

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)



# Toilet Fixture Replacement Programs

## *A beginners guide*

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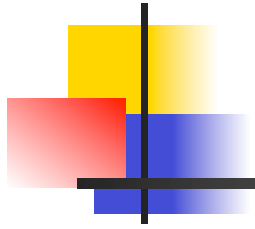




# Disclaimer...

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- This presentation provides a broad overview of methods for implementing toilet replacements with utility customers
- If you have already engaged such programs, you may not find this presentation revealing or helpful



# PROGRAM TYPES

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- Distribution Program (“giveaway”)
- Direct Installation Program
- Voucher Program
- Rebate Program



# DISTRIBUTION PROGRAM

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- Water utility arranges for bulk purchase of toilet fixtures
- Free toilet fixture to the consumer
- Consumer self-installs
- Consumer returns with used toilet as “evidence” that new fixture was installed
- Used toilet recycled by recycling contractor
- Follow-up verification by water authority
  - Random sampling basis
  - Was fixture installed?
  - Was fixture installed at correct address?
  - Does the fixture perform to customer expectations?



# DIRECT INSTALLATION PROGRAM

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- Water utility arranges for purchase of the toilets
- Free toilet fixture to the consumer (eligible toilet models selected by water utility)
- Free toilet installation for the customer by a plumber
- Plumber delivers old fixture to recycler
- Minimal verification by water provider required
- Highest cost program, but assures a quality installation and highest customer satisfaction
  - BUT, what about guarantees, liabilities, installation problems?



# VOUCHER PROGRAM

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- Customers apply for and water utility issues vouchers for cash amount
- Customer selects & purchases their desired toilet model with the voucher
  - Vouchers redeemable by customer at participating retailers when the toilet is purchased
  - Customer pays the \$\$ difference between voucher & retail price
- Customer (or plumber) installs the toilet
- Requires 'marketing' of the program to retailers
- Requires retailer to await voucher reimbursement by water utility
- Requires follow-up verification by water utility (similar to a "giveaway" program)
  - Was fixture installed?
  - Was fixture installed at correct address?

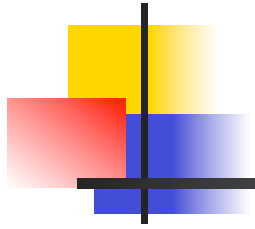


# REBATE PROGRAM

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- Customer selects and purchases desired toilet fixture
- Customer applies to water utility for rebate & awaits payment or credit on water bill
- Customer (or plumber) installs toilet
- Requires follow-up verification by water utility (similar to a “giveaway” program)
  - Was fixture installed?
  - Was fixture installed at correct address?
- Easiest & lowest cost program to administer

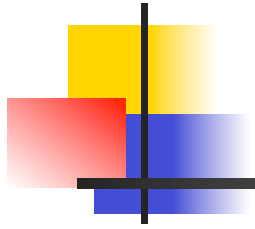




# Conclusions....

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- Toilet fixture replacement a proven strategy for achieving long-term water use reduction
- A variety of program types are available
  - Programs can be 'mixed'
- Programs are scalable
- Water savings are durable (with the right products)
- Some programs are cost-effective
- Replacement programs create positive customer relations



# Key Internet Resources

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- **WWW.MAP-TESTING.COM** is the best source for independent, authoritative plumbing fixture-related water use data

## ***OTHER VALUABLE RESOURCES...***

- [www.allianceforwaterefficiency.org](http://www.allianceforwaterefficiency.org)
- [www.cuwcc.org/resource-center/resource-center.aspx](http://www.cuwcc.org/resource-center/resource-center.aspx)
- [www.epa.gov/watersense/](http://www.epa.gov/watersense/) (WaterSense)



# Thank you...

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