

# **SUEZ WATER NEW YORK INC.**

## Water Conservation Program: Report on Rebate Utilization

**BLACK & VEATCH PROJECT NO. 198620**

**PREPARED FOR**

**SUEZ Water New York Inc.**

**JUNE 19, 2018**



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## Executive Summary

June 2018 marks the one-year anniversary of the implementation of an innovative and aggressive water conservation and efficiency (C&E) program by SUEZ Water New York (SWNY). This report focuses on new developments, actions and activities enacted during the past six months which is primarily January – June 2018. The report presents details of rebates issued since the initiation of the program through the end of May 2018<sup>1</sup>.

The SUEZ NY water conservation program is one of only a few programs in the eastern United States that offers significant financial incentives, in the form of rebates, to customers of all service classes who adopt water saving measures. The program is supported by numerous partnerships, and includes a significant outreach and education effort that emphasizes the importance and benefits of conservation and water efficiency, and demonstrates the company's commitment to responsible resource management.

This report has been prepared to meet the directive issued by the New York State Public Service Commission (PSC) as part of its January 24, 2017 Order in case 16-W-0130 (Proceeding on Motion of the Commission as to the Rates, Charges, Rules and Regulations of SUEZ Water New York Inc. for Water Service) for a semi-annual report on rebate utilization levels, major findings, feedback, and any significant adjustments to the C&E Program. The prior (and inaugural) report was submitted to the PSC on December 18, 2017 and posted on the PSC website. Readers are referred to that document for additional and detailed background information.

In addition to meeting these regulatory requirements, this report places an emphasis on the extensive actions undertaken by the Company to design, deliver and support an innovative and aggressive conservation program. The report makes evident that the Company has made excellent progress in implementing multiple aspects of the program in a short space of time. The program already incorporates many novel and innovative elements that set it apart from other water utility conservation programs, such as a first of its kind partnership with the local energy utility to optimize program resources and offer joint rebates to customer on water and energy savings devices.

Among the notable achievements in this reporting period:

- Extensive outreach efforts via multiple channels including digital advertising, social media such as Facebook, email, targeted direct mail, and cable TV spots.
- Expanded partnership with Lowe's to offer instant rebates on a wide choice of water conserving devices in store and online.
- Streamlined rebate eligibility criteria for washing machines due to changes in the ENERGY STAR labeling program.
- Conducted a smart landscape irrigation workshop with over 45 attendees, organized in partnership with Cornell Cooperative Extension and Rain Bird, combined with the launch of rebates on smart irrigation devices.

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<sup>1</sup> Results for June 2018 are not included due to the reporting schedule and time required to analyze data.

- SWNY continued its partnership with Water Management Inc. (WMI), an expert in water efficiency audits, by completing additional water audits including the Rockland Boulders' stadium. Efforts were focused on non-residential outreach and implementation including installation of water efficient demonstration products at the North Rockland High School.
- Over 70 local plumbing firms and general contractors were contacted with the aim of spreading awareness and to help engage their assistance to promote the rebate program.
- An exciting promotional campaign is underway with a successful minor league baseball franchise in the service territory,
- Launch of an online Company-wide water conservation survey.
- Rebate redemption has accelerated in this reporting period; since the launch of the program, customers have redeemed over 1,840 rebates and achieved over 23,000 gallons per day of water savings through increased water efficiency. The onsite water audit program has identified opportunities for 0.14 MGD in savings.

It is important to note the challenges of securing rebates from commercial customers, specifically municipal entities and public school districts. These organizations typically require multiple layers of approvals and advance budgetary planning to commit to large investments like replacing dozens of toilets and showerheads.

Based on marketing research, retail advertising campaigns like one this require significant time to build market awareness and successfully persuade residential and business owners to make product purchases. Typically, rebate levels increase with time.

The extensive efforts to implement, promote and administer the program have resulted in expenditures of approximately \$850,000 in Rate Year 1, and the program is on track to spend the allocated amount in Rate Year 2. The program is designed to be responsive to customers and is continually gathering data and feedback that will drive further improvements in the program.

## 1 Background:

SUEZ Water New York Inc. (SWNY) has had experience with water conservation programs spanning four decades. In June 2017, SWNY launched a new water conservation and efficiency (C&E) program. The program is innovative and aggressive in scale, and is one of only a few water conservation programs in the eastern United States that offer significant financial incentives (rebates) to customers of all service classes that adopt water saving measures. The program leverages strong and effective partnerships with Orange & Rockland Utilities (O&R) and other partners that specialize in helping utility customers increase their efficiency through active engagement and the implementation of proven efficiency measures. The program is supported by several other initiatives (such as conservation oriented rates and dedicated conservation staff members) that emphasize the importance and benefits of conservation and water efficiency and demonstrate the company's commitment to responsible resource management.



Based on extensive data and input from SWNY customers and other stakeholders, and drawing on water conservation programs from around the country, an innovative C&E program, including collaboration with the local energy utility, was designed and implemented by SUEZ in June 2017 to help customers save water, energy and money.

### 1.1 PROGRAM DEVELOPMENT

The C&E program developed by the Company is aggressive in scale and scope and has required a significant level of effort to implement. The program is designed to assist all SWNY customers with water saving potential and is one of the broadest and most inclusive conservation programs in the Eastern United States.

Water savings associated with rebates are relatively easy to quantify, although there are still many variables that determine actual savings. The C&E program is also likely to achieve water savings in addition to those associated with rebates and water saving fixtures and fittings due to the emphasis on education and outreach to customers. It is likely that even customers who do not participate in the rebate program may still respond with behavioral changes that result in unquantified water savings, due to the high level of water conservation promotion and messaging employed by the Company.

## 2 Program Implementation

Figure 1 shows all the key aspects of the C&E program and the multiple strategies that are used to engage customers and drive them towards rebates. Almost all aspects of the plan have been launched at this time; it takes significant resources to turn a program of this scale into reality and additional components of the program will be developed in 2018.

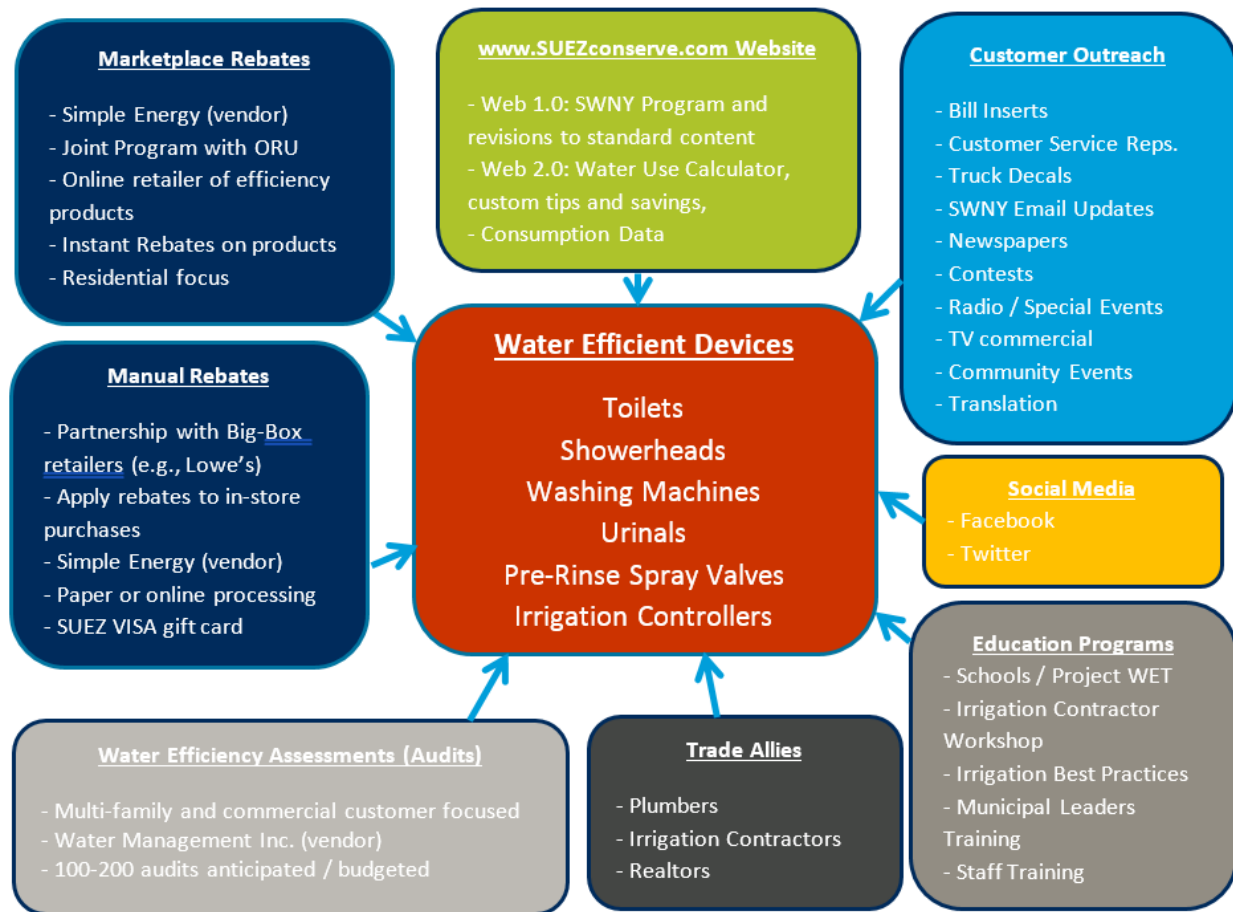


Figure 1 Components of the SWNY Conservation & Efficiency Program

The following sections describe key aspects of the SWNY C&E program that were focal areas in the reporting period (January – June 2018)

### 2.1 MEDIA, PROMOTIONS, AND MARKETING UPDATES

SUEZ has continued to evolve its aggressive marketing efforts with an emphasis on digital advertising to drive customers toward water efficient devices and the rebates available for these products. A listing of the efforts made to promote rebates and water conservation messaging during the reporting period is shown in Table 1 with several of the key developments described in more detail in later sections of this report and the Appendices.

Table 1 SUEZ Conservation Program Media and Marketing Efforts

| DATE          | TYPE                                 | TITLE / DESCRIPTION  | DETAILS   |
|---------------|--------------------------------------|--|---|
| 15-Jan 2018   | Website                              | Website Update   | Updates include WaterSense and CEE Label, and revised rebate forms  |
| 15-Jan 2018   | Brochure                             | Brochure Update  | Updates include WaterSense and CEE Label  |
| 25-Jan 2018   | Plumber & Contractor Postcard Mailer | Notification to plumbers and contractors: <i>Your customers may be eligible for \$75 rebates on WaterSense toilets</i> | Provides information for plumbers to help their customers apply for rebates   |
| 29-Jan 2018   | Outreach                             | Rockland Conference of Mayors  | Presentation and education on conservation program  |
| 15-Feb 2018   | Email                                | Promotional email for Lowe’s instant rebate program. In partnership with Simple Energy                                 | Two different emails were sent to test efficacy of alternative messaging.   |
| 15-Feb 2018   | Outreach                             | Home Show at the Rockland Community College  | Distribute conservation materials at Home Show: brochure, residential applications, plumber postcards   |
| 1-Mar 2018    | Outreach                             | Elected Officials  | Provide outreach collateral (brochures etc.)  |
| 6-Mar 2018    | Outreach                             | SUEZ meeting with area contractors   | Information exchange with key area contractors on rebate program rules.   |
| 16-Mar 2018   | E-mail                               | St. Patrick’s Day promotion: <i>Lucky deals for a limited time</i> . In partnership with Simple Energy                 | It’s your lucky day...water-saving products on sale now. Spotlights irrigation controllers and showerheads.   |
| 22-Mar 2018   | E-mail                               | Save Water and celebrate World Water Day. In partnership with Simple Energy  | Celebrate World Water Day by taking steps to reduce your water consumption. Choose from qualifying washing machines, as well as WaterSense labeled toilets and showerheads, and save up to \$100 with instant rebates from SUEZ at Lowe’s or Lowes.com. |
| 2-Apr 2018    | Customer Advisory Panel              | Review of promotional material   | The content for several promotional emails was reviewed with the CAP for their input and feedback   |
| 5-Apr 2018    | Phone hold message                   | Hold message on customer service line  | When customers call the customers service line they hear a message about the conservation program   |
| 10-April 2018 | Outreach                             | NY AWWA Conference Presentation  | Presentation to NY AWWA Annual Conference on SUEZ Conservation Programs   |
| 1-May 2018    | Bill Insert                          | Partnership with O&R: <i>O&amp;R and SUEZ team up to shower you with savings</i>                                       | Get extra savings and instant rebates on water-saving kits and showerheads when you shop O&R’s online store.  |



| DATE        | TYPE                 | TITLE / DESCRIPTION  | DETAILS   |
|-------------|----------------------|--|---|
| 1-May 2018  | Flyer                | Water Smart Landscape Workshop Flyer   | Flyer designed to promote irrigation workshop   |
| 1-May 2018  | Email                | Promotion of rebates: <i>Flush less water and less money down the drain!</i>                                     | SUEZ advertisement email to Rockland Homeowners (4,900)   |
| 3-May 2018  | News Pitch (Print)   | Article in the Rockland County Times: <i>SUEZ and O&amp;R strike unique partnership</i>                          | SUEZ has teamed up with Orange & Rockland Utilities (O&R) to promote SUEZ's customer conservation program that offers significant rebates on the purchase of water-saving devices such as WaterSense labeled toilets and showerheads and ENERGY STAR certified washing machines. Through Orange & Rockland's online marketplace, myORUstore.com, Suez and O&R customers can purchase water and energy efficient products online that qualify for rebates from both utilities. The program strives to help customers save water and energy in turn lowering their utility bills. |
| 15-May 2018 | News Release         | SUEZ and O&R Partner to Help Customers Save. New Rebates Now Available for Irrigation Controllers                | Promotion of overall program and goals. Advertisement of rebates and partnership with O&R. Announcement of launch of irrigation controller rebates  |
| 15-May 2018 | Bill Insert          | Promotion of Lowe's Partnership: <i>No paperwork. No wait. Instant rebate at checkout</i>                        | Promotion of the new partnership with Lowe's that allows SWNY customers to shop online at Lowe's (or in store) and receive an instant rebate on qualifying products. This development provides a new and streamlined channel for customers to purchase water efficient devices.   |
| 16-May 2018 | Radio                | Water-Smart Landscape Workshop radio spot  | Promotion of workshop at Cornell Cooperative Extension  |
| 17-May 2018 | Outreach             | Smart Irrigation Landscape Workshop  | Opportunity for public to learn about Water-Smart Landscapes and the SUEZ conservation program at a workshop at Cornell Cooperative Extension   |
| 21-May 2018 | Online Advertisement | SUEZ ad on nymetroparents.com  | New advertising channel (nymetroparents.com)  |
| 21-May 2018 | News Release         | SUEZ Helps Homeowners Save Money and Conserve Water (nymetroparents.com)   | Article promoting significant rebates are offered on select WaterSense labeled products.  |
| 23-May 2018 | News Release         | New Rebates Now Available through SUEZ Conserve Program; Irrigation Controllers, Toilets and More (Nanuet Patch) | The program for Rockland County customers offers significant rebates on the purchase of water-saving devices such as WaterSense labeled toilets and showerheads, and ENERGY STAR® certified washing machines. Through Orange & Rockland's online marketplace, myORUstore.com, SUEZ and O&R customers can purchase water and energy efficient products online that qualify for rebates from both   |

| DATE        | TYPE                         | TITLE / DESCRIPTION  | DETAILS  |
|-------------|------------------------------|--|--|
|             |                              |  | utilities. The program strives to help customers save water and energy, and in turn lower their utility bills.                               |
| 24-May 2018 | Outreach                     | Conservation messaging in Water Quality Reports                    | SUEZ NY included reference to the conservation program in the Annual Water Quality and Customer Information Guide mailed to all customers.   |
| 31-May 2018 | Digital Advertisement        | Home Improvement Guide: <i>Your SUEZ rebate is waiting for you</i> | Found in print and digital versions of the Home Improvement Guide  |
| 31-May 2018 | Targeted mailing of postcard | Targeted toilet rebate promotion                                   | Mailed to residents in Orangeburg (identified as oldest housing stock in the county) to test direct mail efficacy. Sent to ~4,500 customers. |

The primary tactics used to inform customers about the conservation program during the reporting period include multiple and targeted direct mailings, digital advertisements in local media and social media platforms, and a cable television commercial highlighting the three indoor rebates available (showerheads, toilets and washing machines). These activities are in addition to many other efforts that were launched in the first six months of the program such as press releases, SUEZ vehicle signage, brochures (in multiple languages), and regular email outreach to customers. Digital and cable TV ads have been purchased at an aggressive rate.

## 2.2 ORANGE & ROCKLAND UTILITIES COLLABORATION

One of the unique aspects of the SWNY C&E program is the collaboration with Orange & Rockland Utilities (O&R). A central component of the collaborative efficiency program is the Marketplace concept. The Marketplace takes the form of an online store at [www.myorustore.com](http://www.myorustore.com) (see Figure 2). This store offers SUEZ Water New York customers instant rebates on water efficient devices and, for those devices that also save energy, joint rebates are available from both SUEZ (water) and O&R (energy).

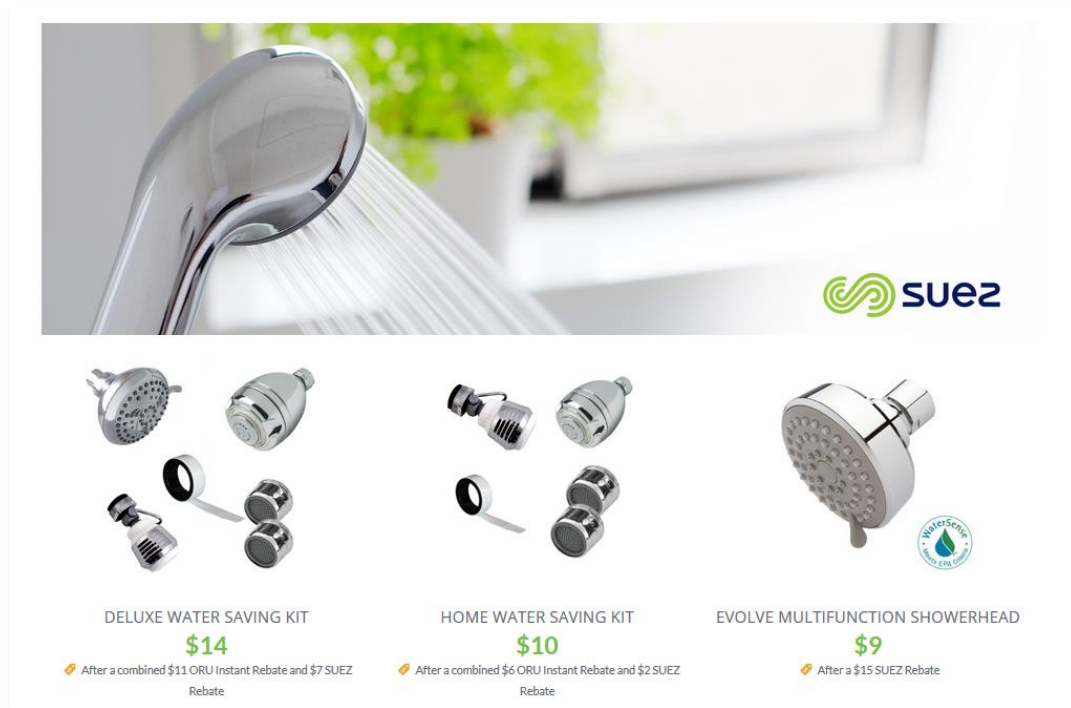


Figure 2 Examples of water saving products available on the Marketplace ([www.myorustore.com](http://www.myorustore.com))

### 2.3 WATER-SMART LANDSCAPE WORKSHOP

SUEZ established a partnership with the Cornell Cooperative Extension and Rain Bird – a provider of irrigation products and services - to focus on educating customers on how to design a water-smart landscape and informing them how to reduce overwatering through the use of WaterSense labeled irrigation controllers. The workshop took place on May 17, 2018 (11:30am – 1:30pm) at the Cornell Cooperative Extension Education Center in Stony Point, NY. This event was publicized by Cornell Cooperative Extension, Rain Bird North America, and SUEZ NY Operations on social media and email, and attracted 46 attendees. The agenda for the workshop included:

- A session on designing a Water-Smart landscape
- Education on the use of WaterSense approved Irrigation Controllers to reduce overwatering
- Instructions on how to apply for SUEZ rebates on water-saving devices



Figure 3 SUEZ Water-Smart Landscape Workshop, May 2017

SWNY is now exploring options for working with irrigation product manufacturers such as Rain Bird and leveraging their local network to educate contactors on proper installation and set-up techniques which are critical steps if water efficient irrigation products are to achieve their intended goals. Co-hosting training events at the Central Turf & Irrigation Supply facility is one potential outreach opportunity being explored by SWNY as part of its overall effort to improve outdoor water use efficiency.

## 2.4 CONSERVATION WEBSITE: [WWW.SUEZCONSERVE.COM](http://WWW.SUEZCONSERVE.COM)

The SUEZ conserve website ([www.suezconserve.com](http://www.suezconserve.com)) was developed to act as a focal point for the SWNY C&E program. From this website customers can review rebate offers for residential and non-residential customer classes, find links to shop for products online and download application forms or apply for rebates online if they have already made a purchase.

The website also includes links to partner sites such as EPA's WaterSense and the Alliance for Water Efficiency. Customers are encouraged to contact SUEZ for questions on the program or to share tips and ideas. The program has a dedicated email address through which SUEZ conservation staff can be contacted.

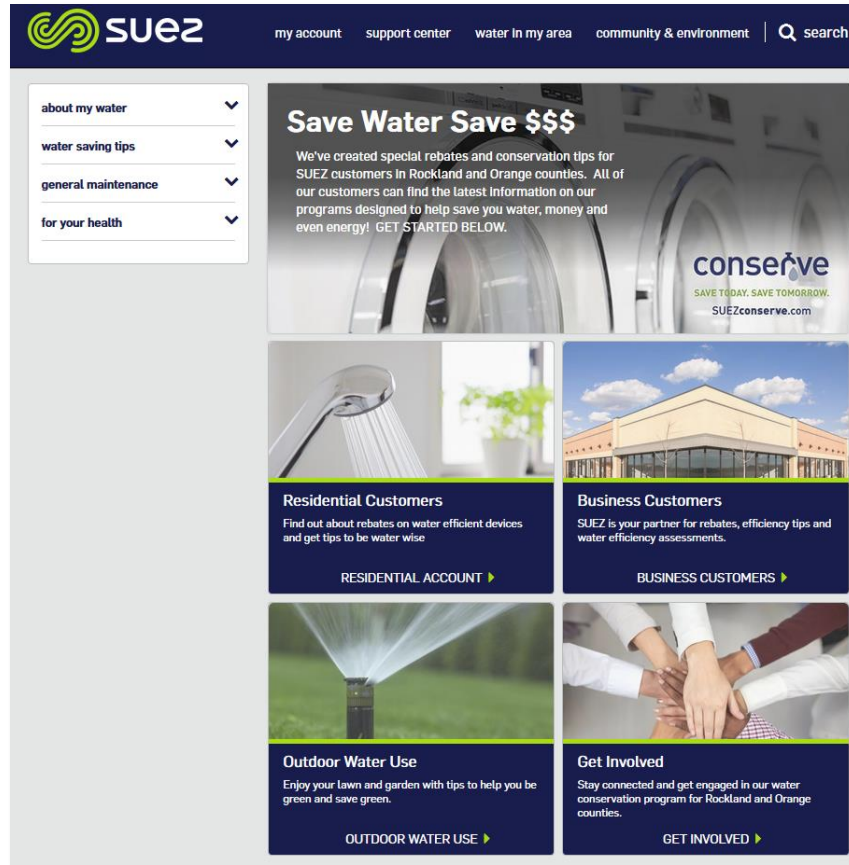


Figure 4 Landing Page for [www.suezconserve.com](http://www.suezconserve.com)

Since the launch of the C&E program in June 2017, there have been over 13,000 unique page views of the landing page on the new SUEZ Conserve website.

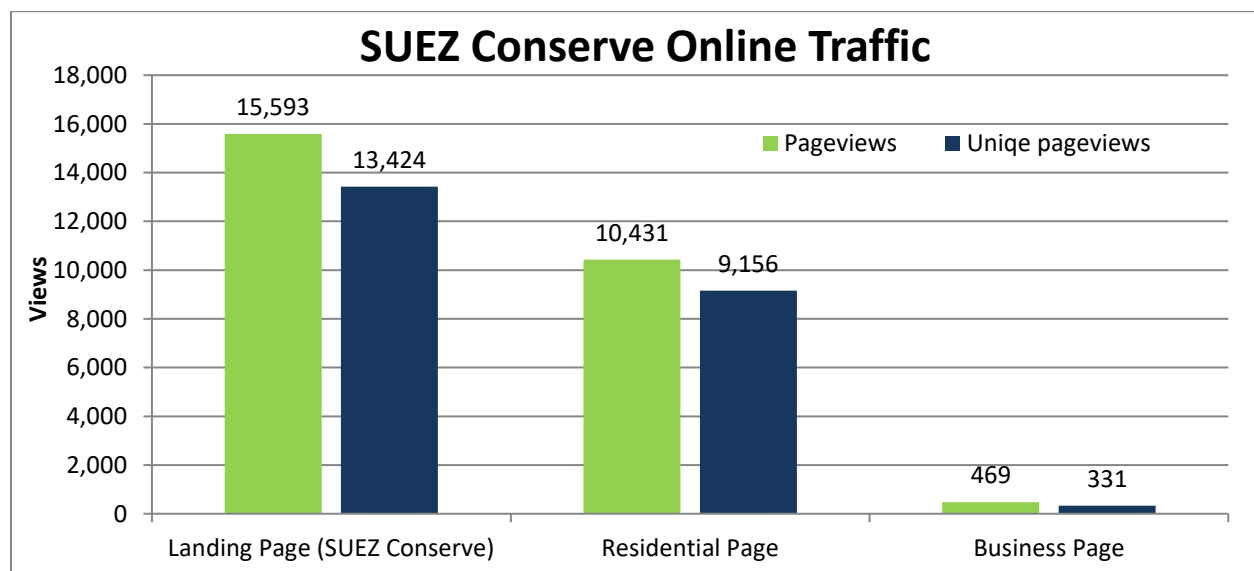


Figure 5 Web Traffic visiting the Conservation Website for SWNY Customers [www.suezconserve.com](http://www.suezconserve.com)

## 2.5 LOHUD ADVERTISING ANALYTICS

SUEZ has utilized digital advertising to provide tailored messaging to increase the effectiveness of advertising efforts and make sure resources are targeted effectively. Lohud.com provides advice and analytics related to ad placement to optimize results. The results of customer response to ads is tracked and analyzed monthly. In the reporting period the following high-level summary statistics and findings are notable:

- There have been 9,706 referrals (ad clicks) to the SUEZconserve website.
- Of these, 4,511 were new visitors who had never been to the SUEZconserve website before
- The total conversion rate for visitors to SUEZconserve is 42%. This means that 42% of visitors either began the online rebate process, visited the myorustore.com, or downloaded the PDF rebate form.
- The Facebook campaign is generating 30% of the total traffic to the site.
- Time on the page has increased; bounce rate (i.e., leaving the page without clicking to other links) has decreased.
- The digital ads were redirected so that when the user clicks on the ad they are taken directly to the residential page (rather than the home page) to streamline the experience and require fewer clicks.

## 2.6 SUEZ ONLINE CONSERVATION SURVEY

As part of SUEZ Water’s corporate commitment to sustainability, SUEZ has developed a water conservation survey that any visitor to the [www.mysuezwater.com](http://www.mysuezwater.com) website can take to receive a summary of their water usage relative to typical consumption, and an indication of their potential for saving water by adopting water efficient products and behaviors. The survey questions raise customer awareness of the importance of conservation and provides them valuable information on their water usage.

The survey can be accessed from the mysuezwater.com home page. Any visitor to the webpage is eligible to take the basic survey, and SUEZ customers with an online account can take a more advanced survey to drill into their water usage, receive customized water saving tips, and compare their consumption to their neighbors.

If the results of the conservation survey indicate that water savings are possible, SWNY customers are linked directly to the SUEZconserve website to see the appropriate rebates offers.



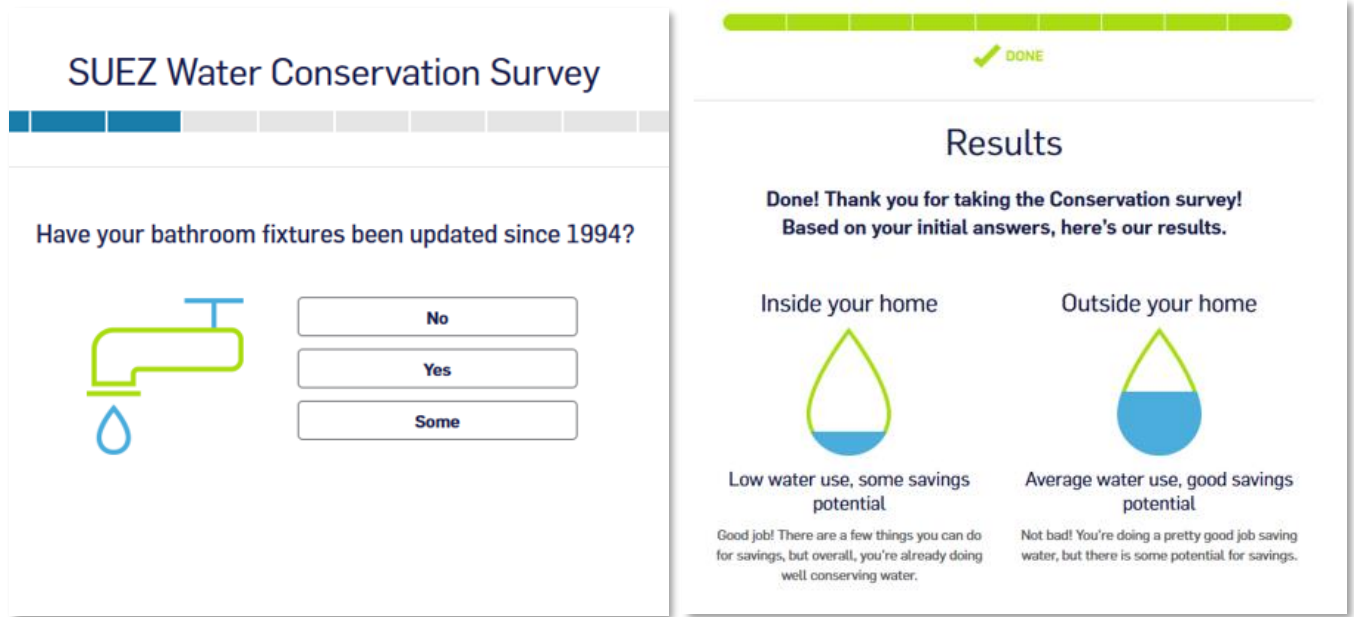


Figure 6 Example Question and Summary of Results from [www.mysuezwater.com](http://www.mysuezwater.com) Conservation Survey

## 2.7 MEDIA COVERAGE

SWNY has undertaken extensive efforts to promote the C&E program in local media, including digital and print format and radio and TV articles. An example of the coverage is shown in Figure 7 and can be viewed in full at the following link:

[Direct link to FIOS1 Video](#)

A detailed list of the media coverage is included in the Appendices (Section 7).



Figure 7 News Video Coverage for SWNY C&E Program

## 2.8 LOWE’S INSTANT REBATE

SWNY is excited to be one of the first utilities in the U.S. to utilize a new rebate delivery concept known as Rebates as a Service (or Raas). Through its partnership with Simple Energy, SUEZ can offer instant rebates to its customers who purchase qualifying water efficiency products in a Lowe’s store or online through the Lowe’s website. Bar-code technology enables a customer to identify a rebate-eligible product and apply for a rebate using their smartphone. Via a simple validation process the customer will determine their eligibility and will be able to apply an instant rebate when they complete their transaction. This new and innovative approach to rebate offerings eliminates the need for a separate mail-in rebate application. This information was communicated to customers via several channels including a bill insert (Figure 8).

**Here's how it works at Lowe's:**

- ▶ Shop at Lowe's in Orangeburg or Nanuet for qualified washing machines, toilets and showerheads.
- ▶ Find the SUEZ sign in the store. Using your smartphone, enter the website or scan the QR code.
- ▶ Follow the instructions to verify your eligibility.
- ▶ Receive an email with an INSTANT rebate coupon for use in-store or online!

You can purchase qualified products at any retail store or online.  
 Visit **SUEZconserve.com** to complete an online application or call our Customer Service team for a mail-in application at 1-877-426-8969.

**LOWE'S**

**SUEZ**

**conserve**  
 SAVE TODAY. SAVE TOMORROW.  
 SUEZconserve.com

Rebates are available for qualifying products purchased between January 1, 2018–December 31, 2018. See terms and conditions at [suezconserve.com](http://suezconserve.com). Lowe's is not responsible for fulfillment of this rebate; this offer may not combine with other Lowe's offers. Lowe's and the gable mansard design are registered trademarks of LF, LLC. Both are used with permission.

Figure 8 Lowe's instant rebate information shared with customers (bill insert)



### 3 Water Efficiency Audits

A total of 42 onsite water efficiency audits have been performed so far as part of the conservation program. These audits are provided at no charge to customers who use large amounts of water. They are performed by Water Management Inc. (WMI).

In order to target water audits efforts most effectively a prioritized approach was developed using available data and was described in detail in the previous SWNY Conservation report. A phased approach was taken to conducting audits with an initial round of 10 multi-family facilities, followed by approximately 30 additional audit sites such as schools, hotels, senior care homes, and other facilities where it was believed that rebate potential would be significant. The majority of the efficiency audits were conducted in the first six months of the conservation program. In this reporting period, only a few additional audits have been performed as the focus has been on providing the audit reports to customers and answering any questions they may have about the water saving recommendations and working directly with them to encourage participation in the rebate offers.



#### 3.1 TRADE ALLIES: PLUMBERS

Plumbers represent an important trade ally as for many customers a plumber may help influence product selection and purchase decisions as well as install a water using device in a home or business. In the previous reporting period, SUEZ attended the Rockland County Master Plumbers Dinner and presented on the conservation program. In this reporting period, SUEZ worked in partnership with WMI to strengthen its relationships with local plumbers.

On behalf of SWNY, WMI reached out to over 70 plumbing firms in Rockland County by telephone to ensure they understood the rebate program and to answer any questions. It was not possible to reach all plumbers directly and in those cases messages were left. It is important to make sure plumbers are aware of the rebate incentives available to SUEZ Water New York customers as they can then become another channel of information to the customer. Based on feedback received during the phone calls, plumbers and contractors were not always aware of the program so this proved to be a useful tactic to increase program awareness. Many of the firms recognized that the program can help incentivize customers to choose water efficient products and indicated they would promote the program during their interactions with customers.

#### 3.2 COMMERCIAL AUDIT FOLLOW UP IMPLEMENTATION STRATEGY

SUEZ and WMI have noticed that although the majority of water audits have identified significant water saving potential with typical payback periods of one to two years, none of the audited facilities have moved ahead with water efficiency upgrades related to the rebate program. Considering this, SUEZ has temporarily paused on conducting new audits and has instead focused its efforts on follow up with facilities that have been audited to build a better understanding of the impediments to moving ahead with efficiency upgrades. Currently, WMI is recruiting for a position that will work directly with non-residential customers to focus on advancing implementation.

### 3.3 NORTH ROCKLAND HIGH SCHOOL PRODUCT DEMO

The North Rockland High School (NRHS) has approximately 2,600 students and 150 teachers and is located in Thiells, NY. A water efficiency audit was performed in November 2017 and determined potential water savings of approximately 1.8 million gallons per year due to the implementation of water efficient toilets and urinals. Although the project has a favorable payback period of approximately 1.6 years, there are other considerations with non-residential implementations such as planned budget and planned maintenance considerations and often projects cannot start immediately. SUEZ and WMI worked with NRHS to install four demonstration water efficiency products in the building. Many of the existing toilets were 3.5 gallon per flush (gpf) devices and therefore the conversion to 1.28 gpf models provides an excellent opportunity for water savings, and savings on the water bill. WMI selected the optimum products for this high-use environment. Three toilets and one urinal were replaced. Images of the products installed are shown in Figure 9. It is anticipated that successful experience with the demonstration products will encourage NRHS, and other school districts, to implement large scale water efficiency retrofits.



Figure 9 Water Efficiency Products installed at North Rockland High School

### **3.4 SUMMARY OF NON-RESIDENTIAL WATER AUDITS**

A review of the initial findings of the onsite audits performed provides valuable information for the C&E program. An initial evaluation shows that the potential for saving 0.14 mgd has been identified through the program efforts. Of this total, 0.11 MGD is directly related to rebate eligible items under the program and an additional 0.03 MGD of savings could be achieved by including other rebate items such as faucet aerators. The overall response from these customers has been strong and positive. SUEZ continues to work with these customers and has set up individual meetings to turn these potential projects into realized savings.

## 4 Revisions to the Program:

As directed by the PSC Order, this section of the report addresses any significant adjustments to the SWNY Conservation & Efficiency Program.

### 4.1 ENERGY STAR CERTIFIED WASHING MACHINES

The criteria for eligible washing machines was changed from Consortium for Energy Efficiency (CEE) Tier 2 and 3 to ENERGY STAR certified models based on an EPA update. The EPA's ENERGY STAR criteria for washing machines were changed February 5<sup>th</sup>, 2018<sup>2</sup>. The ENERGY STAR rating included both an energy component and a water component and prior to February 2018, ENERGY STAR labeled washers had to meet a 6.0 Water Factor. To meet this standard, a washing machine had to use 6.0 gallons of water, or less, per cubic foot of laundry. When the SUEZ conservation program was implemented a more stringent criterion was applied in order to maximum the water savings benefit from the rebate program. The SUEZ washing machine rebate required a washer to have a 4.5 or better (i.e., lower) Water Factor. The CEE rated washers using a Tier-based rating system in which their Tier 2 and Tier 3 rated washing machines met this standard and therefore only washing machines on this list were eligible for a SUEZ rebate.

The CEE rating system was not widely publicized in stores nor was it familiar to customers. It required rebate applicants to confirm eligibility using a list that was posted on the SUEZconserve website. As noted in the previous SUEZ Water Conservation Program report, this caused confusion for some customers and is an issue that has been noted in other conservation programs around the country. As can be seen in Table 2 ENERGY STAR Water Factor Criteria, revised February 5, 2018, the new ENERGY STAR criteria apply to large and small front-loading and top-loading residential washing machines (and commercial units) and represent an improved level of efficiency compared to CEE Tier 2 and Tier 3 washers. Therefore, SUEZ has changed its program eligibility rules to now require that a qualifying washing machine meet the ENERGY STAR criteria. With more prominent in-store and on-line labeling of ENERGY STAR (compared to CEE Tiers) it is expected that customers will more easily be able to identify a qualifying washing machine that will meet or exceed the original levels of water savings assumed by the conservation program.

| PRODUCT TYPE   | INTEGRATED WATER FACTOR AS OF 2/5/2018 |
|--|--|
| ENERGY STAR Residential Clothes Washers, Front-Loading (>2.5 cu-ft.) | ≤ 3.2                                  |
| ENERGY STAR Residential Clothes Washers, Top-Loading (>2.5 cu-ft.)   | ≤ 4.3                                  |
| ENERGY STAR Residential Clothes Washers, Front-Loading (≤2.5 cu-ft.) | ≤ 4.2                                  |
| ENERGY STAR Commercial Clothes Washers, Front-Loading                | ≤ 4.0                                  |

Table 2 ENERGY STAR Water Factor Criteria, revised February 5, 2018

<sup>2</sup> [https://www.energystar.gov/products/appliances/clothes\\_washers/key\\_product\\_criteria](https://www.energystar.gov/products/appliances/clothes_washers/key_product_criteria)

## 4.2 SMART IRRIGATION CONTROLLERS

Smart irrigation controllers can simplify home lawn and garden care, and reduce water consumption compared to fixed timer-based systems. Smart controllers draw on data from sensors, weather forecasts and plant-care databases to determine watering needs and deliver just enough moisture at just the right time. Based on the data from the 2015 SWNY customer survey, the average volume of water used outdoors for customers that had an automatic irrigation system was 47,900 gallons / year. After reviewing current Smart Irrigation product information, the EPA WaterSense program information<sup>3</sup> and key water industry research<sup>4</sup>, SUEZ has introduced rebates on WaterSense labeled irrigation controllers. The rebate value is \$50 and it is limited to one per household for residential customers. The rebates apply to all WaterSense labeled irrigation controllers, with select models available on the SUEZ Marketplace where instant rebates are available. SUEZ will monitor the response to this rebate offer carefully and make any program adjustments that may be required.

## 4.3 MODIFIED REBATES FOR COMMERCIAL TOILETS

SUEZ has worked with its multi-family and non-residential customers to perform 42 onsite water efficiency audits since the launch of the program. These audits are performed by water efficiency experts from Water Management Inc. (WMI), and based on their findings and recommendations SUEZ has opted to increase the rebate incentive for WaterSense Toilets from \$75 to \$100 for commercial customers. As noted in the original SWNY Water Conservation Plan, estimated water savings for efficient commercial toilets are likely to be greater than residential toilets due to the higher frequency of usage in typical commercial settings. Increasing the incentive to \$100 still provides a cost-effective level of water savings in most non-residential settings and should increase the appeal of rebates to commercial customers.

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<sup>3</sup> <https://www.epa.gov/sites/production/files/2017-01/documents/ws-products-large-landscape-irrigation-controllers.pdf>

<sup>4</sup> *Smart Irrigation Controller Demonstration and Evaluation in Orange County Florida*. WRF #4227

#### 4.4 WATER SAVING KITS AND AERATORS

Within the reporting period, SUEZ has added Standard and Deluxe water saving kits to the Marketplace with joint water and energy saving rebates available to customers. The combined value of the rebates provided by SUEZ and ORU is up to \$18. The kits include showerheads, bathroom and kitchen faucet aerators and plumbing tape (see Figure 10).

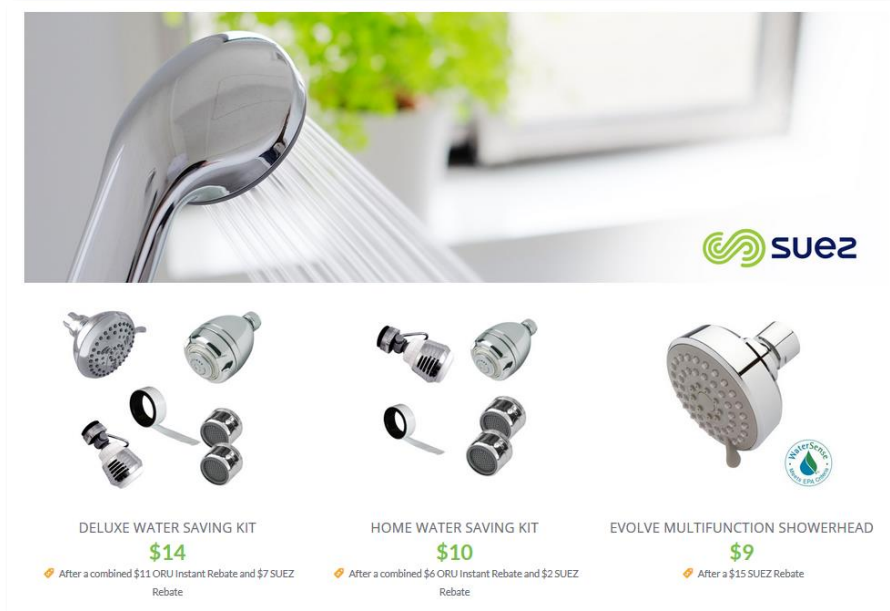


Figure 10 Water Saving Kits available on the Marketplace ([www.myorustore.com](http://www.myorustore.com))

## 5 Rebate Utilization Rates

A detailed level of rebate tracking is provided by the Company's rebate administration partners. This allows analysis of trends and provides insight into which customers are responding to rebate offers which will allow the program to target its outreach efforts most effectively. This report includes data and analyses based on the tracking of rebates from program launch through May 2018. During the reporting period, there have been three main channels through which rebates have been redeemed:

- the ORU Marketplace which enables instant rebates on selected products;
- manual rebates which allow purchases from any retailer but require the use of a paper form or online rebate application;
- Lowe's instant rebates that allow customers to shop in store or online at Lowe's and get instant rebates on qualifying products.

To date, most of the rebates have been redeemed using the manual process. This is primarily because customers are purchasing only readily shippable items on the Marketplace, at this time, whereas the full range of products and a broader selection of models is available for purchase via bricks and mortar stores, which requires use of the manual rebate process. Within the manual rebate program, results indicate that customers prefer to use the online rebate submission process. Two-thirds of manual rebates have been processed using the online process, with approximately 30% mailing in a paper form and 5% using customer assistance (phone support).

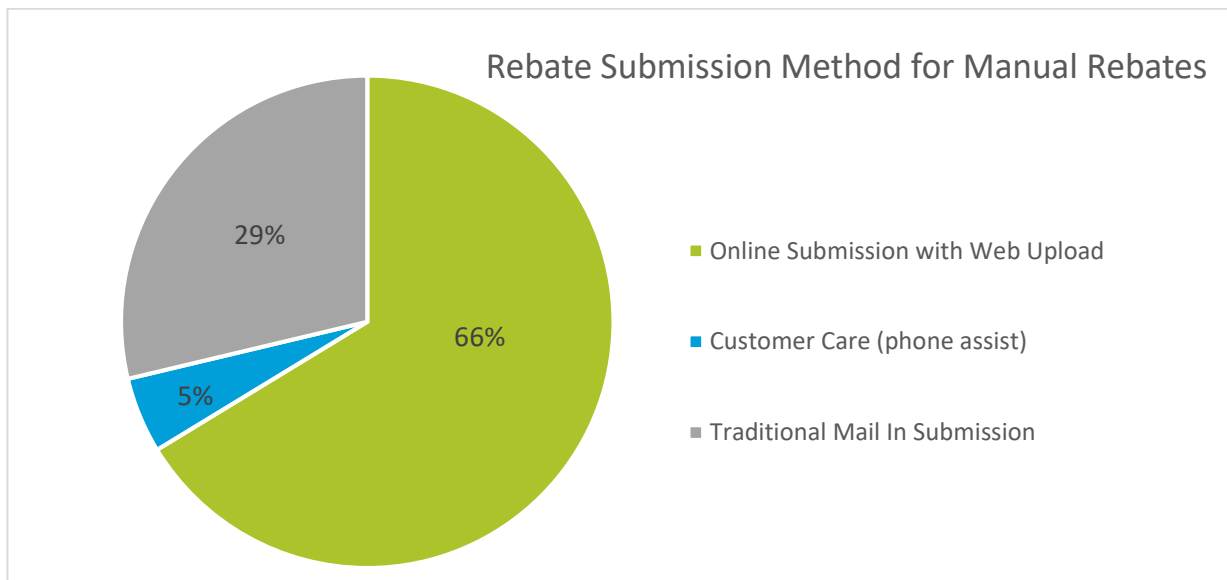


Figure 11 Rebate Submission Method for Manual Rebates

### 5.1 REBATE PROGRAM ANALYSIS

A summary of the rebates issued geographically across SWNY's customer base can be seen in Figure 12. Monthly trends in rebates issued can be seen in Figure 13 to Figure 16.

Figure 12 shows rebate redemptions by 5-digit zip codes and shows the largest number of rebates have been redeemed by customers in central Rockland County in the communities of New City, Monsey, and Spring Valley; this is a continuation of the pattern from the first six months of the program and is fairly consistent between all rebate items (toilets, showerheads and clothes washers). This type of analysis can be useful to help refine advertising messages.



During the first year of the C&E program, 1,848 rebates have been redeemed by customers for a total estimated water savings of approximately 23,000 gallons per day as shown in Table 3.

Table 3 Total Rebates and associated Water Savings by Customer Type

| CUSTOMER TYPE   | SHOWERHEAD |              | TOILET     |               | CLOTHES WASHER |              | TOTAL REBATES |               |
|-----------------|------------|--------------|------------|---------------|----------------|--------------|---------------|---------------|
|                 | COUNT      | GAL/DAY      | COUNT      | GAL/DAY       | COUNT          | GAL/DAY      | COUNT         | GAL/DAY       |
| Single Family   | 416        | 2,163        | 759        | 11,613        | 594            | 7,366        | 1769          | 21,142        |
| Multi-Family    | 1          | 21           | 4          | 306           | 10             | 640          | 15            | 967.4         |
| Non-Residential | 50         | 505          | 8          | 274           | 6              | 384          | 64            | 1162.6        |
| <b>Total</b>    | <b>467</b> | <b>2,690</b> | <b>771</b> | <b>12,192</b> | <b>610</b>     | <b>8,390</b> | <b>1,848</b>  | <b>23,272</b> |



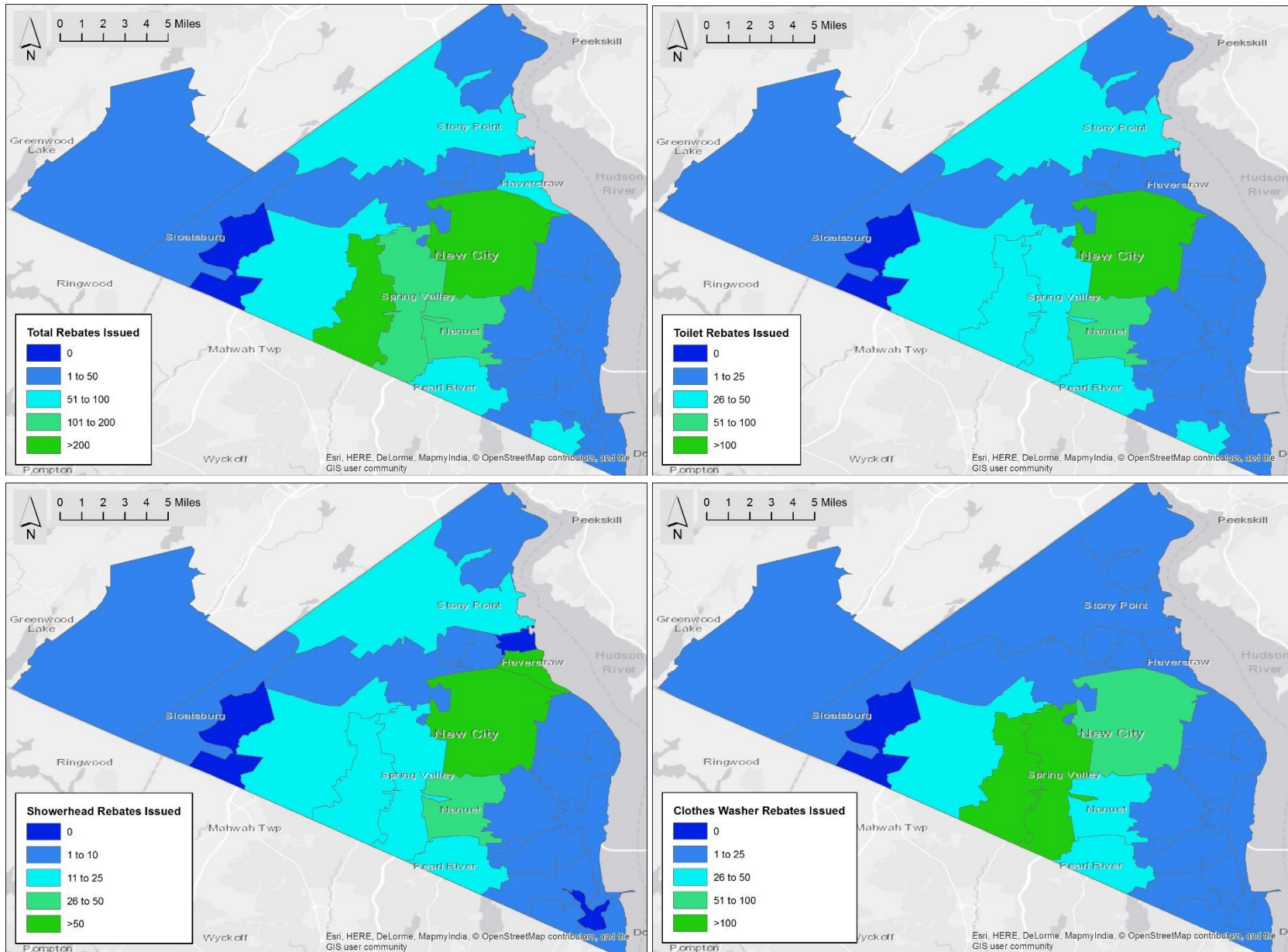


Figure 12 Summary of Rebate Redemptions by Zip Code

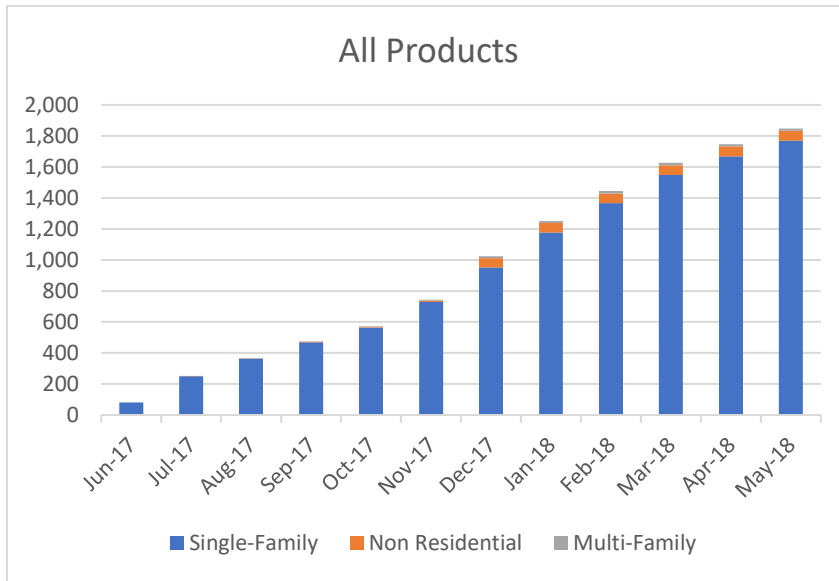


Figure 13 Cumulative Rebates (All items)

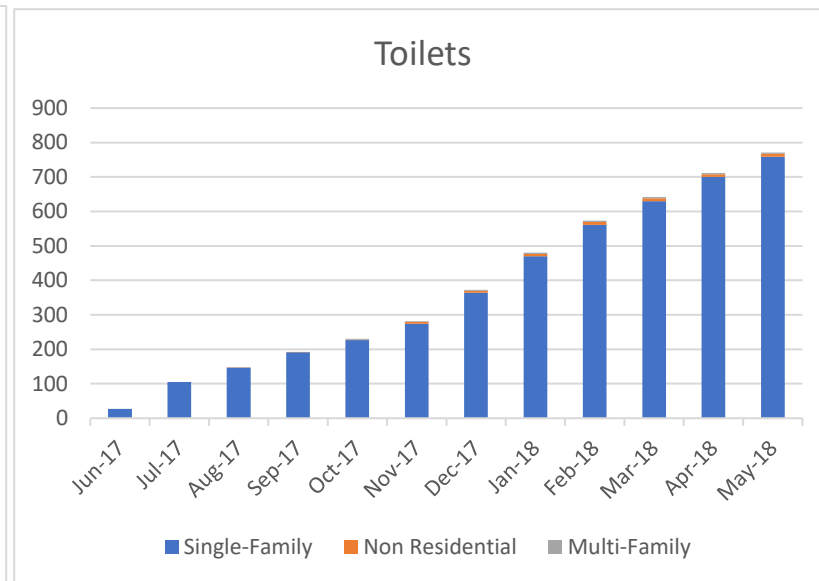


Figure 14 Cumulative Toilet Rebates

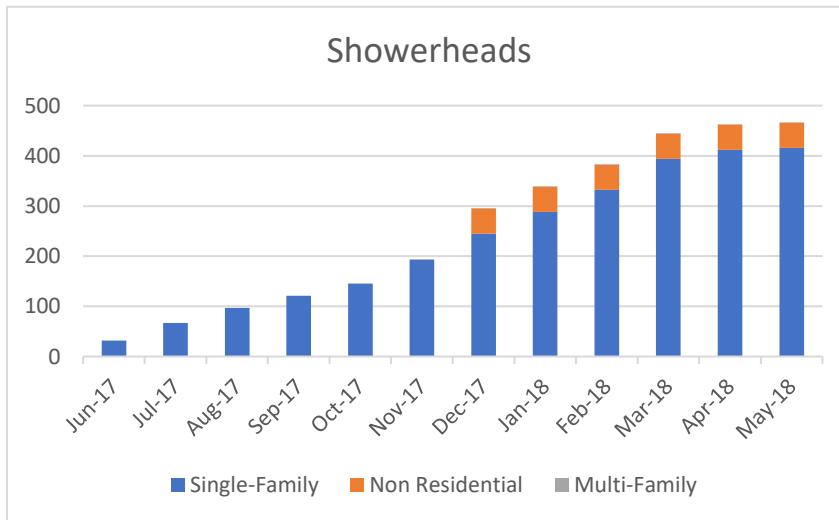


Figure 15 Cumulative Showerhead Rebates

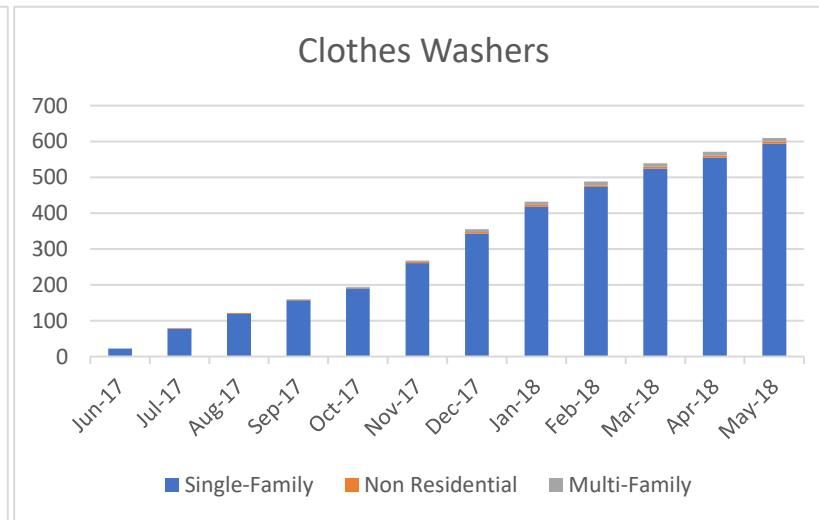


Figure 16 Cumulative Clothes Washer Rebates

## 5.2 SEASONALITY OF REBATES

Based on almost one complete year of program implementation it can be instructive to review initial seasonal trends in the data. The rebates are directly tied to product purchase decisions made by customers and these decisions can be influenced by seasonal retail cycles. Customer response may also be influenced by different promotions and marketing messages from SUEZ and its partners. Figure 1 shows the seasonality of rebate redemptions across all products and all forms of rebates (paper forms, online submission, instant rebates from the Marketplace and Lowe’s in store rebates).

The program launched during the summer months which is typically not a strong time for traditional marketing channels and retail sales in general. A large increase in rebates redemptions occurred during the winter months which was largely unexpected. The Lowe’s in store rebate program was initiated during this time and may have contributed to the increase, however rates have declined in the spring months. SUEZ and its partners track the impact of different advertising channels and message content to determine which messages have the biggest impact and will use this information to refine messaging to achieve the most cost-effective use of resources and drive program participation.

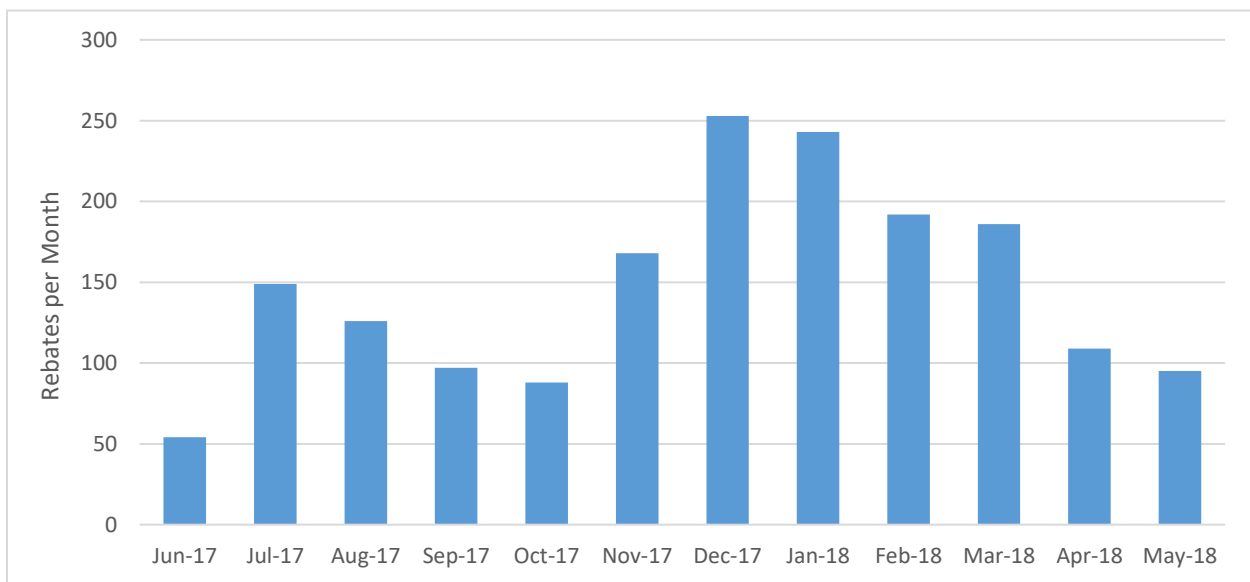


Figure 17 Seasonality of Rebate Redemptions

## 6 Next Steps

The following items and activities are planned to be developed or expanded during the next six months as part of the continued development and refinement of the C&E program:

- **Non-Residential Customer Focus:** Significant potential for water savings has been identified as a result of the water efficiency audits conducted on over 40 large customer accounts. However engaging decision makers and turning potential savings into implementation requires multiple layers of approvals and advance budgetary planning to secure the necessary investment. In the coming months the conservation team will expand its efforts to facilitate implementation. WMI is recruiting for a staff position who will work directly with non-residential customers to help them navigate implementation challenges.
- **Customer Follow Up:** SUEZ will look for case study opportunities based on water efficiency implementations in Rockland County. The development of case studies and demonstration projects, such as the one at North Rockland High School, will provide additional valuable marketing information based on real customer experience.
- **Advertising Analytics:** SUEZ has implemented many advertising strategies and is closely monitoring and analyzing the data from the digital programs that track customer engagement and response. SUEZ is aware that messages need to be refreshed occasionally in order to avoid ad blindness (customers ignoring repeated messages). SUEZ is planning to refresh ad imagery and continue with targeted direct mails programs. A new 30-second cable-TV commercial is also in development.
- **Trade Allies:** Partnerships are a key component of the conservation program and SUEZ will work with trade allies such as irrigation contractors and plumbing firms to spread the message of conservation and help inform customers of the program. SUEZ plans to meet with five of the largest plumbing firms in the area to develop contacts and engage these potential partners.
- **Minor League Baseball Franchise Partnership:** SUEZ is developing a partnership with the Rockland Boulders following a completed water efficiency audit at the stadium. Planned activities include signage at the stadium to promote [www.SUEZconserve](http://www.SUEZconserve) and conservation and promotional messages on the stadium's big screen. Giveaways during the baseball games will include SUEZ branded shower timers and other conservation themed items and educational material. The partnership will leverage the profile of the team and the fan base to communicate water efficiency messages and promote behavioral change.
- **Evaluation of Rebate Program Incentives:** To encourage greater participation in the rebate program SUEZ will re-evaluate the rebate levels to determine if greater incentives can be offered to customers while maintaining a favorable cost/benefit for the program.

## 7 Appendices

### 7.1 PLUMBER & CONTRACTOR POSTCARD

# ATTENTION PLUMBERS + CONTRACTORS!

Your customers may be eligible for \$75 rebates on WaterSense toilets.



SUEZ now offering \$75 rebates on WaterSense toilets!

**IT'S EASY TO APPLY FOR A REBATE:**  
Your customer will fill out a short application form and include their SUEZ account number and product receipt with model information.

Visit [SUEZconserve.com](http://SUEZconserve.com) to download the form!

Note: All qualified toilets must replace an existing toilet and have been installed after June 21, 2017 are eligible to apply.

**conserve**  
SAVE TODAY. SAVE TOMORROW.  
[SUEZconserve.com](http://SUEZconserve.com)

**save water  
and money**

This program is available to all SUEZ New York customers in Rockland and Orange counties.

**suez**

# SUEZ now offering \$75 rebates on WaterSense toilets!

[← LEARN MORE](#)

**ADDITIONAL WATER-SAVING REBATES AVAILABLE.**  
Visit [SUEZconserve.com](http://SUEZconserve.com) to find out more about the latest offers available to our customers or call our Customer Service team at 1-877-426-8969.

**suez**

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**conserve**  
SAVE TODAY, SAVE TOMORROW.  
[SUEZconserve.com](http://SUEZconserve.com)

360 West Nyack Road | West Nyack, NY 10994



## 7.2 SHOWERHEAD & LOWE'S PROMOTIONAL EMAIL (EARTH DAY)

Help Your Wallet. Help the Earth.

No Images? [Click here](#)



*You've received this email because you're eligible for instant rebates on water conservation products from SUEZ.*



Do your part this Earth Day by installing high efficiency showerheads — you'll save water, energy and money.

Plus, save \$15 on your purchase at Lowe's including the Orangeburg or Nanuet locations with an instant rebate from SUEZ. Valid on



WaterSense-labeled showerheads, including these Earth Day favorites!

[Redeem Your Rebate](#)

## Earth Day Favorites

Oxygenics showerheads use air-infused water to increase water pressure, but use less water so you can save money while helping the planet.

PowerFlow 3-Spray



Retail Price: \$22.98  
Your Price: \$7.98\*

[Buy Now](#)

Force 10-Spray



Retail Price: \$29.98  
Your Price: \$14.98\*

[Buy Now](#)

PowerSelect 7-Spray



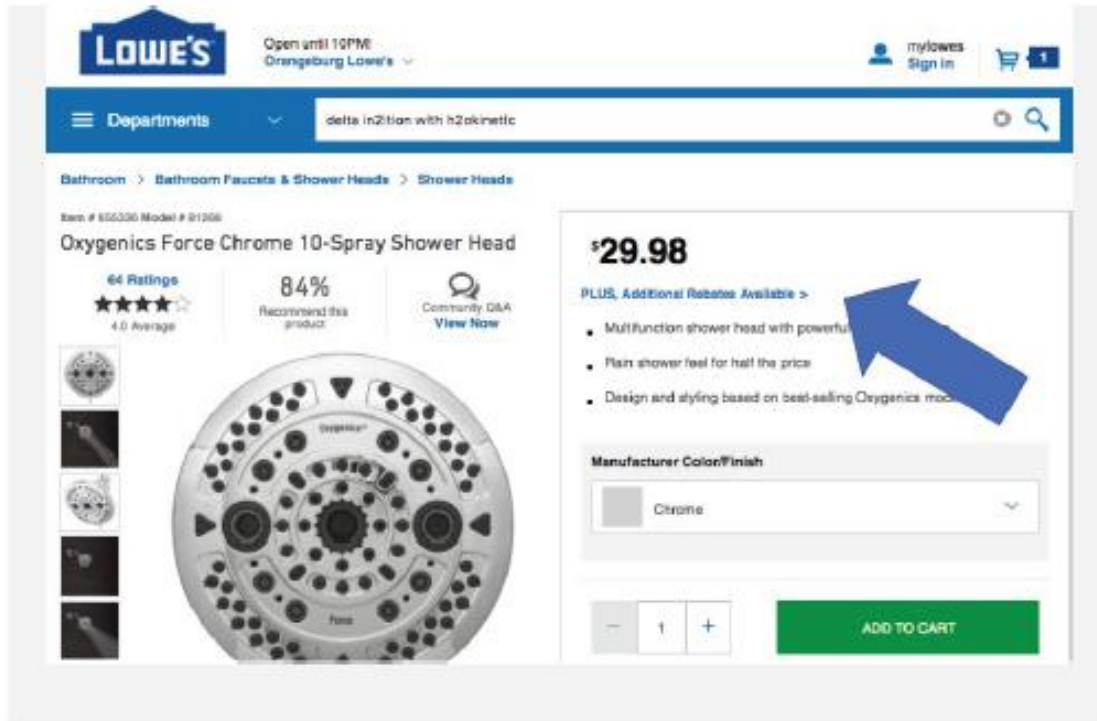
Retail Price: \$27.48  
Your Price: \$12.48\*

[Buy Now](#)

## Need Help?

Simply click the rebate link under the product price to get your coupon.

Having trouble? Contact [service@suezwaterrebates.com](mailto:service@suezwaterrebates.com) for assistance.



*\*Instant rebates offered to SUEZ customers in Orange and Rockland counties. Rebates are available for qualifying showerheads, washing machines and toilets purchased between January 1, 2018 - December 31, 2018. See terms and conditions at [suezconserve.com](http://suezconserve.com). Lowe's is not responsible for fulfillment of this rebate; this offer may not be combined with other Lowe's offers.*



As a SUEZ customer, you've been selected to receive electronic communications from the SUEZ rebate program.

Important Note on Privacy: Your personal information will not be disclosed in any way. Maintaining your privacy is our priority.

©2018 Simple Energy  
All trademarks belong to their respective owners. Some materials used under license, with all rights reserved by licensor.

To stop receiving email communications from SUEZ, please click "Unsubscribe" below. Note that this will not unsubscribe you from other SUEZ communications.

[Unsubscribe](#)



### 7.3 SUEZ & ORU JOINT SAVINGS PROMOTIONAL EMAIL

Extra savings on spring-time favorites.

No Images? [Click here](#)



*You've received this email because you're a Suez Water New York customer and eligible to participate in water-saving rebates on My ORU Store, Orange & Rockland's online energy efficiency store.*



When you use less water in your kitchen and bathroom, your home can devote less energy to water heating. This means more energy savings and a lower monthly heating bill.

**With reduced prices on products like showerheads and sprinkler controllers,** there's no better time to start upgrading your home. Hurry – these deals won't last long!

[Shop All Water-Saving Products](#)

## Smart Home Meets Smart Yard

Rachio Smart Sprinkler Controller Sale - Up to 37% Off

Get the ultimate control over your sprinkler system, right from your smartphone. Rachio makes it easy to:

- Customize watering schedules to save you water and money.
- Tailor watering to your plants, soil and sun exposure.
- Automatically adjust to local weather, including rain and wind.



**Smarten Your Sprinkler Game**



Works with Nest® Products

## Explore Showerhead Favorites

My ORU Store's water-saving products are all WaterSense labeled and meet EPA's specifications for water efficiency and performance.



Original Price: \$39

Your Price: \$14 after sale and SUEZ instant rebate\*

**Evolve Single Function**



Original Price: \$64

Your Price: \$32 after sale and SUEZ instant rebate\*

**Evolve Multifunction**

## Looking for the Complete Package?

Whether you're adding that second bathroom or making upgrades, we've got you covered. Our water-saving kits come in two levels — [Home](#) and [Deluxe](#). Select the kit that best fits your needs and enjoy rebates on eligible products.



### Deluxe Water-Saving Kit

**Includes:**

- Niagara Spa Showerhead
- Niagara Earth Showerhead
- Niagara Kitchen Swivel Aerator
- Niagara Bubble Spray Faucet Aerator
- Niagara Pipe Thread Tape

Original Price: \$32

Your Price: \$20 after sale and SUEZ instant rebate\*

Get Your Water-Saving Kit

*\*Sale pricing is valid through 11:59 p.m. ET March 21, 2018. Not valid on prior purchases. Instant rebates available exclusively to qualified residential customers of SUEZ Water New York. Further rebates may be available to Orange & Rockland customers.*

conserve

SAVE TODAY. SAVE TOMORROW.

SUEZconserve.com

As a Suez customer, you've been selected to receive electronic communications from the My ORU Store program.

Important Note on Privacy: Your personal information will not be disclosed in any way. Maintaining your privacy is our priority. The links provided will take you to the website of our authorized program implementer, Simple Energy. The Terms of Service and Privacy Policy on that website, <https://www.MyORUStore.com>, will apply.

My ORU Store, 1215 Spruce St, Suite 301, Boulder, CO, 80302,  
email [info@MyORUStore.com](mailto:info@MyORUStore.com)

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All trademarks belong to their respective owners. Some materials used under license, with all rights reserved by licensor.

To stop receiving email communications from the My ORU Store, please click "Unsubscribe" below. Note that this will not unsubscribe you from other Orange & Rockland communications.

[Unsubscribe](#)





## 7.4 SUEZ & ORU JOINT SAVINGS PROMOTIONAL EMAIL

Here's how:

No Images? [Click here](#)



*You've received this email because you're eligible for instant rebates on water conservation products from SUEZ.*



### Save Water, Save Money, Help The World

Celebrate World Water Day by taking steps to reduce your water consumption. Choose from qualifying washing machines, as well as WaterSense labeled toilets and showerheads, and save up to \$100 with instant rebates from SUEZ at Lowe's or [Lowe's.com](#).

[Claim Your Rebate](#)

## Top-Selling Products

\$100  
Off!



Shop Now

\$15  
Off!



Shop Now

\$75  
Off!




Shop Now

Check out our video or visit [SUEZconserve.com](http://SUEZconserve.com) for more.



*\*Instant rebates offered to SUEZ customers in Orange and Rockland counties. Rebates are available for qualifying showerheads, washing machines and toilets purchased between January 1, 2018 - December 31, 2018. See terms*

## 7.5 SUEZ & ORU BILL INSERT


 Orange & Rockland | **STORE**


### O&R and SUEZ team up to shower you with savings

—

Get extra savings and instant rebates on water-saving kits and showerheads when you shop O&R's online store.

[myORUstore.com](https://myORUstore.com)



### Heating your water takes energy.

Cutting down on unnecessary hot water usage can save you money.



#### Get instant rebates on O&R's online store:

-  Showerheads and aerators that save energy and water without sacrificing performance or water pressure.
-  Shower adaptors that alert you when the water is warm, preventing your hot water and money from running down the drain before you're ready to get in the shower.
-  Water-saving kits that bundle our most popular products.

---

#### Did You Know?

You can save 2,900 gallons of water a year by just replacing one showerhead. \*That equates to powering your home for 13 days, or saving more than \$70 per year in utility costs.

Shop [myORUstore.com](https://myORUstore.com)

1805-0113-R 180601 \*Source: EPA



## 7.6 WATER-SMART LANDSCAPE FLYER



Before



After: Water-Smart Landscape

### LEARN HOW TO:

- Design a Water-Smart Landscape
- Reduce overwatering by using WaterSense labeled irrigation controllers by Rain Bird
- Apply for rebates on water-saving devices from SUEZ

**Thursday, May 17**  
**11:30 am – 1:30 pm**

Cornell Cooperative Extension  
10 Patriot Hills Drive  
Stony Point, NY

**RSVP TODAY! ADMISSION IS FREE.**  
Lunch and giveaways will  
be provided to all attendees.  
(845) 429-7085 | [jas946@cornell.edu](mailto:jas946@cornell.edu)

Cornell Cooperative Extension  
Rockland County



**conserve**

SAVE TODAY. SAVE TOMORROW.

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

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities. Please contact the office with any special considerations in advance. (845) 429-7085 | [rockland@cornell.edu](mailto:rockland@cornell.edu)



## 7.7 SUEZ & ORU PARTNERSHIP (ROCKLAND COUNTY TIMES)

### **SUEZ AND O&R STRIKE UNIQUE PARTNERSHIP**

SUEZ has teamed up with Orange & Rockland Utilities (O&R) to promote SUEZ's customer conservation program that offers significant rebates on the purchase of water-saving devices such as WaterSense labeled toilets and showerheads and ENERGY STAR certified washing machines. Through Orange & Rockland's online marketplace, myORUstore.com, Suez and O&R customers can purchase water and energy efficient products online that qualify for rebates from both utilities. The program strives to help customers save water and energy in turn lowering their utility bills.

Here in Rockland SUEZ customers can purchase qualified water-saving products online or at any major retailer and receive rebates of \$100 on ENERGY STAR washing machines, \$75 on WaterSense toilets and \$15 on WaterSense showerheads. Customers can apply for post-purchase rebates by mailing in an application or completing it online on SUEZs' website. Rebates can also be redeemed instantly at Lowe's in Orangeburg or Nanuet or on Lowes.com.

The rebate program, which began June 2017 and will run through June 2022, has a goal of saving 1 million gallons per day (MGD) by 2020. Since its inception, approximately 1,500 rebates have been redeemed with a fairly even spread across the county between washing machines toilets and showerheads. Residential customers can purchase up to three showerheads, three toilets and one washing machine and earn \$370 in rebates.

O&R expanded its own energy conservation program in 2016 featuring rebates on a wide variety of energy efficient products available for purchase online through their store. "By working with O&R, we are able to reach mutual residential customers more efficiently and ultimately increase the number of people who save money. In addition, the online access provides an opportunity for homeowners to skip the application process and receive instant rebates," stated Bill Madden, Director of External Affairs for SUEZ in Rockland.

SUEZ's program also allows commercial, multi-family and industrial customers to save money and water. Business customers that use large amounts of water can request free water audits that will identify ways to save money by installing water-efficient urinals, showerheads, toilets, washing machines and pre-rinse spray valves.

For more information about the rebate program, visit [www.SUEZconserve.com](http://www.SUEZconserve.com).

## 7.8 SUEZ & ORU PARTNERSHIP NEWS RELEASE

### SUEZ and O&R Partner to Help Customers Save. New Rebates Now Available for Irrigation Controllers

By Risa Hoag (Patch Poster) (<https://patch.com/users/risa-hoag-0>) - May 15, 2018 9:24 am ET

Like  Share



Last June SUEZ teamed up with Orange & Rockland Utilities (O&R) to promote SUEZ's customer conservation program. While there are few examples of conservation program partnerships between water and electric utilities that help to increase efficiency in their customers' homes, most are on the West Coast.

The program for Rockland County customers offers significant rebates on the purchase of water-saving devices such as WaterSense labeled toilets and showerheads, and ENERGY STAR® certified washing machines. Through Orange & Rockland's online marketplace, [myORUstore.com](http://myORUstore.com), Suez and O&R customers can purchase water and energy efficient products online that qualify for rebates from both utilities. The program strives to help customers save water and energy, and in turn lower their utility bills.

SUEZ customers can purchase qualified water-saving products online or at any major retailer and receive rebates of \$100 on ENERGY STAR washing machines, \$75 on WaterSense toilets and \$15 on WaterSense showerheads. Customers can apply for post-purchase rebates by mailing in an application or completing it online on SUEZ's website. Rebates can also be redeemed instantly at Lowe's in Orangeburg or Nanuet or on [Lowe.com](http://Lowe.com).

**NEW!** With summer around the corner, SUEZ announced new rebates on outdoor water-saving devices. Rockland residents can now purchase any WaterSense labeled irrigation controller and apply for a \$50 rebate through [SUEZconserve.com](http://SUEZconserve.com) (<https://www.mysuezwater.com/water-in-my-area/residential-customers>) or get an instant rebate on the My ORU Store. The rebate program, which began June 2017 and will run through June 2022, has a goal of saving 1 million gallons per day (MGD) by 2020. Since its inception, over 1,600 rebates have been redeemed across the county between washing machines, toilets and showerheads. **Residential customers can purchase up to three showerheads, three toilets, one washing machine and one irrigation controller and earn up to \$420 in rebates.**

O&R expanded its own energy conservation program in 2016 featuring rebates on a wide variety of energy efficient products available for purchase online through their store. "By working with O&R, we are able to reach mutual residential customers more efficiently and ultimately increase the number of people who save money. In addition, the online access provides an opportunity for homeowners to skip the application process and receive instant rebates," stated Bill Madden, Director of External Affairs for SUEZ in Rockland.

**SUEZ's program also allows commercial, multi-family and industrial customers to save money and water.** Business customers that use large amounts of water can request free water audits that will identify ways to save money by installing water-efficient urinals, showerheads, toilets, washing machines and pre-rinse spray valves.

For more information about the rebate program, visit [www.SUEZconserve.com](http://www.SUEZconserve.com) (<http://www.suezconserve.com/>) or [www.mysuezwater.com](http://www.mysuezwater.com) (<https://www.mysuezwater.com/water-in-my-area/residential-customers>)

*This post was contributed by a community member.*

*The views expressed in this post are the author's own. Want to post on Patch? Register for a user account. (<https://my.patch.com>)*



## 7.9 LOWE'S BILL INSERT

# shop at Lowe's for instant rebates on water-saving appliances

No paperwork. No wait. Instant rebate at checkout.




|  |   |   |
|--|---|---|
|  <p><b>\$100</b><br/>INSTANT REBATE</p>   |  <p><b>\$75</b><br/>INSTANT REBATE</p>  |  <p><b>\$15</b><br/>INSTANT REBATE</p>   |
| <p><b>washing machines</b><br/>SAVE ON ONE<br/>ENERGY STAR® certified models</p>  | <p><b>toilets</b><br/>SAVE ON UP TO THREE<br/>EPA WaterSense labeled models</p>  | <p><b>showerheads</b><br/>SAVE ON UP TO THREE<br/>EPA WaterSense labeled models</p>  |

## Here's how it works at Lowe's:



- ▶ Shop at Lowe's in Orangeburg or Nanuet for qualified washing machines, toilets and showerheads.
- ▶ Find the SUEZ sign in the store. Using your smartphone, enter the website or scan the QR code.
- ▶ Follow the instructions to verify your eligibility.
- ▶ Receive an email with an INSTANT rebate coupon for use in-store or online!

You can purchase qualified products at any retail store or online. Visit **SUEZconserve.com** to complete an online application or call our Customer Service team for a mail-in application at 1-877-426-8969.


SAVE TODAY. SAVE TOMORROW.  
SUEZconserve.com

Rebates are available for qualifying products purchased between January 1, 2018–December 31, 2018. See terms and conditions at [suezconserve.com](http://suezconserve.com). Lowe's is not responsible for fulfillment of this rebate; this offer may not combine with other Lowe's offers. Lowe's and the gable mansard design are registered trademarks of LF, LLC. Both are used with permission.

## 7.10 NY METRO PARENTS AD

Advertise →  
(/advertise.cfm)

Get Newsletter →  
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source=nav)

# NYMetroParents<sup>(1)</sup>

Helping Parents Make Better Decisions

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Nassau (/region.cfm?region=nassau&message=topnav) | Queens (/region.cfm?region=queens&message=topnav) |  
Rockland (/region.cfm?region=rockland&message=topnav) | Suffolk (/region.cfm?region=suffolk&message=topnav) |  
Westchester (/region.cfm?region=westchester&message=topnav)

Events (/calendar.cfm) →

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NYMetroParents  
**YOUR CHILD COULD BE ON OUR COVER!**  
Click here to enter  
★ PLUS win prizes ★

(<https://www.nymetroparents.com/coverkidscontest.cfm>)

Home / Rockland (/region.cfm?region=Rockland) / PRODUCTS Article (/articlecategory.cfm?catname=PRODUCTS-)

### SUEZ Helps Homeowners Save Money and Conserve Water



<https://www.nymetroparents.com/article/SUEZ-Rebates-Available-for-Outdoor-Water-Saving-DevicesToilets-and-More-->

1/7



By Community News - Rockland (/newauthor.cfm?authorid=2355) ✉ (mailto:editor@nymetroparents.com)  
May 23, 2018

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### Significant rebates are offered on select WaterSense labeled products.

SUEZ (<https://www.mysuezwater.com/water-in-my-area/residential-customers>), in collaboration with Orange & Rockland Utilities (O&R), is helping families save money on utility bills while receiving a substantial rebate on WaterSense products. The customer conservation program for Rockland County consumers strives to help homeowners save money while promoting the use of water conserving products.

With summer around the corner, SUEZ announced new rebates on outdoor water-saving devices. Rockland residents can now purchase any WaterSense labeled irrigation controller and apply for a \$50 rebate through [SUEZconserve.com](https://www.mysuezwater.com/water-in-my-area/residential-customers) or get an instant rebate on the My ORU Store. Residential customers can purchase up to three showerheads, three toilets, one washing machine and one irrigation controller and earn up to \$420 in rebates.

"By working with O&R, we are able to reach mutual residential customers more efficiently and ultimately increase the number of people who save money," says Bill Madden, director of external affairs for SUEZ in Rockland.

Purchasing WaterSense labeled showerheads does not only get you a rebate, but it saves money on its own. By replacing just one showerhead with a WaterSense labeled model, the average family can save 2,900 gallons of water a year and more than \$70 in annual energy and water costs, according to the EPA. (<https://www.epa.gov/watersense/shower-better>)

In 2014, Kennesaw State University saved more than 650,000 gallons of water and \$6,500 in water bills in only six months by switching showerheads to WaterSense labeled showerheads, according to the EPA (<https://www.epa.gov/sites/production/files/2017-02/documents/ws-ourwater-shower-better-casestudy-cobbcounty.pdf>).

SUEZ's program also allows commercial, multi-family, and industrial customers to save money and water. Business customers that use large amounts of water can request free water audits that will identify ways to save money by installing water-efficient urinals, showerheads, toilets, washing machines and pre-rinse spray valves. Various other rebates are available through the SUEZ customer conservation program.

For more information about the rebate program and how to be 'water wise,' visit [SUEZconserve.com](https://www.mysuezwater.com/new-york/water-in-my-area/suez-conserve) (<https://www.mysuezwater.com/new-york/water-in-my-area/suez-conserve>).

SUEZ  
360 W Nyack Road  
877-426-8969  
[mysuezwater.com](https://www.mysuezwater.com/water-in-my-area/residential-customers) (<https://www.mysuezwater.com/water-in-my-area/residential-customers>)

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## 7.11 NANUET PATCH AD

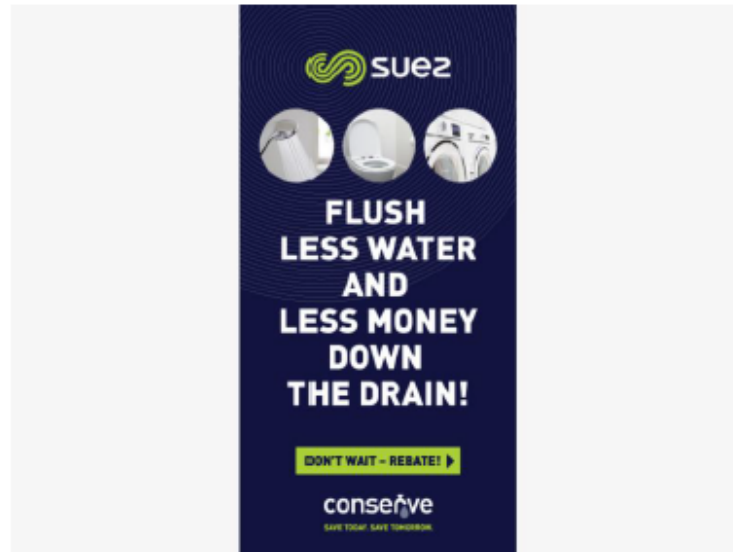
Featured Announcement

### New Rebates Now Available through SUEZ Conserve Program; Irrigation Controllers, Toilets and More

By Risa Hoag (Patch Poster) (<https://patch.com/users/risa-hoag-0>) - May 26, 2018 7:46 am ET

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*This post was contributed by a community member.*



Last June SUEZ teamed up with Orange & Rockland Utilities (O&R) to promote SUEZ's customer conservation program. While there are few examples of conservation program partnerships between water and electric utilities that help to increase efficiency in their customers' homes, most are on the West Coast.

The program for Rockland County customers offers significant rebates on the purchase of water-saving devices such as WaterSense labeled toilets and showerheads, and ENERGY STAR® certified washing machines. Through Orange & Rockland's online marketplace, [myORUstore.com](http://myORUstore.com), Suez and O&R customers can purchase water and energy efficient products online that qualify for rebates from both utilities. The program strives to help customers save water and energy, and in turn lower their utility bills.

SUEZ customers can purchase qualified water-saving products online or at any major retailer and receive rebates of \$100 on ENERGY STAR washing machines, \$75 on WaterSense toilets and \$15 on WaterSense showerheads. Customers can apply for post-purchase rebates by mailing in an application or completing it online on SUEZs' website. Rebates can also be redeemed instantly at Lowe's in Orangeburg or Nanuet or on [Lowe.com](http://Lowe.com).

**NEW!** With summer around the corner, SUEZ announced new rebates on outdoor water-saving devices. Rockland residents can now purchase any WaterSense labeled irrigation controller and apply for a \$50 rebate through [SUEZconserve.com](http://SUEZconserve.com) (<https://www.mysuezwater.com/water-in-my-area/residential-customers>) or get an instant rebate on the My ORU Store. The rebate program, which began June 2017 and will run through June 2022, has a goal of saving 1 million gallons per day (MGD) by 2020. Since its inception, over 1,600 rebates have been redeemed across the county between washing machines, toilets and showerheads. **Residential customers can purchase up to three showerheads, three toilets, one washing machine and one irrigation controller and earn up to \$420 in rebates.**

O&R expanded its own energy conservation program in 2016 featuring rebates on a wide variety of energy efficient products available for purchase online through their store. "By working with O&R, we are able to reach mutual residential customers more efficiently and ultimately increase the number of people who save money. In addition, the online access provides an opportunity for



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For more information about the rebate program, visit [www.SUEZconserve.com](http://www.SUEZconserve.com) (<http://www.suezconserve.com/>) or [www.mysuezwater.com](http://www.mysuezwater.com) (<https://www.mysuezwater.com/water-in-my-area/residential-customers>)

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## 7.12 TARGETED TOILET MAILING (HOMES WITH OLDEST HOUSING STOCK)

### SUEZ customers are eligible for up to three **\$75 REBATES** on WaterSense labeled toilets!



**SHOP AT ANY RETAILER AND APPLY FOR A REBATE:**  
Fill out a short application form and include your SUEZ account number and product receipt with model information.

Visit [SUEZconserve.com](http://SUEZconserve.com) to apply online or to download the form!

**SHOP AT LOWE'S OF ORANGEBURG, NANUET, OR ONLINE FOR INSTANT REBATES ON WATER-SAVING APPLIANCES.**

Note: All qualified toilets must replace an existing toilet and have been purchased between January 1, 2018 – December 31, 2018. One rebate per coupon generated at Lowe's. Maximum of three coupons per customer. Lowe's is not responsible for fulfillment of this rebate; this offer may not combine with other Lowe's offers. Lowe's and the gable mansard design are registered trademarks of LF, LLC. Both are used with permission.

# conserve

SAVE TODAY. SAVE TOMORROW.  
[SUEZconserve.com](http://SUEZconserve.com)

## save water and money

This program is available to all SUEZ New York customers in Rockland and Orange counties.



## SUEZ now offering **\$75 rebates** on WaterSense toilets!

[← LEARN MORE](#)

**ADDITIONAL WATER-SAVING REBATES AVAILABLE.**  
Visit [SUEZconserve.com](http://SUEZconserve.com) to find out about the latest offers or call our Customer Service team at 1-877-426-8969.



### conserve

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