

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



The Death of Paper

Increased Efficiency Through Direct Install Programs



CENTER FOR
ReSource
CONSERVATION



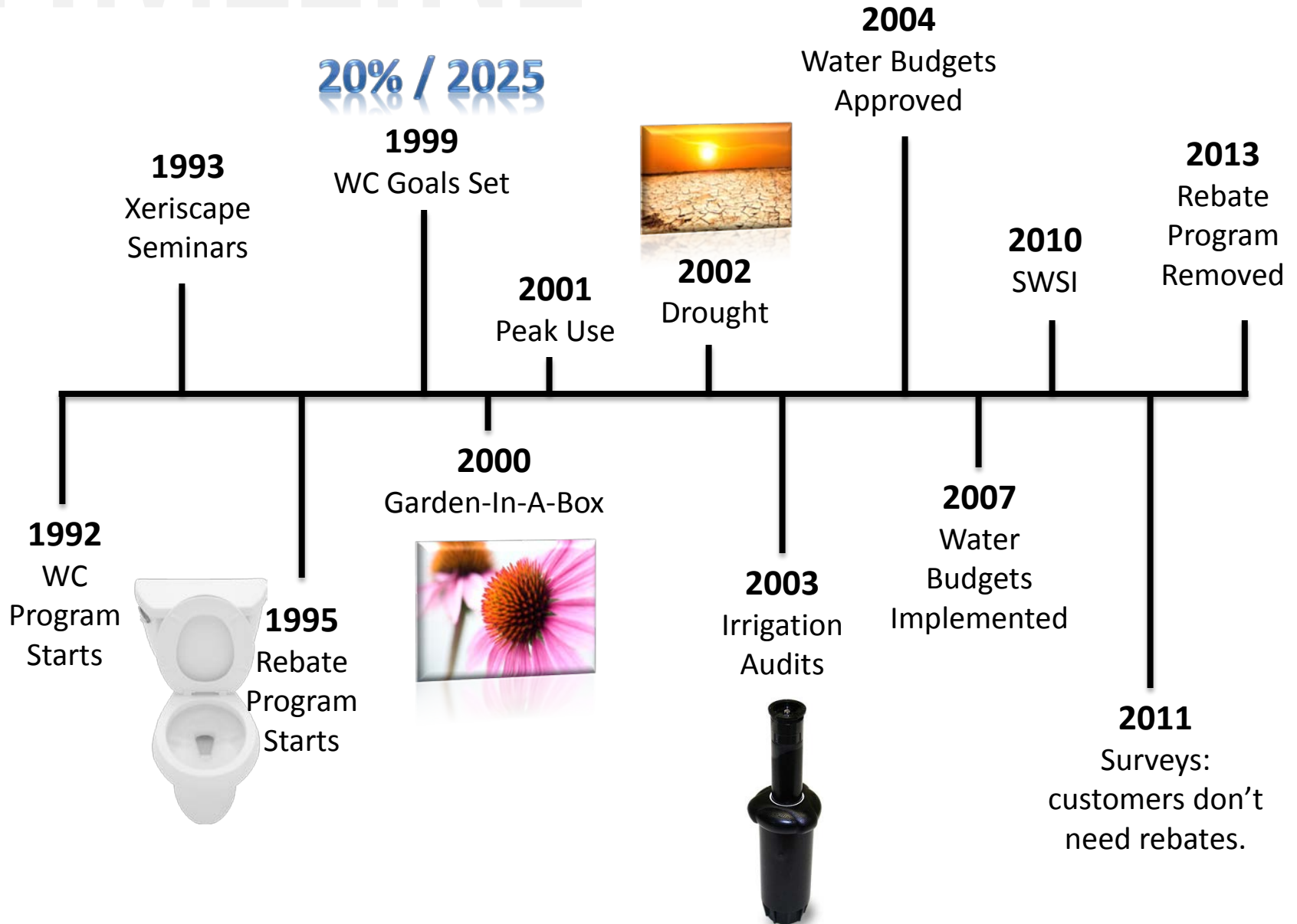
Presented by: Russ Sands & Dan Stellar

THE CITY OF BOULDER (COB)

- 21 years of Water Conservation
- Population 110,000
- 490 Miles of Pipe
- 2 WTPs
- 1 WWTP



TIMELINE



SWSI 2010

- 390,000 acre-feet Gap by 2050
- Toilet Replacement = passive savings

Denver

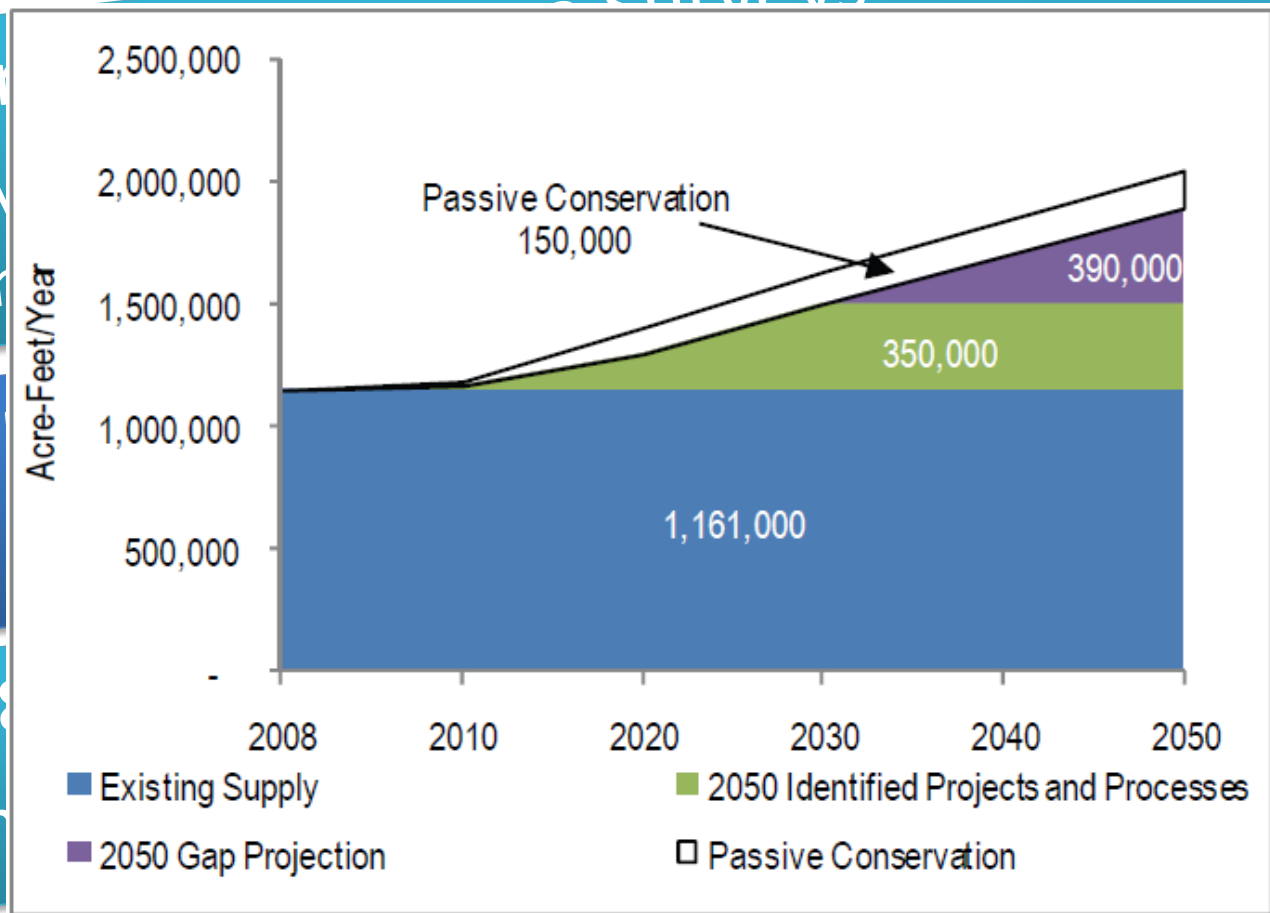
– Over
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Southern

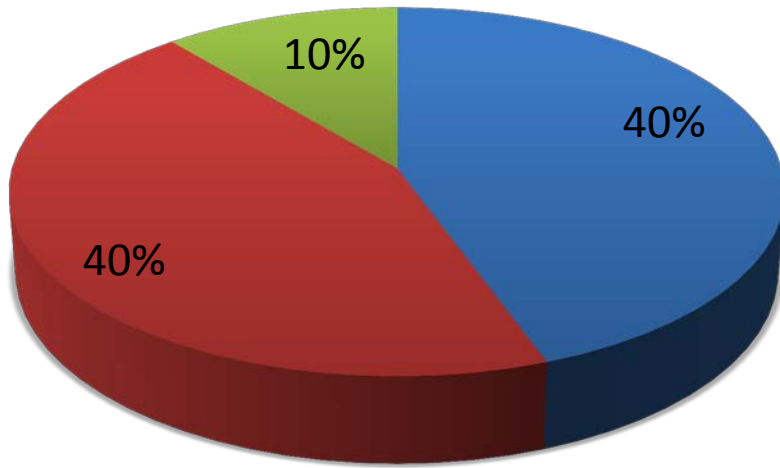
– Most

Offered 1.28

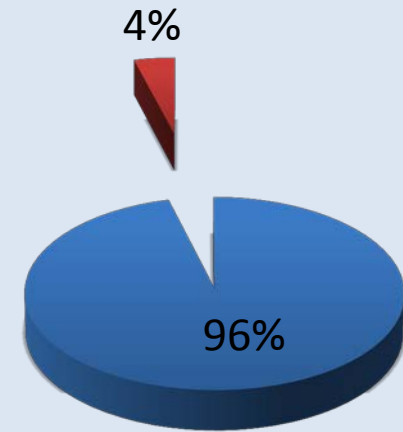
- Replacement



COB Rebate Analysis 2000-2012

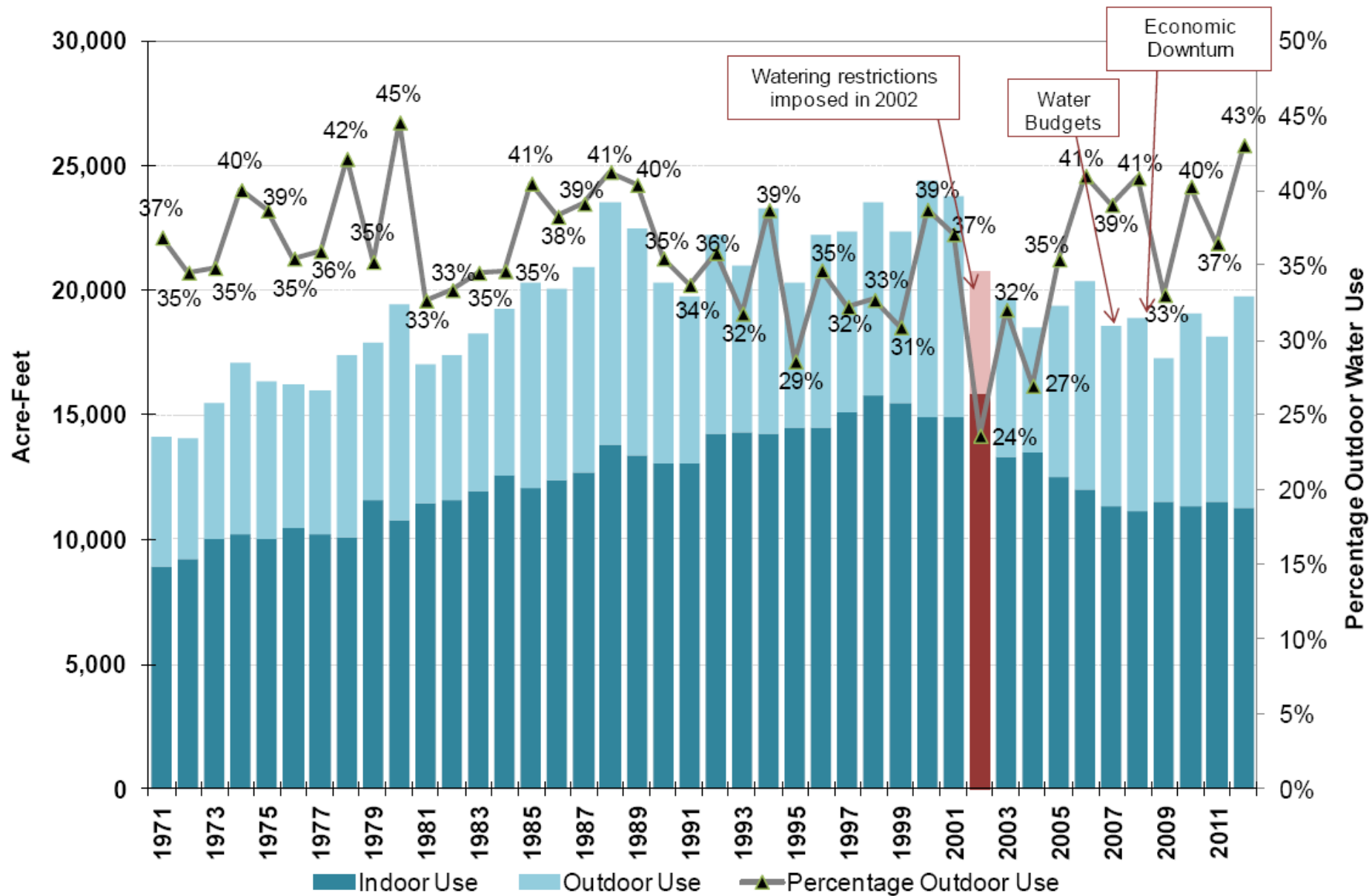


■ Washers ■ Toilets ■ Irrigation



■ Residential ■ Commercial

City of Boulder Water Use



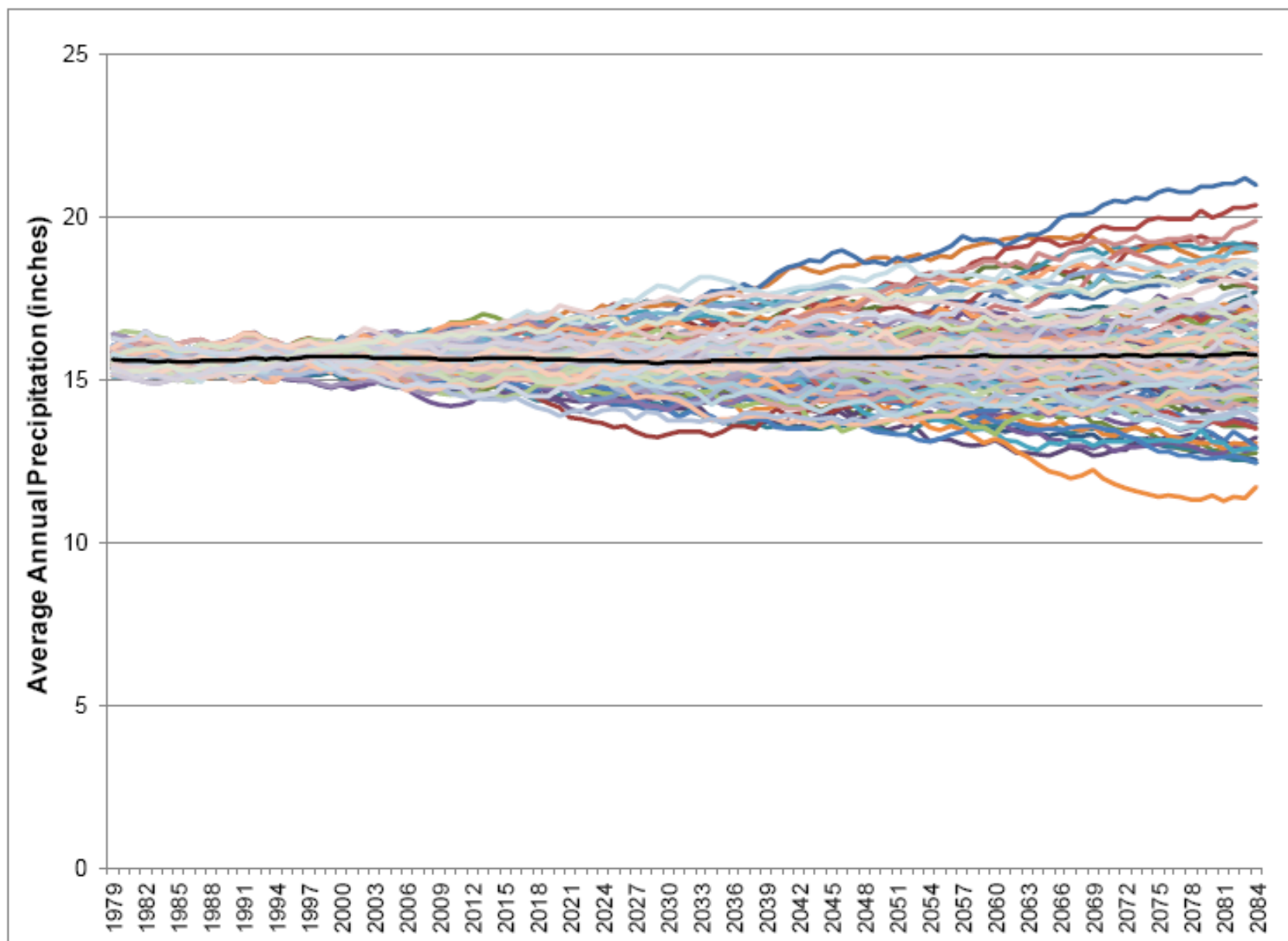


Figure 4.2 Annual 30-Year Running Average Temperature with Precipitation

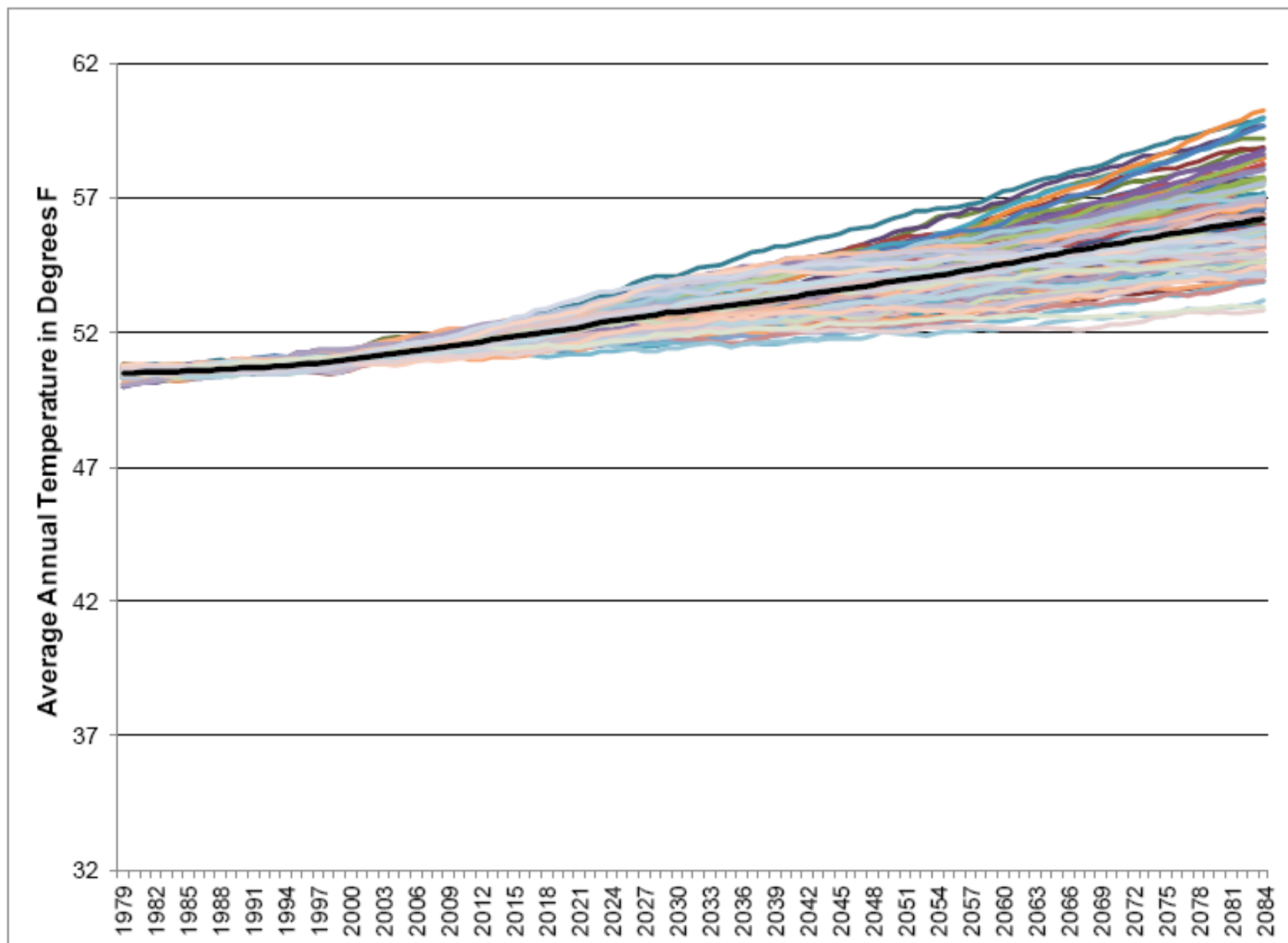
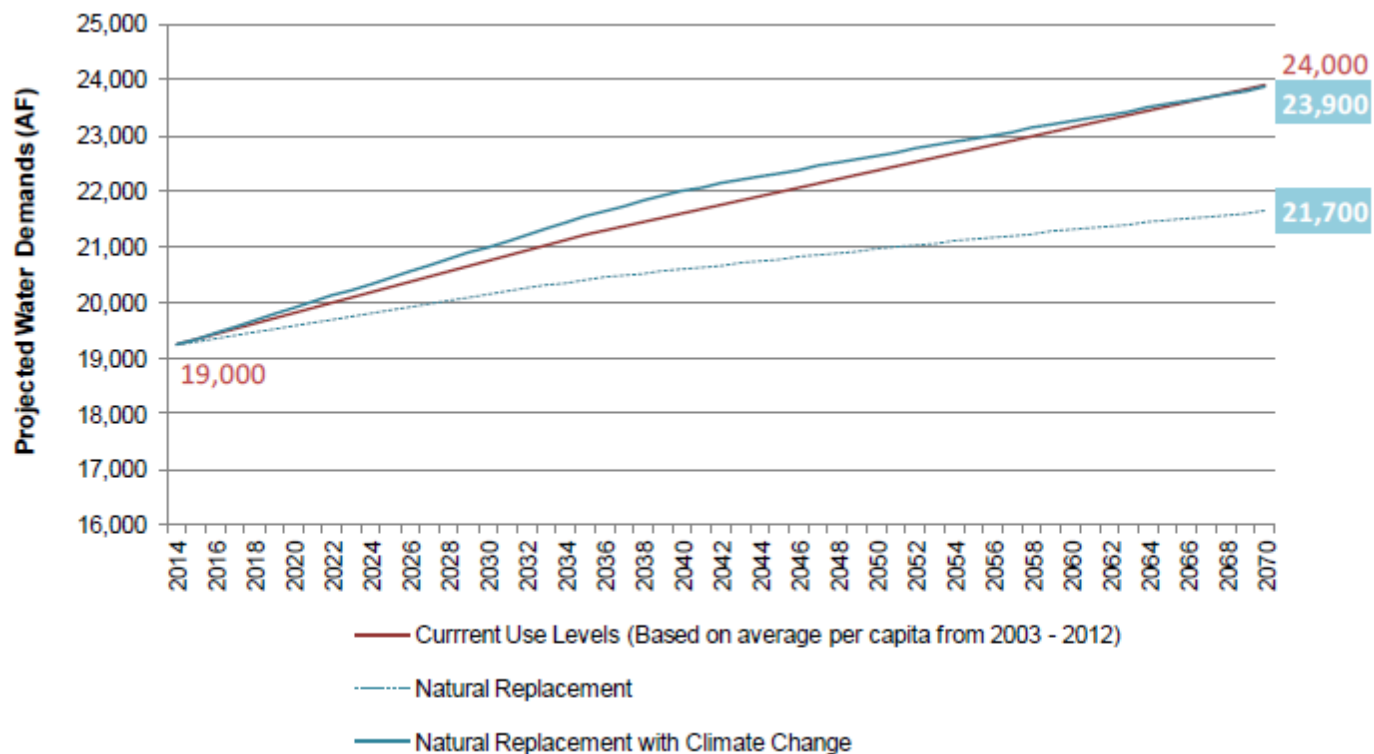


Figure 4.1 Annual 30-Year Running Average Temperature with Climate Change



Internal Rebate Analysis

Rebates:

- **Are Resource Intensive**
 - 1/3 FTE
 - Printing Inefficiencies
 - Paper Waste
- **Don't Always = Savings**
- **Limit the City's Ability to:**
 - Reallocate Resources Outdoor
 - Target High Water Users
 - Help Commercial Customers Conserve
 - Focus on high using (Single Family; MF)
 - Be effective with city funds



Could we give customers a toilet?

Goals:

- 0.8gpf = Active Savings
- Ensure Install
- Verify Savings
- Free-up Resources
- Simplify Customer Experience
- Reduce Paperwork
- Support EPA WaterSense
- Use Existing Budget

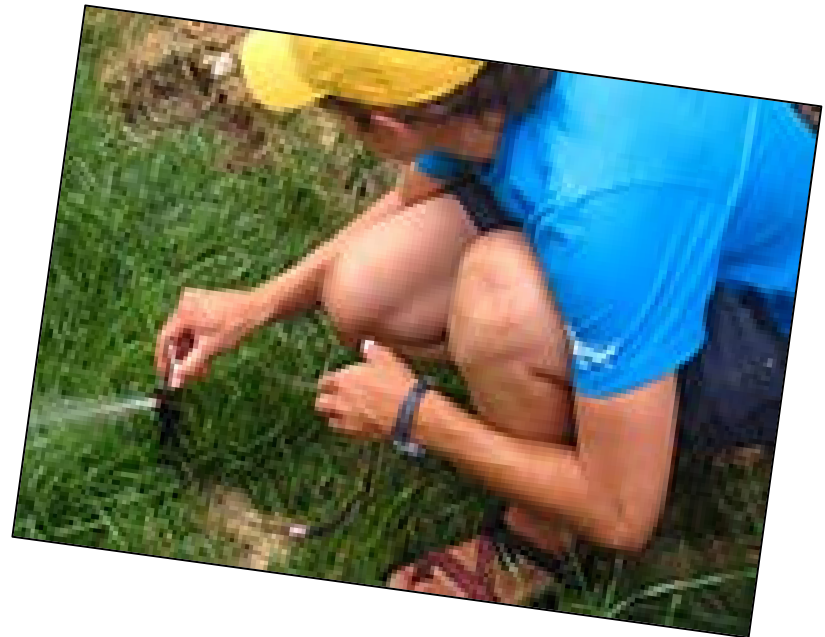


CENTER FOR RESOURCE CONSERVATION

- 36 year old non-profit
- 30 partners across CO + WY
- History of Innovation
 - Slow the Flow
 - Garden-In-A-Box
 - Landscape Seminars
 - Drought Busters
 - Toilet “Freebate”



CENTER FOR
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CONSERVATION



How It Works

- Niagara Stealth 0.8 GPF
- CRC Installs (\$120)
- OR customer installs (\$50)
- Old toilet recycled
- Savings Verified
- Customers work with CRC
- No Paperwork
- Customers love it!



GET A FREE TOILET
when you purchase a low-cost install

The City of Boulder has partnered with the Center for Resource Conservation (CRC) to provide a free, Niagara Stealth® 0.8 gallon per flush (gpf) toilet to customers who purchase a low-cost install from the CRC. Supplies are limited; only one toilet per property allowed. You've been selected to get special notice of this offer. Call to reserve your toilet install today!

How much is a toilet install?
For \$120, the CRC will install your new FREE toilet, haul away the old one and recycle it.

Want to install your own toilet?
Cut the cost down to \$50! This includes the cost to haul off the old toilet, recycle it and provide a return inspection to ensure the new toilet was installed correctly.

How does this toilet work?
Using air pressure instead of water, the Niagara Stealth® still provides a power flush while using very little water. Only using 0.8 gpf, this toilet is EPA WaterSense® approved!

- Normal retail is more than \$250.
- EPA WaterSense® Approved.
- Ultra low-flow toilet!

STEALTH®
Niagara's Stealth® toilet uses as much as 60% less water than older toilets.

Call CRC Today! 303-999-3820 X217

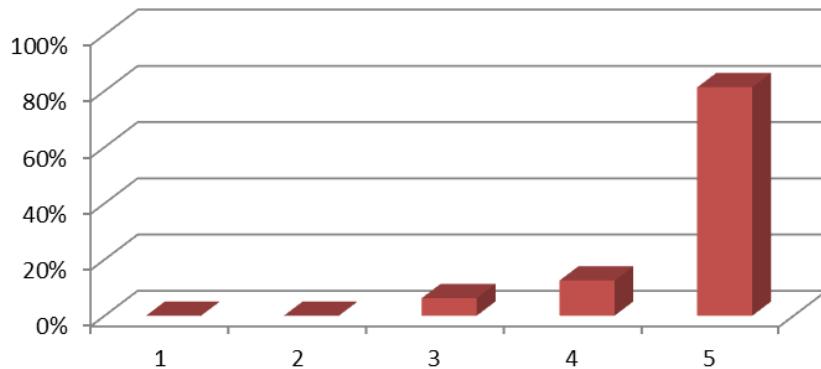
 **CENTER FOR ReSource CONSERVATION**

Offered through the City of Boulder Water Conservation Program. See details on the back of this card. Limited quantity available on a first come first served basis. Limit one per household.

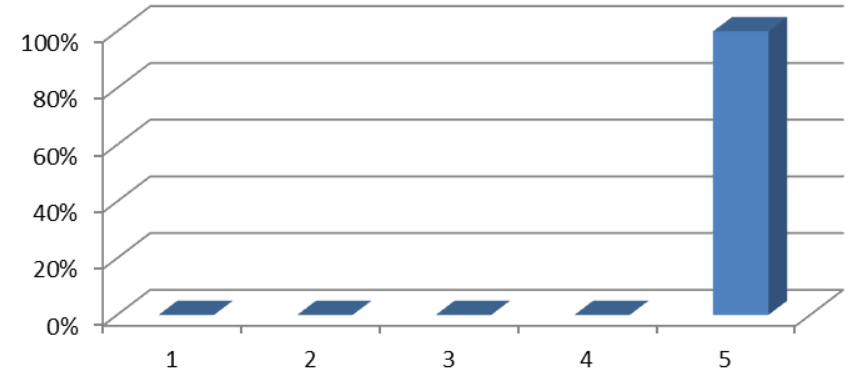


How satisfied are you with your Niagara Stealth toilet?



Average: 4.75

How satisfied were you with the installation process?

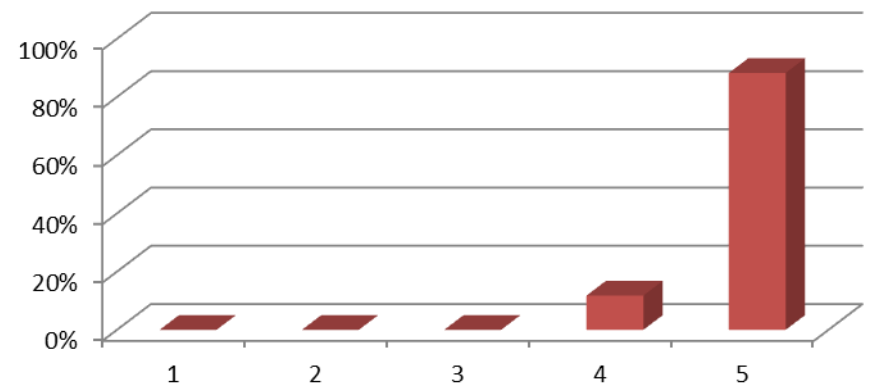


Average: 5.0

CUSTOMER SATISFACTION

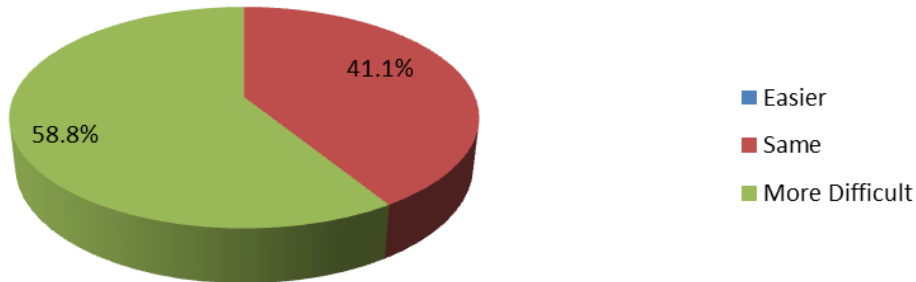


How pleased were you with the customer service provided by CRC?



Average: 4.88

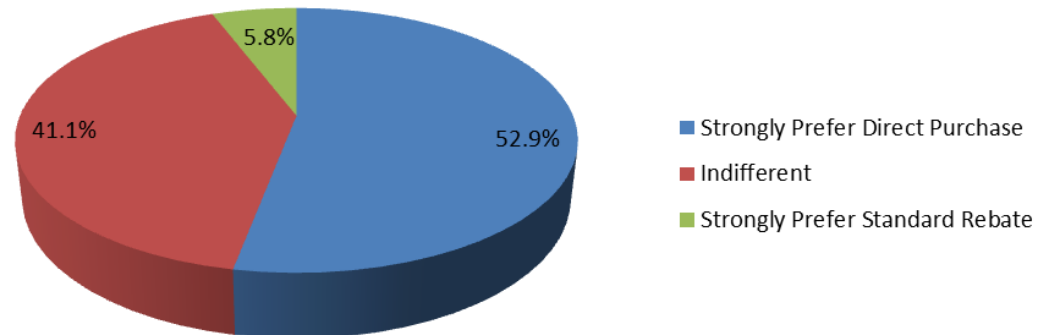
Were the program to have been a rebate, rather than a direct purchase and installation, would that have been easier, the same, or more difficult?



"So easy. No paperwork, no headache."

"Easier to just pay for my portion rather than pay for the whole thing, submit a rebate form, wait for reimbursement, etc. This was very easy and preferred."

If you had the opportunity to purchase additional conservation fixtures, would you prefer a direct purchase program, or would you prefer a standard rebate?



Related Developments



INNOVATION

- COB CII Audits/Audit Tool
- CRC Audit Analysis
- COB & CRC Drought Busters

Questions?



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