilot Install Program



A Brief History of *GreenPlumbers*



***GreenPlumbers*[®] Training and Accreditation
Program**

GreenPlumbers Environmental Solutions

5 courses / 32 hours

TRAINING PROGRAMS

GreenPlumbers® training programs are designed to assist plumbers in understanding their role in relation to Environmental & Public Health issues and to provide their customers with up –to-date information and advise on:

- latest technology and energy saving appliances
- practical appliances & installation knowledge
- environmental impacts of plumbing services, appliances and household practices
- consumer information
- energy/water/cost savings (short term and long term cost comparisons and environmental benefits)

GreenPlumbers® Accreditation Program



Comprehensive instruction on **Climate Care** including gas emissions in home and business.

Topics covered include:

- Hot water heating
- Energy consumption
- Heating appliances
- Cooling appliances
- Greenhouse gas abatement



Caring For Our Water by understanding the water cycle process and the new technologies and behaviors that contribute to increased conservation. Topics covered include:

- Water Efficient Products
- New Technology
- Reducing Household Water Consumption
- Storm Water runoff pollution and prevention
- Introduction to household water audits

GreenPlumbers® Accreditation Program



New **Solar Hot Water** technologies instruction including:

- Solar Hot Water Technology
- Rebate information
- Retro-fit sizing and installation
- New Technology



An overview of the dynamic technologies that will shape future conservation efforts, **Water Efficient Technology** includes:

- Recycled Water
- Rain Water
- Graywater
- Septic Tanks/Wastewater Treatment Systems
- Environmental/Public Health/Safety Regulations



Inspection Report Service is an overview of domestic and commercial water auditing, inspections and reporting, assessment and strategies, including:

- Water and Energy Audits
- Commercial / Industrial and Residential Buildings
- Creating a Master Plan for Future Improvements

Stephen Lehtonen – Chairman/CEO



- In addition to his role as CEO of Onni, Inc, Steve has been a plumbing industry leader for more than 30 years as an association executive, educator and lobbyist. He is currently CEO of Trade Select, an insurance management company. He is past president of the Construction Industry Legislative Conference and the Association Executives Council, and served as the first public member in history of the California Workers Compensation Inspections Rating Bureau.
- B.A. History, University of California at Riverside 1972

Megan Lehtonen – President



- For the past nine years Megan has developed, secured, and implemented Funds totaling over \$100 million dollars establishing Onni Inc. as a premiere boutique administration company. With specialties in marketing and organization, Megan runs the GreenPlumbers operations and directs the licensing and install programs of the company.
- B.A. Journalism; Public Relations Cal Poly. San Luis Obispo 1997

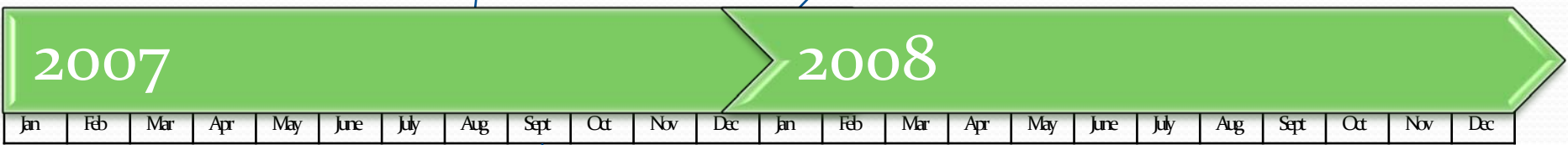
What Attracted us to GP?

- **Ability to bring change to an industry that has remained relatively stagnant for over 30 years.**
 - **Increase the image of the plumber**
 - **Attracting a new generation to the industry**
 - **Champions of Conservation**
 - **Building a synergy between the plumbing industry and water and energy agencies**

Genesis

**August 2007 -
Alliance with
Australia**

**January 17, 2008
- Website Launch**



**September 2007
- Beta workshops**

Progress

May 2008 –
19,000 unique
visitors to website

July 2008 –
Requests for
workshops from
all 50 states

End of 2008 –
To Date:
100+ workshops
3000+ GPs trained

2008

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
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May 2008 –
North America
Agreement

October 2008 –
WaterSmart
Innovations:
A Success!

2009 ... and the future

2009 – Major Training Expansion – Partner with United Association

Online Training and Install Programs

2012 – Market served by 40,000 Champions of Conservation

2007

2008

2009

2010

2011

2012

GreenPlumbers India, China and the Middle East

Fall 2009 – WaterSmart Innovations '09

GreenPlumbers INDIA

Indian Plumbing Association and IAPMO



GreenPlumbers®

CREATING SUSTAINABLE COMMUNITIES

पर्यावरणदक्ष समाजकी निर्मिती









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Plumb Green
Save Blue

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 **XcelEnergy®**
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Pilot Install Program

Install Programs

Water Districts, Energy Companies and the Utilization of Licensed *GreenPlumbers*

- **Missing connection between Utilities and plumbing companies**
 - **Wonderful programs with huge savings potential – getting response from the plumbers that have no work with the lowest bid**
- **Companies that train all of their technicians and adhere to a code of ethics can become Licensed *GreenPlumbers* and work with us on these programs to be a solution**
 - **Make conservation the priority**
 - **Become the experts again**

Pilot Overview

Participating Groups

Denver Water

GreenPlumbers

Xcel Energy



Pilot Goals

Develop a program targeting High Water Customers within the Denver Water service area to reduce water use

- Plant the 'water conservation seed'
- Find out WHY target population = high water users
- Get rebates out there and educate consumers on nexus of water and energy
- Introduce idea of more rebates available to customers –from both Denver Water and Xcel Energy.

Participant Selection

- **Demographics**
 - Targeted households consuming 30% or more (mostly more) than optimal indoor use
 - Targeted these areas to find out WHY such high users

Program base ~400 households

PILOT GOAL = 100 homes

Bundled Program

Bundle Included:

- Installation of American Standard Cadet 3 Flowise 1.28 Toilet
 - Installed by *GreenPlumber*
(Brand chosen for maximum brand awareness)
- WaterPik Showerheads
- Aerators
- 50 Point Water Audit

Bundled Program

Estimated Cost Per Acre Saved (\$5,000) vs. Cost for Denver Water Supply (\$12,000)

- According to Denver Water, It's much more cost effective to save water through conservation than to purchase new water supply

Xcel Energy

- Provided up to 2 showerheads per home
 - Waterpik EcoFlow showerheads
 - Comparison with showerhead direct mail program



ecoflow
Conservation Without Compromise

Engineered to save water while providing a superior shower experience.

The advertisement features a close-up of a silver showerhead against a black background. Below the showerhead is a green leaf with water droplets. The text is in white and yellow.

CONSERVE WATER

WaterPik's EcoFlow line of shower heads save up to a gallon of water per minute over traditional showerheads.

SAVE MONEY

A family of four can save nearly \$100 annually with a new EcoFlow shower head, easily paying for the showerhead in just a year*.

EXPERIENCE ECOFLOW®

EcoFlow shower heads are uniquely designed to deliver the powerful shower experience you crave, while saving water and money.

waterpik

www.waterpik.ecoflow.com

GreenPlumbers Administration

- Develop landing page and Information Database
- Develop communication between Water District and local Licensed *GreenPlumbers*
- Oversee program specifics

Local Licensed GreenPlumbers Tasks were to install the bundle and perform 50 point water audit

DENVER WATER'S PLUMB GREEN, SAVE BLUE PILOT

Project Partners:

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Welcome

You have been selected to participate in Denver Water's *Plumb Green, Save Blue Pilot*. By participating in this innovative project, a *GreenPlumber* will make an on-site visit to your home to perform the following:

- 50 Point Water Audit
- Showerhead Replacement
- Replacement of Aerators
- One Toilet Replacement

click here
**to receive your
free toilet from
Denver Water**



**Total amount of potential water savings after a
GreenPlumber visit = 100 gallons per day!**

The Licensed *GreenPlumber* that will be on-site for the *Plumb Green, Save Blue Pilot* is from your local community. Licensed *GreenPlumbers* are trained and educated in conservation and new technologies. After their initial visit, your Licensed *GreenPlumber* will be available for any additional plumbing or conservation contract work. Questions, comments, and concerns should be directed to **(866) 929-6423**.

Fields marked with an (*) are required.

Denver Water Account Information

USE ONLY WHAT YOU NEED.

 denverwater.org

[Denver Water Privacy Policy](#)

You have been specifically invited to participate in this pilot by Denver Water. A \$49.00 pilot participation fee will be charged to your Denver Water bill. Please be sure to enter your account number accurately to proceed.

Denver Water Account #: *



Welcome Johnson Family! Please fill out the form below to receive your free toilet.

Background Information on Residence

Residence: *

How long have you lived at your current residence:

How many bedrooms:

How many bathrooms:

Square footage of residence (if known):

sq. ft.

How many people live full time at this residence:

Adults:

Children:

Year your residence was built (if known):

Approximate age of water heater (if known):

year(s) old

Does Xcel Energy currently provide your home with gas or electricity: *

Shower Heads



On behalf of Xcel Energy, up to two shower heads can be replaced with high-efficiency Waterpik® EcoFlow® shower complimentary shower heads are provided in a chrome finish only. Please choose the desired quantity below.

Waterpik® EcoFlow®



(view specs)

Waterpik® EcoFlow®



(view specs)

Fixed Quantity:

Handheld Quantity:

Additional Bathrooms

Have Another Bathroom?

Save More Money and Water.

As a benefit for being selected in this pilot, you have the opportunity to have additional water efficient toilets installed at a discounted rate. Choose any combination of the three high-efficiency toilets listed below, and the indicated price includes materials and installation. In order to receive this discounted rate, the GreenPlumber must be able to complete the job in the same visit.

- Additional toilets purchased may be eligible for a [\\$125 rebate](#) through Denver Water.

Cadet® 3 FloWise™
Round Front



Cadet® 3 FloWise™
Elongated Front



Cadet® 3 FloWise™
Right Height™ (ADA)
Elongated Front





GreenPlumbers®
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50 Point Environmental Inspection Report

A licensed GreenPlumber™ can assist you in determining the most efficient products and appliances for your current and future needs – this environmental home inspection report will develop a staged plan for reducing your water and energy costs while also improving the environment for everyone.

Licensed GreenPlumbers™ have been trained in home heating and cooling appliances, water heating, solar hot water, water conservation, sustainability, and recycling.

Your GreenPlumber™ will also be able to assist in comparing the initial and operational costs of different appliances so you can make an informed choice that is not only cost-effective but also environmentally responsible.

The GreenPlumbers™ 50 point environmental household inspection report will help you work out, in detail, how much water you currently use around your home; and your GreenPlumber™ will be able to discuss various water saving and environmental options that can be individually customized for your household. Some of these options will also be eligible for manufacturer, utility or government rebates that your GreenPlumber™ can assist you in identifying.

Please Note that the water and energy calculations provided in this household inspection report and water audit are only an estimate to the amount of water and energy used in and around your home.

Adapted by GreenPlumbers 10/08
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No.

www.GreenPlumbersUSA.com

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DENVER WATER
DENVERWATER.ORG

Denver Water's Plumb Green, Save Blue Program

Thank you for participating in Denver Water's Plumb Green, Save Blue Program. By participating in this innovative program, a local GreenPlumber installed in your home a high-efficiency (1.28 gpf) toilet, water-efficient aerators and showerheads, and performed a 50 Point Environmental Inspection. The potential amount of water savings is 100 gallons or more per day.

This Environmental Inspection report provides you valuable information on your property's water efficiency, and how you use water. For example, you can save 9,000+ gallons each year by replacing an older model washing machine (using an average of 42 gallons per load), with a high-efficiency model (using an average of 12 gallons per load).

Your residence may become even more water and energy efficient by taking advantage of rebates offered by Denver Water and Xcel Energy, more information at denverwater.org, or xcelenergy.com.



Implementation

- Denver Water creates marketing plan and distributes direct mail pieces

You've been selected for a special water-saving program!

Our records indicate your household uses at least 50 percent more water than the typical Denver Water household. We can help reduce your water use, and possibly your water bill. You've been selected by Denver Water to participate in its Plumb Green, Save Blue pilot.

The program will send a licensed GreenPlumber to your house to replace inefficient plumbing fixtures. The GreenPlumber will even haul away your old fixtures.

Included with this service call you receive:

- 1 High-Efficiency Toilet (1.28 gallons-per-flush)
- 2 Low-Flow Showerheads
- Faucet Aerators
- Personalized 50-point environmental inspection

The estimated value for all products, services and labor is \$450, but you pay only \$49 to get them installed in your home.

This program is open to the first 100 customers, so call or register today! Schedule your appointment by calling 1-866-929-6423 or visit www.plumbgreensaveblue.com

Denver Water has partnered with GreenPlumbers USA, a national training and accreditation program, and Xcel Energy to conduct this water-saving pilot program. Learn more about licensed Green Plumbers at www.plumbgreensaveblue.com.

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DENVER WATER

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Xcel Energy®
RESPONSIBLE BY NATURE™

Get a FREE toilet, FREE showerheads and FREE aerators for your faucets!

Save money and water with Denver Water's invitation-only program

USE ONLY WHAT YOU NEED.
DENVER WATER

DENVER WATER
1600 WEST 12TH AVENUE
DENVER, COLORADO 80204-3412

FIRST CLASS
U.S. POSTAGE
PAID
Denver, CO
Permit #88

USE ONLY WHAT YOU NEED.
DENVER WATER
denverwater.org

April 20, 2009

Dear Denver Water Customer:

You've been selected for a special water-saving program. You are eligible to receive a FREE toilet, FREE showerheads and FREE aerators for your faucets!

To help you save water and money, Denver Water will pay for a licensed GreenPlumber to replace your inefficient plumbing fixtures. The GreenPlumber will even haul away your old fixtures.

- Included with this special offer you receive:
- 1 free high-efficiency toilet (1.28 gallons-per-flush)
 - 2 free low-flow showerheads
 - Free faucet aerators
 - Personalized 50-point water audit, also free

You pay only \$49 to get all of the above installed in your home. The toilet, showerheads and aerators are all free (products, services and labor are valued at \$450). The \$49 fee will be charged to your water bill.

Why is Denver Water providing free plumbing fixtures and services for your home?

Our records indicate your household uses at least 50 percent more water than the typical Denver Water household. We can help reduce your water use, and possibly your water bill. You've been selected by Denver Water to participate in its Plumb Green, Save Blue pilot*. This is an invitation-only program and the offer ends soon.

You must register by May 1, 2009. Schedule your appointment today!

Phone: 1-866-929-6423 or
Register online at www.plumbgreensaveblue.com.

Sincerely,

Melissa Elliott
Denver Water Conservation Manager

*Denver Water has partnered with GreenPlumbers, a national training and accreditation program, and Xcel Energy to conduct this water-saving pilot program. Learn more about licensed Green Plumbers at www.plumbgreensaveblue.com.



Process

- Customers have option to call in to register or register online at www.plumbgreensaveblue.com
- Customer information appended to Google Document Database, constantly monitored by Denver Water and *GreenPlumbers* staff
- Appointment scheduled by Licensed *GreenPlumbers* company
- Install completed, information entered into database with specific notes on residence
- Feedback calls to ensure customer satisfaction with program

Pilot Summary

- 82 homes completed

FINDINGS

- Large number of residents living in home than originally anticipated
- Large number of leaks going unrepaired due to restricted ability to finance repairs
- Neighborhoods targeted – newer housing stock - buildings were relatively new – Built 1960+ -proving that inefficiency can be found in newer homes as well
- Data Compilation – Look at water consumption comparison

Pilot Programs

With Pros come Cons...

- Audits
- Recycling
- Price points
- Demographics
 - Areas with extremely high indoor-water use were targeted for the pilot
 - This was often due to a high number of residents living in the home
 - Majority of the participants were low-income and thus unable to afford to have leaks fixed or to opt for additional water saving opportunities

Howie Metz
Quality First Plumbing
Denver, CO
Licensed GreenPlumber



Next steps

- Pilot #2 underway with revisions

Pilot #2

- Smaller Target - With emphasis on Audit instead of HET
- Audit Results Change for Easier Data Tracking

GreenPlumbers™ Water Savings Results

Name	Albert Garcia		Address	1650 S Wiltona Ct. Denver, CO 80219	
Toilet Replace - GPF	#1	#2	#3		
	1.0	—	—		
Toilet Existing - GPF	#1	#2	#3		
	3.5	—	—		
Showerhead Replace - GPM	#1	#2	#3		
	2.0	1.5			
Showerhead Existing - GPM	#1	#2	#3		
	2.75	2.0			
Flow rate prior to Aerators replaced	#1	#2	#3	#4	#5
	L/B 2.0	K/S 2.0	4/B 1.75		
Location - (i.e. kitchen, bath, etc.)	#1	#2	#3	#4	#5
	4/B 1.0	K/S 1.0	4/B 1.0		
Leaks - flow rates: Measured or Estimated	#1	#2	#3	#4	#5
Notes on Leaks (Specify type of leak, location, fixture, etc.)	No Visible Leaks				
Clothes Washer - Age	2 mo.				
Gal/Load - Known or Estimated					
Dishwasher - Age	N/A.				
Gal/load - Known or Estimated					
Irrigation System - Exist at home?	No	Yes			
Actively Used?	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Obvious Leaks in system?	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Does residence have a PRV?	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
Does residence need a PRV?	<input type="checkbox"/>	<input checked="" type="checkbox"/>			
Total Number of Residents in home					
Adults	2	Babies	—		
Children	—	Elderly	—		
Number of Bathrooms	2				
Notes on any and all possible reasons for high water consumption	Used to have 3 children + used to have leaks but fixed				

Disclaimer: MPMSAA, GreenPlumbers™ & GreenPlumbers™ are not responsible for any loss and/or damages incurred through the use of this inspection report. The report is meant as a guide to assist the user in identifying water and energy consumption and possible environmental savings that may be implemented in the future.

Conclusion

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=





MEGAN LEHTONEN

PRESIDENT

GREENPLUMBERSUSA

888-929-6207

www.greenplumbersusa.com