

A hand is shown placing a puzzle piece into a larger puzzle. The puzzle pieces are made of a material that looks like satellite imagery of Earth, showing various geographical features like oceans, continents, and clouds. The hand is positioned on the left side of the frame, with fingers gripping the edge of a puzzle piece. The background is a dark, textured surface, possibly a wooden table or a similar material, which makes the puzzle stand out.

INDÉCO 

Strategic Solutions for a Changing World™

welcome

# Conservation and Incentive Program Management



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# Take home messages

Use a strategic approach

Analyze your present state

See what your neighbours are doing

Use results to improve programs



# Methodology for:



All sectors

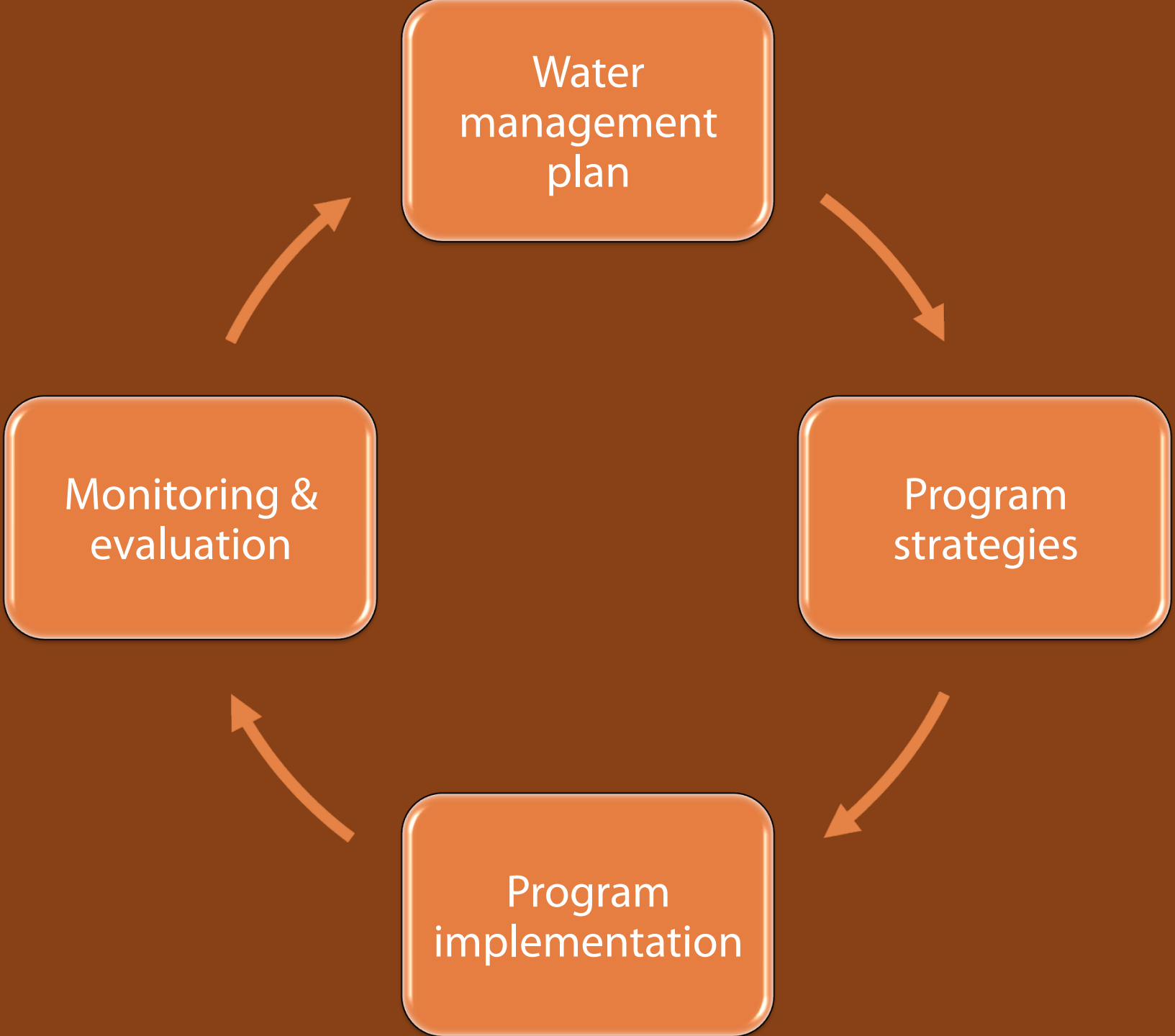


Indoor and outdoor water use



Municipalities of all sizes





Water  
management  
plan

Program  
strategies

Program  
implementation

Monitoring &  
evaluation

# Programming outline

1

- Where are you?
- Where do you want to be?
- How will you get there?

2

- Research best practices
- Research new technologies

3

- Define program elements

4

- Implement program
- Conduct monitoring and evaluation

# Strategic planning



1

- Where are you?
- Where do you want to be?
- How will you get there?



# Research: best practices review

## Rebate programs

Fixtures meet high standards

Online application

Verify installation

## Rain barrel sales events

Convenient location

Sufficient site signage

Verify installation

## ICI capacity buyback

Audit 50% or 100% funded

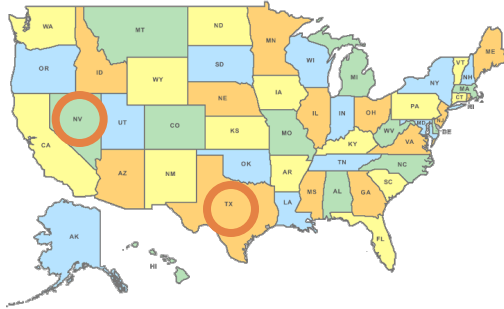
Formal application process

Pre- and post- monitoring

2

- Research best practices
- Research new technologies

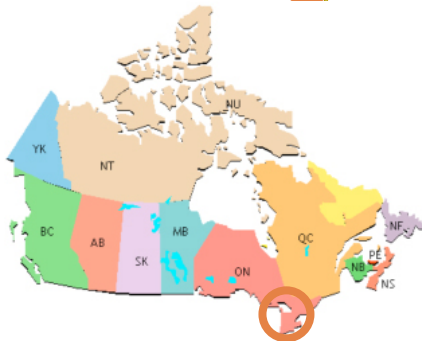
# Leaders in water conservation



ICI toilet and washer rebates, irrigation technology, and water buyback programs



60L office building relies on rainwater



Leader in commercial water conservation programs

# US and Canadian programs

State/ Province	City/Water Authority	Toilet rebate	Washer rebate	Irrigation technology	Capacity buyback
Texas	Austin	✓		✓	✓
Arizona	Arizona	✓			✓
Nevada	Southern Nevada	✓	✓		✓
California	San Diego	✓	✓		✓
Ontario	Guelph	✓		✓	✓
Ontario	Peel	✓			✓
Ontario	Toronto	✓	✓		✓
Ontario	York	✓	✓		✓



# Key Best Practices

## Toilets

Qualifying toilets meet most stringent performance guidelines i.e. *WaterSense*



## Clothes washers

Partner with energy utilities, offer additional incentives for energy savings from installation of high efficiency clothes washers



# Key Best Practices

## **Irrigation**

Restrict eligibility to customers who agree to an audit

## **Pre-rinse spray valves**

Offer free valve and installation



# Key Best Practices

## ICI audit and capacity buyback programs

Require a formal audit

Conduct pre- and post- monitoring

Offer structured incentives based on savings per gallon/litre or percentage of installation cost (to a maximum cap)





# Research: technology watchlist



## Consider

Technical  
potential

Economic  
feasibility

Market  
readiness

2

- Research best practices
- Research new technologies

# Program strategy



Strategic  
planning  
sessions



Best  
practices  
research



Past  
experience



Social  
marketing  
tools

**Program strategy**

3

- Define program elements

# Program strategy: elements

Objectives, description, rationale and duration

Eligibility

Incentives

Targets

Marketing and promotion

Monitoring and tracking

Evaluation

3

- Define program elements



# Case Study #1: York Region



# York Region water conservation programs

## Rebate programs

- Single-family residential toilet
- Multi-unit residential toilet and washer
- ICI toilet and washer
- Single-family residential humidifier

## Other programs

- Single-family residential rain barrel
- Commercial kitchen pre-rinse spray valve
- ICI audit and capacity buyback

# York Region 2009 results

176 Olympic swimming pools





# Case Study #2: Toronto





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providing *environmental*  
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Thank you