
MEMORANDUM

To: City of Evans
From: WaterNow Alliance and Western Resource Advocates
Date: August 20, 2021
Project: Water Efficient Direct Installation and Indoor Water Audit Program Design

Objective: To identify 6-8 communities with strong income qualified direct install programs, including effective outreach messaging to hard-to-reach and Spanish-speaking community members.

Research Summary: WaterNow and Western Resource Advocates initially identified 5 communities with income-qualified direct install programs for high efficiency toilets (HETs) and fixtures: Pasadena, CA; Seattle, WA; Aurora, CO; Tucson, AZ; and Madison, WI. High-level summaries of income-qualified direct install programs are provided in **Part I** below. The following information was gathered for each program:

- Program description (e.g., what financial assistance is being offered and for which types of fixtures?)
- Program eligibility
- Application process
- Outreach & Communication Strategies (i.e. bilingual materials, examples of outreach collateral)
- Measurable outcomes (qualitative or quantitative data, metrics, success stories)
- Community/nonprofit partners
- Budget & funding sources

Following this initial research, the project team identified an important gap in the example communities in that none of the 5 programs identified were open to renters. Given that a large portion of low-income residents in most communities do not own their own home, the project team felt that understanding how programs could allow for renter eligibility was an important research questions to pursue. The project team identified an additional 3 cities with toilet install programs available to both homeowners and renters: Dallas, TX, Lacey, WA, and San Francisco, CA and 4 communities with toilet rebate programs available to renters: Santa Fe, NM, Greeley, CO, Scottsdale, AZ, and Portland, OR. This follow-up research focused on the additional application steps involved in participating in each program as a renter (e.g. homeowner consent letters). High level-summaries of the most relevant direct installation programs are included in **Part II** below.

Finally, the project team reviewed and synthesized outreach collateral from water efficient fixture programs from around the country. This research focused specifically on programs with bilingual materials and outreach materials that were clear and accessible to all participants. Example materials are provided **Part III** below.

Part I: Income-Qualified Direct Install Programs for Water Efficient Fixtures

Utility / Organization	Program Name	Program Description
Pasadena Water & Power CA	Under One Roof	The City combined all existing low-income energy and water efficiency aid programs under the umbrella of “Under one Roof.” Services include: direct installation of high-efficiency toilets, showerheads, LED lights and smart thermostats, laundry-to-landscape graywater installation, home energy audits, AC tune-up, and monthly bill assistance through credits and fee-waivers for low-income and senior customers.
Aurora Water CO	Low-Income Water Efficiency Programs (LIWEP)	Aurora partners with Mile High Youth Corps to replace up to two toilets, two showerheads, and three faucet aerators in income-qualified homes and non-profit buildings.
Seattle Public Utilities (SPU) WA	Low Income Toilet Installation	SPU offers free direct installs of new, water-efficient toilets for income-qualified homeowners with older fixtures. The program is managed by a nonprofit called Sound Generations and services include an in-home audit of household toilets, showerheads, and faucet aerators, one free toilet per household, free installation of water-efficient replacements, and removal and recycling of the old toilet.
Tucson Water AZ	Free Toilet Replacement for Low-Income Homeowners	Tucson Water offers low-to-moderate income families free replacement of older toilets that use >1.6 gpf. The program provides a high-efficiency toilet, hardware, and installation at no cost through a partnership with Community Home Repair Projects of Arizona (CHRP). Tucson Water also offers its customers free home water conservation kits including up to two each of the following items: low-flow (1.5-2 gpm) showerheads, 5-minute shower timers, toilet tank bags, and bathroom faucet aerators.
Madison Water Utility (MWU) WI	Home Water Conservation Program	The Home Water Conservation Program has installed high-efficiency toilets (1.28 gpm or less), fixes plumbing leaks, and installs water saving devices (e.g., faucet aerators and low-flow showerheads) for qualifying low-to moderate income Madison Water Utility customers since 2016. It is the first water conservation program in the state of Wisconsin targeted specifically towards low-to-moderate income home-owners. MWU partners with a local non-profit, Project Home, to manage the program.

Part II: Income-Qualified HET Direct Install Programs Available to Renters

Utility / Organization	Program Name	Renter Eligibility Guidelines
Dallas Water TX	New Throne for Your Residential Home	Toilet replacement available for renters with homeowner's consent. Consent letter must include: Tenant's name, Dallas Water account number, telephone number, and property address. Renters/homeowners need to hire their own plumber for the installation.
Lacey Water WA	High Efficiency Toilet Replacement Program for Septic Users	Toilet installation application form includes an option to apply for the program as a renter. This application form must be signed by the owner/legal representative of the residence.
San Francisco Public Utilities Commission CA	High Efficiency Toilet and Urinal Replacement Program	Renters/tenants can apply to the program with the consent and agreement of the property owner/legal representative. Consent involves: owner/representatives signature, name in print, telephone number, and property address.

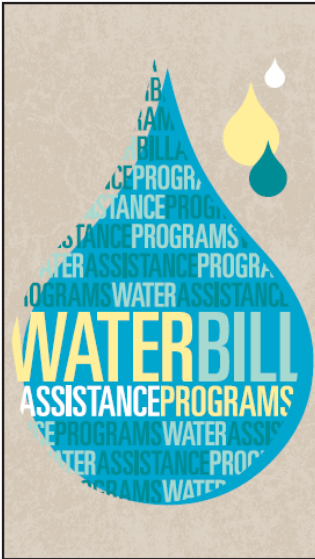
Part III: Sample Outreach Collateral

- a) Aurora Water bilingual toilet replacement postcard
- b) City of Westminster Business Card Handouts
- c) City of Westminster Bill Stuffer
- d) City of Westminster Website Header
- e) City of Westminster Toilet Replacement Program Brochure
- f) Fort Collins Utilities Bilingual Affordability Resource Guide (Handout & Bill Insert)
- g) Tucson Water High Efficiency Toilet Rebate Brochure (in Spanish)
- h) Tucson Water Toilet Replacement Program Webpage
- i) Seattle Public Utilities Free Toilet Multilingual Mailer

A) Aurora Water bilingual toilet replacement postcard



b) City of Westminster Business Card Handouts



Side 1



Side 2

c) City of Westminster Bill Stuffer



d) City of Westminster webpage header



e) City of Westminster Toilet Replacement Program Brochure




UPGRADE YOUR TOILET TODAY!
Save water and money with every flush





FLUSH LESS WATER AND SAVE MORE WITH A HIGH-EFFICIENCY TOILET UPGRADE!

Save thousands of gallons of water a year and reduce your water bill by up to \$100 annually. Upgrade Today!

- Up to 2 Free High-Efficiency toilets and installations for qualifying households, plus other free indoor water saving updates
- Must be part of Westminster Utility Bill Assistance Program to qualify (see back for further qualifications)
- Limited number of toilets. First come, first served!

UP TO 2 FREE TOILETS

Sign Up Today:
Visit: <http://wuii.update.in.late.Jan>
Questions: (303) 998-3824

WESTMINSTER
Program brought to you by City of Westminster in partnership with the local nonprofit, Center for Resource Conservation

Income-Qualified High-Efficiency Toilet Upgrade Program

SEE IF YOU QUALIFY



QUALIFICATIONS:

1. Must be replacing functioning toilet(s) that use(s) 1.6 gallons per flush or more
2. Must be part of the Westminster Utility Bill Assistance Program in 2017 (WUI will be verified)
3. Maximum of two (2) toilets per residence, no exceptions
4. Must meet the ALL four measurement specifications detailed in the online application form
5. The OWNER of the property must sign the program waiver prior to installation

Start Your Application Here:
<http://wuii.update.in.late.Jan>

Center for Resource Conservation is a nonprofit dedicated to helping people conserve water, energy, and reducing greenhouse gases. With a focus on performance, our programs make it easy to take meaningful actions.


(303) 998-3824
www.crcr.org



f) Fort Collins Utilities Bilingual Affordability Resource Guide (Handout & Bill Insert)



Additional Income-Qualifying Programs and Discounts

The City of Fort Collins offers other programs and discounts designed to assist low-income individuals and families, disabled individuals, and seniors.

Find out if you qualify and learn more at fcgov.com/discounts.

Más Programas para Ingresos que Califican y Recursos para Descuentos

La Ciudad de Fort Collins ofrece otros programas y descuentos diseñados para ayudar a personas y familias de bajos ingresos, personas discapacitadas y personas de la tercera edad.

Descubra si califica y obtenga más información en fcgov.com/discounts.

Help a Neighbor in Need

When Mary, a single mother, was unexpectedly laid off, she was faced with a tough decision: whether to buy food for her family, pay rent or pay her utility bill. By receiving help from the Payment Assistance Fund, Mary and her daughter were able to stay in their home.

You can help other families and individuals with a one-time or recurring donation to Utilities' Payment Assistance Fund. Every donation is matched dollar-for-dollar by Energy Outreach Colorado and 100% of donations stay in our community.

For more information or to donate, visit fcgov.com/PAF.

Ayuda a un Vecino Necesitado

Cuando Mary, una madre soltera, inesperadamente perdió su trabajo, enfrentó una decisión difícil de tomar: comprar víveres para su familia, pagar la renta o pagar la cuenta de servicios de luz y agua. Al recibir ayuda del Fondo de Asistencia para Pagos o Payment Assistance Fund, Mary y su hija pudieron permanecer en su hogar.

Usted puede ayudar a otras familias e individuos efectuando una donación de una sola vez o recurrente a Utilities' Payment Assistance Fund. Cada donativo es igualado dólar por dólar con fondos de Energy Outreach Colorado y el 100% de los donativos permanecen aquí en nuestra comunidad.

Para más información o para hacer una donación, visite fcgov.com/PAF.



fcgov.com/utilities-affordability
970-212-2900
V/TDD 711



Auxiliary aids and services are available for persons with disabilities.
Esta información puede ser traducida, sin costo para usted.

10-21214



Utilities Affordability Resource Guide

Guía de Recursos Accesibles

fcgov.com/utilities-affordability



Looking for ways to lower your utility bill?

Fort Collins Utilities partners with local organizations to provide efficiency, conservation and bill payment assistance programs, including low- or no-cost resources.

See details at fcgov.com/utilities-affordability.

¿Está buscando maneras de reducir el costo de su cuenta de luz y agua? Fort Collins Utilities se asocia con organizaciones locales para proveer eficiencia, conservación y programas que ayudan con los pagos de la cuenta, incluyendo recursos de bajo costo o sin costo alguno.

Para más detalles visite fcgov.com/utilities-affordability.

Emergency Assistance/Asistencia de Emergencia

Payment Assistance Fund (PAF)

fcgov.com/PAF

Households with a current past due notice may receive financial assistance once per 12-month cycle on their electric and/or water bill.

Los hogares que han recibido una notificación reciente de cuenta vencida pueden recibir asistencia financiera una vez cada ciclo de 12 meses, en su cuenta de luz y/o agua.

Crisis Intervention Program

energyoutreach.org/programs-for-individuals/heating-system-repair-replacement

Free emergency furnace repair or replacement, available to LEAP qualified customers.

Servicio de reparación o reemplazo de sistemas de calefacción gratis en emergencias, para los clientes de LEAP que califican.

Larimer Home Improvement Program (LHIP)

lovelandhousing.org/home-ownership/larimer-home-improvement-program

Emergency assistance and low- to no-interest loans for home repairs and improvements.

Ayuda de emergencia y préstamos de bajo interés o sin interés para reparaciones y mejoras al hogar.

Payment Assistance/Asistencia para Pagos

Low-Income Energy Assistance Program (LEAP)

colorado.gov/pacific/cdhs/leap

Help with wintertime heating costs. Apply between Nov. 1- April 30. LEAP establishes eligibility for other programs, including the Income-Qualified Assistance Program.

Ayuda con el costo de calefacción en el invierno. Llene una solicitud del 1 de noviembre al 30 de abril. LEAP establece elegibilidad para otros programas, incluyendo el programa Income-Qualified Assistance Program.

Income-Qualified Assistance Program (IQAP)

fcgov.com/IQAP

Fort Collins Utilities partners with LEAP to save you even more money on your utility bill. IQAP is a reduced electric, water and/or wastewater rate that provides 23% off certain elements of these services.

Fort Collins Utilities se asocia con LEAP para ahorrarle aún más dinero en su cuenta de luz y agua. IQAP es una tarifa de luz, agua y/o aguas residuales que ofrece el 23% de descuento para ciertos elementos de esos servicios.

Medical Assistance Program (MAP)

fcgov.com/MAP

Qualifying households that require medically necessary electrical equipment or air conditioning may receive a discounted electric rate.

Los hogares que califican y requieren equipo eléctrico de uso médico necesario o aire acondicionado pueden recibir un descuento en su tarifa eléctrica.

Utility Rebate

fcgov.com/rebate

Income-qualified rebate for people who are 65 years or older or have a disabled member in their household. Applications accepted Aug. 1 - Oct. 31.

Reembolso para personas de 65 años o mayores, o que tienen una persona discapacitada en el hogar y califican según sus ingresos. Se aceptan solicitudes del 1 de agosto al 31 de octubre.

Efficiency Installation Programs/Programas de Instalación de Eficiencia

Water and Energy Program

larimer.org/ewd/energy

Free home efficiency assessments and products through Larimer County Conservation Corps. Equipment installed include LED bulbs, sink aerators, showerheads and toilets.

Evaluaciones de eficiencia del hogar y productos gratuitos a través de Larimer County Conservation Corps. El equipo que se instalará incluye focos LED, aireadores para grifos, duchas e inodoros.

Colorado Affordable Residential Energy (CARE) Program and Weatherization Assistance Program (WAP)

erc-co.org

Free weatherization and energy efficiency upgrades are available for electric customers who receive LEAP.

Impermeabilización y mejoras gratuitas para el uso eficiente de energía, para clientes de servicio eléctrico que reciben LEAP.

Efficiency Works Store

efficiencyworksstore.com

Take advantage of instant rebates on smart thermostats, LED bulbs and more at the online Efficiency Works Store.

Aproveche los reembolsos instantáneos en termostatos inteligentes, focos LED y más en la tienda en línea Efficiency Works.

g) Tucson Water High Efficiency Toilet Rebate Brochure (in Spanish)



Reemplace su inodoro hoy

Tucson Water ofrece un programa de reembolsos para los sanitarios, con el objetivo de motivar y ayudar a los clientes que deseen comprar e instalar un excusado nuevo, más eficiente. Reemplazar los inodoros viejos que usan 3.5 galones de agua cada vez que le bajan, con tazas de modelos de alta eficiencia (1.28 galones) es una manera efectiva para cuidar el agua y ahorrar dinero.





Confiablez del Agua

(520) 791-4331
(520) 791-3639 (Dispositivo de Telecomunicaciones para Personas con Dificultades Auditivas)

tucsonaz.gov/water/rebate

[youtube.com/tucsonwater](https://www.youtube.com/tucsonwater)

Escanea

Facebook Twitter Instagram

For information in English, please call (520) 791-4331.





PROGRAMA DE REEMBOLSOS

RESIDENCIA UNIFAMILIAR



\$75
POR
SANITARIO

USANDO EL AGUA
EFICIENTEMENTE
POR UN ESTILO
DE VIDA DE ALTA
CALIDAD

INODOROS DE ALTA EFICIENCIA



¿Sabía usted que?

Los avances tecnológicos permiten que los inodoros sólo usen 1.28 galones de agua o menos cada vez que le baja al sanitario, teniendo un desempeño igual o mejor. Esta cantidad es el 20% menos de agua que los estándares federales actuales de 1.6 galones cada vez que le baja al excusado. La etiqueta WaterSense es usada en sanitarios que son certificados de manera independiente para reunir los requisitos rigurosos y que cuentan con las características requeridas para cumplir con el desempeño y eficiencia. Sólo los inodoros que ahorran agua y que completen el proceso de certificación pueden obtener la etiqueta WaterSense.

¿Qué cantidad de agua puede ahorrar?


Las veces que le bajamos a la taza representan cerca de un cuarto del agua que usamos en el interior de nuestro hogar. En promedio, los clientes de Tucson Water ahorran 7,500 galones de agua al año cuando instalan un inodoro de alta eficiencia.

¿Usted reúne los requisitos?

El programa de reembolso de los inodoros es para los clientes de Tucson Water de residencias, que viven en casas construidas antes de 1991 y que usan un inodoro que usa 3.5 galones de agua o más cada vez que le bajan la palanca. Para mayor información sobre los requisitos que necesitan para participar en el programa por favor revise las reglas del programa en la parte de atrás de la solicitud.

Clientes de bajos recursos pueden solicitar el reemplazo de los inodoros de manera gratuita. Llame a la línea de Reparaciones de Casas de la Comunidad al (520) 745-2055.

EL USO DE AGUA EN EL HOGAR




Categoría	Porcentaje
EXTERIOR	27%
SANITARIO	20%
LAVANDERÍA	16%
FUGAS/ OTROS	13%
LLAVE DE AGUA	12%
REGADERA	12%

¿Qué tipo de inodoros reúnen los requisitos?

Sólo los inodoros certificados de alta eficiencia que cuentan con la etiqueta WaterSense (HETs) reúnen los requisitos para participar en el programa de reembolsos.

Busque este logotipo

Busque el logotipo de WaterSense para seleccionar el inodoro que reúne los requisitos para el programa de reembolsos, y reúne los requisitos de ahorro de agua y los estándares de desempeño. La lista de los inodoros de Alta Eficiencia HET por sus siglas en Inglés que son aceptados se puede encontrar en la página de EPA en epa.gov/WaterSense/product_search.html



¿Cuál es la cantidad del reembolso?

Los clientes de Tucson Water pueden recibir \$75 por inodoro de alta eficiencia HET por sus siglas en Inglés. Sólo se permite un máximo de dos sanitarios por residencia, hasta un total máximo de reembolso de \$150 por casa.

h) Tucson Water Toilet Replacement Program Webpage



Free Toilet Replacement for Low-to-Moderate Income Homeowners

Leaky and old inefficient toilets can be the biggest water waster inside the home. That's why Tucson Water offers low-to-moderate income families free replacement of older toilets that use 3.5 or more gallons per flush (gpf).

Toilets that qualify for replacement are usually made before 1991. The date of manufacture is generally stamped inside the tank or lid of the toilet. The program provides a high-efficiency toilet, hardware, and installation at no cost.

Three models are available (all are white):

- Round front, standard height
- Elongated, standard height
- Elongated, raised height (ADA)

Qualifications for the program are:

- Low-to-moderate family income
- Replacing high flush toilets (1991 or earlier)
- Tucson Water customer (or a mobile home park, condo, etc., that is a Tucson Water customer)
- Homeowner (rental properties not eligible)
- Households of one person are eligible for one toilet replacement
- Households of two or more persons can receive two toilets



City of Tucson Water Department, (520) 791-4331, tucsonaz.gov/water/rebate

Renters, check with your landlord. They may be eligible to participate in our other high-efficiency toilet rebate programs.

Income Eligibility Guidelines

Total income of all residents must be less than the following to be considered low-to-moderate.

Number of Persons in Household	2015 Annual Income Limit
1	\$33,050
2	\$37,800
3	\$42,500
4	\$47,200
5	\$51,000


This water conservation program is available from Tucson Water and the toilets are installed by Community Home Repair Projects of Arizona (CHRP). To sign up for a free toilet replacement, call CHRP at (520) 745-2055.



If the toilet is marked "1.6 Gpf" or "6 Lpf", then it is already a low-flush toilet and not eligible for replacement

8/20/15

i) Seattle Public Utilities Free Toilet Multilingual Mailer



Seattle Public Utilities

Interpret for a available at (206) 448-5751.

www.seattle.gov/uttl/FreeToilets

Printed on recycled paper.


Tear along perforation and mail today.

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 3175 SEATTLE, WA

POSTAGE WILL BE PAID BY ADDRESSEE

SOUND GENERATIONS WATER CONSERVATION PROGRAM
2208 2ND AVE, SUITE 100
SEATTLE, WA 98121-9985



free

Toilets, installation, and recycling of your old toilets for income-qualified Seattle homeowners

"I'm saving \$300 a year with my new FREE water saving toilet."


Seattle Public Utilities

Details and Translations Inside

Save Money

Lacag Kaydso
ገንዘብ ይቆጥብ
Qarshii Qusadhu
ገንዘብ ቆጥብ
Ahorre Dinero
Экономьте деньги
Tiết Kiệm Tiền
ປະຢຸດເງິນ
비용 절감
សន្សំសំចៃប្រាក់

www.seattle.gov/uttl/FreeToilets



free

MONEY AND WATER SAVING TOILETS FOR INCOME-QUALIFIED SEATTLE HOMEOWNERS

"I'm saving \$300 a year with my new FREE water saving toilet."

"I got a toilet installed for FREE and they recycled my old toilet."

"Saving money on my water bill helped me pay my other bills."

Contents of this brochure are translated in Spanish, Chinese, Vietnamese, Korean, Somali, Amharic, Oromo, Tigrinya, Russian, Laotian and Khmer.

Why replace my old toilet with a FREE Money and Water Saving Toilet?

- Replacing your old toilet will save water and can SAVE YOU UP TO \$300 PER YEAR!
- Toilets are the biggest water-wasters in most homes.
- The **FREE** toilets offered by Seattle Public Utilities perform very well.
- Installation of one new toilet and recycling of your old toilet is provided **FREE** of charge.

How do I qualify?

- Must receive a Seattle Public Utilities bill.
- Live in the home you own.
- Have a toilet that was installed before 2004.
- Meet income guidelines listed below.

Income Guidelines for 2019*

Household Size	Annual Income
1 person	\$33,744
2 persons	\$44,124
3 persons	\$54,504
4 persons	\$64,884
5 persons	\$75,264
6 persons	\$85,644
7 persons	\$97,588
8 persons	\$109,544
9 persons	\$121,500
10 persons	\$133,456

*Call for most current eligibility guidelines.

Two easy ways to get your FREE Money and Water Saving Toilet

- Fill out the postcard on the last page of this brochure and mail it in (postage is pre-paid).
- Or call (206) 448-5751.

Our partner, Sound Generations-Minor Home Repair, will verify that you qualify, then schedule an appointment to check your toilets, showerheads, and faucet aerators and install water saving replacements as needed.