

CWWA Toilet Replacement Program Guidebook

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CWWA TRP Guideline

Many municipalities throughout North America offer Toilet Replacement Programs to their residential and ICI sectors. Toilet replacement programs offer a financial incentive to replace old, inefficient toilets with water efficient models. These programs are delivered as:

- Ongoing Mail-in rebate programs
- One-day/Weekend In-store Instant rebate programs
- One-day Truckload sales
- Free giveaway

Replacement of inefficient toilets with water efficient models is a proven, cost effective water efficient measure. It also addresses the incorrect perception that all low flow toilets perform poorly.

Mail-In Rebate Programs – Overview

- Residents purchases toilet, ensuring the exact tank and bowl model numbers are eligible for rebate and mails in application form and receipt
- Rebate mailed back as a cheque or in some instances is applied as a credit on the residents water bill
- Most municipalities process rebates in house
- Rebate processing can also be contracted out
- Allows for flexibility in purchase period
- Allows for complete range of model choice and price for residents
- Administration of the program is spread over entire year
- Retailers and Installers sell the program for the municipality
- Avoids long lines for instant rebates
- Easier to avoid fraud
- Does require on-going administration and staffing
- Less convenient for residents than instant rebate – required resident to mail-in application
- Confusing for residents when shopping in neighbouring municipalities whom may/may not offer similar programs
- Retailers/installers may inadvertently provide incorrect information to purchasers. High turnover rate in stores means constant education

In-Store Rebates – Overview

- Usually are one-day or one weekend events
- Participating store(s) may be selected through bidding process
- Stores mark down cost of toilet at the register
- Municipality cuts one cheque to retailer
- Need to provide municipal staff for each event

- Less administration for municipality
- More reliance on vendor to avoid fraud (checking of water bill etc., # of toilets purchased per household)
- Frustration of residents when they have to wait in long lines
- Rebate is very convenient for residents – instant
- In-person communication – great opportunity to raise profile of water efficiency
- Overtime paid out for staff
- Inventory issues – stores may run out of selected toilets – need to determine if you will offer rain checks
- Frustration of residents who miss the event and wish to receive a rebate
- Competition among stores to host the event (local retailers might not have the capacity for the event but feel only working with Big Box stores is unfair)

One-Day Truckload Sales – Overview

- Usually held on a Saturday morning at accessible site with lots of parking
- Contractor provides – delivery and on-site unloading, selection of several specified toilets, money handling
- Set budget – easy to control
- Less administration
- More advertising required by Municipality
- Less selection for residents
- Long lines for residents
- Difficult to foresee the amount of toilets needed. Need to make sure contractor will take them back if they do not all sell.
- Difficult to control fraud (quantity purchased, local installation etc.)

Multi-Residential and ICI Programs - Overview

- Usually higher rebates for commercial flush valve toilets because of their higher retail price
- For municipalities that offer ICI/CII programs, most are mail-in programs
- Hotels, arenas etc. require more durable units suited to multiple and varied users

Fraud Prevention

- Municipalities must require original receipt for rebate
- Names and Addresses should be tracked
- Random inspections prior to approving rebate to confirm toilet is installed – make clear to purchaser
- 5% - 10% Inspection rate for single family homes
- 100% Inspection rate recommended for ICI and Multi-Residential (10% sample of all buildings)
- Use a flush meter to measure flow rate.

Overview of Various Municipal TRP Programs

BC – Capital Region District

Residential Program

- \$75 rebate per bathroom
- Mail-in program
- 6 Litre or less, CSA, cUPC or Interlek Warnock Hersey certified Toilet
- For replacement of toilets in private residences constructed prior to Jan 1, 2005.
- New construction or additions are not eligible
- Lifetime maximum of 2 rebates per single family household
- Commercial properties not eligible(might be eligible under ICI program)
- Old toilets must be recycled in order to receive rebate. A recycling receipt must be attached to the application.
- Two options are given for recycling one with a small fee and the other is free to the resident.

ICI Program

- If facility has public toilets that are used more than 4000 times per year (11 times per day year-round) and use more than 13 litres per flush company may be eligible for a rebate of \$75-125 per toilet. See below:

Install 6 litre tank toilet	Rebate \$75/toilet
Install HET	Rebate \$100/toilet
Install 6 litre flushometer toilet	Rebate \$100/toilet
Install HET with flushometer	Rebate \$125/toilet

Tank style toilets must remove a minimum of 350g of solid waste per flush (MaP testing protocol) A minimum of 350g is also recommended for flushometer toilet and valve combinations.

- Mail-in Program
- Facilities that would be considered include restaurants and pubs, retail with food service, retail without food service, office with food service, office without food service, hotel or motel, education facility, healthcare facility and recreation facilities.
- Old toilets must be recycled in order to receive rebate.

Ontario – Peel Region

Residential Toilet Replacement Program

- \$60 rebates for replacement with 6.0 liter approved models

- \$100 rebates for replacement with HET (4.8 litres) approved models or dual flush models
- UNAR requirements (MaP Testing with Los Angeles Supplementary Purchase Specification requirements which restricts maximum flush volumes and ensures a non-tamperable 6 litre flush every time).
- Mail-in Program
- Single family and multi-family dwellings eligible.

Single-Family Applicants	Multi-Family Applicants
Single-detached houses	Condominium buildings
Semi-detached houses	Apartment buildings
Multiplex units (i.e duplex to six-plex)	Condominium townhouse complexes
Individual townhouses and condominium units	Co-operative townhouse complexes or apartment building

- Homeowners must purchase a toilet from Peel's approved listing
- To be eligible for a rebate, residents must own or rent a single or multi-family dwelling in the Region of Peel and install the replacement toilet in the residence.
- Toilet must have been purchased on or after September 1, 2005.
- Residents of municipal or private water systems are eligible.

ICI Program

- \$60 rebate for 6 litre toilet
- \$100 rebate for HET toilet (4.8 litres or less)
- \$140 rebate for commercial flush valve toilets
- Mail-in Program
- To be eligible under this program you must own or operate an existing industrial, commercial or institutional facility within the Region of Peel.
- Toilets must be purchased from the List of Peel-Approved toilets for businesses and installed in the Region of Peel.

In-Store Events

- Instant Rebate Events are available for all plumbing stores that are interested.
- Usually held at big-box stores such as Lowes, Rona and Home Depot
- 2 Day events held in 2008, 1 Day event held in 2009
- In 2009 Lumberland and United Lumber (two smaller plumbing stores) held successful Instant Rebate events.

Ontario – Waterloo Region

Residential Program

- Mail in rebate
- On-going since 1994

- 5000 Rebates per year maximum
- \$60 rebate for approved HET
- \$40 rebate for approved 6 litre toilets
- To be eligible for a rebate the participant must be a residential or multi-residential property owner in the Region of Waterloo
- Properties must be connected to the Region's municipal water supply and built prior to 1996
- Toilet being replaced are 13 litre or larger and are being replaced by a new 6 litre or HET MaP approved toilet
- Maximum of 3 toilets per household or residential unit per lifetime.
- Landlords replacing more than three toilets must recycle their old toilets at the Waterloo landfill. (No charge for recycling if toilet being replaced under this program) Recycling optional for single-family dwellings
- Properties on private wells do not qualify for the rebate
- Region has the right to randomly inspect homes under this program. Approximately 10% of homes are inspected.

CII Program

- Added to the program in fall 2003
- All qualifiers same as Residential Program
- \$150 rebate for approved commercial flush valve toilets (added to program in 2008)
- \$60 rebate for approved HET toilets
- \$40 rebate for approved 6 litre toilets
- No maximum on the number of toilets replaced
- Old toilets must be recycled
- 100% inspection rate

In-Store and On-Site Events

- In-store events held with mostly larger retailers, eg. Home Depot, Rona, Plumbing Showplaces, Wholesalers approximately five times per year.
- On-site Events held at larger condominiums, etc. a couple of times a year.
- Instant rebates are not given due to fraud, but applicant will know by next work day if rebate not approved. (Fraudulent claims could be high as program has been on-going since 1994)

Ontario – City of Toronto

Residential Program

- \$60 rebates for 6 litre UNAR approved toilets
- \$75 rebates for HET UNAR approved toilets
- \$150 rebates for rear-exit approved toilets
- Mail-in Program
- No annual limit on amount of rebates, program scheduled to end in 2011

- No restrictions on age of house or limits on number of toilets replaced per household
- Applicants must own or rent residential property in the City of Toronto (includes detached houses, semis, duplexes (buildings with six or less units), individual condos and townhouses)
- Applicants must have existing toilets with a flush volume of 13 litres or more.

ICI and Multi-unit Residential Toilet Replacement Programs

- \$60 rebates for 6 litre UNAR approved toilets
- \$75 rebates for HET UNAR approved toilets
- \$150 rebates for rear-exit approved toilets
- up to \$150 per 6 litre or less flush-valve toilet
- \$60 for waterless or <1 litre per flush urinals
- \$100 for urinals that use 1-1.8 litres per flush
- Mail-in Program
- All toilets must be selected from the City selected list
- Building must be classified as a multi-unit residential (7 units or more) or an industrial, commercial or institutional property located in the City of Toronto (includes retail outlet, office, government, school, hotel, hospital, factory, warehouse or manufacturer).
- Existing toilets must have a flush volume of 13 litres or more
- Buildings must have had a municipal water meter for a minimum of two years
- Building must be the sole destination of the water passing through the water meter

In-Store Events

- In-store events held with Rona, Home Dept and Lowes
- Instant rebates offered.

Ontario – City of Ottawa

Residential Program

- \$60 rebate for single-flush 6 liter and dual flush 3/6 litre toilets
- \$75 rebate for HET that flush with 4.8 litres or less
- Mail-in Program
- To be eligible residence must be located in the City of Ottawa
- Must be a single detached, semi-detached or privately owned row house, condominium apartment or townhouse.
- Properties must be built prior to 1996
- Have at least one older toilet with a flush volume of greater than 6L to be replaced

- Proof of installation must be included with application consisting of a “Before” photo taken **prior** to removal of the existing toilet and an “After” photo taken **following** the installation of the new, water-efficient toilet.
- Program limited to 2 toilets per household.
- Program is available to rural residents
- Rebate applied as credit to water bill where possible, cheque processed for condo and rural residents
- Approved toilets are labeled at retail locations (City staff sticker toilets).

We have a High Volume User Program (includes multi-residential)
http://www.ottawa.ca/residents/water/waterwise/programs/high_volume/index_en.html

Ontario – Region of Halton

Residential Program

- \$60 rebate for MaP approved 6 litre toilets
- \$75 rebate for MaP approved HET toilets (dual flush or 4.8 litre)
- Mail-in Program
- Program started as a pilot program in November 2007
- Full program started January 2008
- Program for single-family homes only including condos up to a six-plex
- One toilet rebate per household
- Residents on municipal service as well as private wells are eligible
- No RFP’s issued or quotes requested – homeowner chooses toilet from approved list and applies for rebate
- No truckload or in-store events offered due to concerns of going over budget and insufficient staffing.
- Retailers are supplied with updated MaP listings and copies of application forms. The Region of Halton also placed approved stickers on display labels and had information on the web and displayed through the Region and the 4 local municipal offices.

Ontario – City of Hamilton

Residential Program

- RFP issued for one-day truckload sale in 2008
- Home Depot won the award
- Toilet sale was held on November 15th, 2008
- Three local Home Depots within the City limits hosted the event
- City staff worked all 3 events along with staff from Home Depot
- \$50 instant rebate for 6 litre approved toilet
- \$60 instant rebate for dual flush 3/6 litre or HET approved toilet
- UNAR and MaP testing was used for approved toilet listing
- Variety of price points was used when choosing toilets

- 2 toilet rebates per household
- Water account was needed to verify residency
- Program available for municipal water service customers only
- Over 800 toilets were sold in the one day

Ontario – York Region

Residential Program

- \$75 rebate for WaterSense certified toilets
- Mail-in or online rebate application available
- Pilot program in 2008 with two weekend in-store events at partnering retail locations
- Full program began May 2009
- Program for single-family homes only, including condominium owners
- Five toilet rebates per household
- Residents on municipal service as well as private wells are eligible
- No further truckload or in-store events planned
- Retailers who wish to participate received an in-store point-of-sale promotional materials kit including; mail-in rebate forms, form holders, toilet tank stickers, poster, tent cards and window sticker identifying their support of program.
- Region has the right to randomly inspect homes under this program. Approximately 10% of homes are inspected.
- RFP issued for:
 - Rebate management services
 - Program support including auditing and monitoring

ICI and Multi-unit Residential Toilet Replacement Programs

- Program to begin in the fall of 2009

Ontario – Durham Region

Residential Program

- In 2005 and 2006 the Region held three truckload sales
- An RFP was issued to select a local retailer to host and run the sale
- Subsidies of \$50 and \$60 were offered depending on the toilet's potential water savings.
- Conventional 6 Litre toilets received a \$50 subsidy
- Dual flush, flapperless and HET received \$60 subsidies
- Toilets offered needed to be CSA and MaP testing certified
- The Region sold over 1900 toilets over three sales at a local retailer
- No subsidy program planned for current year