

Economic and financial tools

Conservation pricing

Pricing and rate structures that encourage water conservation and efficiency are a key part of any strong CEP Plan. Tools such as scaling water rates or seasonal pricing incent water users to conserve more, and help to recover the full cost of providing water.

Municipal examples

Municipality	Initiative
Town of Cochrane	<p>Scaling Water Rates</p> <p>The Town of Cochrane sets water rates based on the level of consumption. The water rate increases in blocks as consumption rises, incenting consumers to conserve water. The process for setting rates is established in the Town’s Water Utility Bylaw.</p> <p>Click here for more information on Cochrane’s water rates and other conservation initiatives.</p>
City of Edmonton (EPCOR)	<p>Scaling Water Rates</p> <p>The City of Edmonton has passed a water services and wastewater bylaw outlining rates that can be charged by EPCOR to deliver water, as well as the methodology for changing water costs each year. The water rate increases in blocks as consumption rises, incenting consumers to conserve water.</p> <p>Consumption charges for multi-residential and commercial users are charged on a declining block structure, which means that the charge per unit of water drops as consumption increases. This rate method reflects that it is less costly to deliver larger volumes of water to fewer customers. Also, these large consumers already have an incentive to be water efficient because it helps them reduce costs and remain competitive.</p> <p>For a copy of the City of Edmonton’s EPCOR Water Services and Wastewater Treatment Bylaw, click here. For a list of EPCOR’s up to date water pricing, click here.</p> <p>Beyond Full Cost Accounting</p> <p>As of spring 2015, the City of Edmonton’s water rates had helped water services move beyond full cost accounting to become a profit generating organization. This is an important achievement in creating sustainable municipal water services.</p>
Village of Mannville	<p>In late 2009 the Village replaced or installed radio frequency (RF) water meters with data log capabilities in all residential, institutional and commercial buildings and began charging consumption fees at a rate of \$1.50 per cubic meter on deep well water. Previously a flat rate was charged per account. The next phase will be incentive for water efficient fixtures and storm water reuse.</p>
Strathcona County	<p>Location-Based Water Rates</p> <p>Strathcona County has implemented a system in which water rates differ based on location. Given the large geographic area of the county, changing water rates based on</p>

	<p>location helps to account for the different cost of providing water in various locations. For example, the County’s “rural services area” has a higher cost of provision and charges \$2.330 per cubic metre, whereas provision in Sherwood Park is slightly cheaper, and the charge is \$2.290 per cubic metre.</p> <p>Click here to see Strathcona County’s current water rates.</p>
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Related Programs and Resources

Program/Resource	Organization	Notes
Full Cost Accounting for Municipal Drinking Water Facilities	Alberta Environment and Parks	<p>Alberta Environment and Sustainable Resource Development has developed a Full Cost Accounting Program for Municipal Drinking Water Facilities to promote fiscal planning amongst municipal waterworks systems. The program’s website provides information on generally accepted full cost accounting methods.</p> <p>Click here for more information.</p>
Worth Every Penny: A Primer on Conservation Oriented Water Pricing	POLIS Project on Ecological Governance	<p><i>Worth Every Penny: A Primer on Conservation-Oriented Water Pricing</i> provides an overview of conservation-oriented water pricing for decision makers, water utilities and service providers in Canada. It explains how water pricing works, what the benefits are, and how water utilities can implement conservation-oriented water pricing structures as a key tool in the water manager's toolkit. As well, it offers advice on how to address implementation challenges, including how to avoid penalizing low-income families and how to maintain revenue stability for water utilities.</p> <p>Click here for more information</p>
“Water Pricing as a Tool for Conservation” - Webinar	FCM	<p>The webinar focuses on sharing the practical steps, challenges and benefits of conservation-oriented price structures as a tool for sustainable water management. Speakers will examine research, trends and leading examples from across North America, including a case study of Toronto’s experience with conservation-oriented water pricing</p> <p>Click here to view the webinar.</p>
Green Municipal Fund	FCM	<p>The Federation of Canadian Municipalities has funding available through the Green Municipal Fund for projects that target end-use water consumption. Eligible projects must demonstrate the potential to reduce potable water use by at least 20 per cent. Examples include grey water systems, rainwater collection, and fixture replacement programs.</p>

Rebates

Rebates are another potential tool that municipalities can use to improve water conservation in their community. Improvements in technology over the past 20 years have enabled significant water savings from things like new high-efficiency water fixtures. New products like this have become extremely popular in the marketplace, with consumers overwhelmingly choosing to purchase them over old low-efficiency models. This market penetration means that legal tools requiring high-efficiency fixtures are often unnecessary.

However, even though most consumers freely choose high-efficiency fixtures, this only impacts those who are undergoing renovations or new construction. People with old homes or businesses that do not renovate are often still using old, wasteful fixtures. Rebates on products like low-flow toilets or showerheads can convince these people to replace their old fixtures.

It should be noted that rebate programs are often costly; therefore partnering with an organization that already provides rebates and/or talking to other communities that have already implemented fixture or toilet rebate programs is recommended.

Municipal Examples

Municipality	Initiative
City of Airdrie	<p>Toilet Replacement Program</p> <p>The City of Airdrie has instituted a toilet replacement/rebate program to encourage the installation of low-flow toilets. Airdrie residential utility water customers in properties constructed prior to 2004 with 13 litre or 20 litre toilets are eligible to receive up to three \$50 rebates for high efficiency toilets that use less than 6 litres of water.</p> <p>Click here for more information about this rebate program.</p>
Town of Athabasca	<p>Toilet Rebate Program</p> <p>The Town of Athabasca provides up to \$50 dollars in rebates for replacing older, less efficient toilets with new, low-flow models. Applicants must replace a 13+ litre toilet with a 6 litre toilet in their residence located in the Town of Athabasca.</p> <p>Click here for more information</p>
City of Brooks	<p>Water Conservation Rebates</p> <p>The City of Brooks has established several rebate programs to increase the uptake of water conservation technology in their community. Rather than offer cash returns, Brooks offers rebates in the form of a utility bill reduction. These programs target both indoor fixtures and outdoor implements, including:</p> <ul style="list-style-type: none"> • \$50 rebate on toilet, washing machine, or dishwasher replacements • \$25 rebate on rain barrels • \$25 rebate on backyard composters <p>These products must be purchased from a local retailer. To be eligible, consumers must provide a photo of their old, non-efficient appliance or fixture, the original purchase receipt of the new product, and verification that the model meets the following</p>

	<p>requirements:</p> <ul style="list-style-type: none"> • Toilets that use 6 litres per flush or less; • Washing machines that use 49 litres per load or less; and/or • Dishwashers that use 15 litres per load or less. <p>Click here for more information about this rebate program.</p>
<p>City of Calgary</p>	<p>Water Conservation Rebates</p> <p>Since 2003, Calgary has offered a variety of incentives and education programs supporting the adoption of efficient water technology. This has included toilet replacement rebates, washing machine rebates and restaurant spray valve replacement programs.</p> <p>The City of Calgary operates the following toilet rebate programs:</p> <ul style="list-style-type: none"> • Residential Toilet Replacement Program- Calgary will rebate homeowners and individual condo unit owners \$50 to replace an old water wasting toilet (13L or greater) with an eligible water-efficient model (6L or less) (Up to three toilets per address). • Multi-unit Toilet Replacement Program - The City will rebate building owners/managers \$50 per toilet to replace old water wasting toilets (13L or greater) with eligible water-efficient models (6L or less) in buildings with 3 or more suites. • Hotel/Motel Toilet Replacement Program - The City will rebate hotel/motel operators \$50 per toilet to replace old water wasting toilets (13L or greater) with eligible water-efficient models (6L or less) in buildings with three or more suites. Promotion was further assisted through key partners in the sector such as the Calgary Hotel Association (CHA) and the Hotel Association of Canada (HAC). Participating hotels have reduced water consumption by 19-46% and reduced complaints of backup toilets. • A Pre-Rinse Spray Valve program provided low flow models to over 1,200 local food service establishments. The pilot program found an average savings of 358 litres per day per valve or 56 per cent of their existing pre rinse spray valve demand. Estimated water and energy savings range from \$1400 to \$1,800 per valve over the five year lifespan of the valve. In 2005, the City had a pilot Washing Machine Rebate program in partnership with Climate Change Central. The City provided a \$50 rebate for up to 2000 energy efficiency front load washing machines to replace a less efficient top load washing machine. It is estimated that water consumption for laundry washing was reduced by 50% annually per home receiving the rebate, totalling 50 ML per year. <p>Click here for more information.</p>
<p>City of Camrose</p>	<p>Toilet Rebate Program</p> <p>The City of Camrose offers a rebate program to those who replace any number of older, high volume toilets with newer, eligible low-flow models. Rebates of \$70 are offered for one toilet; if multiple toilets are being replaced participants will also receive a 25% rebate for the cost of each additional toilet up to a maximum of \$50 per toilet. This</p>

	<p>program is offered to anyone with a City of Camrose water account, including residents, businesses, and institutions.</p> <p>This program accepts applications yearly between July and September.</p> <p>Click here for more information.</p>
<p>Town of Cochrane</p>	<p>Water Conservation Rebates</p> <p>The Town of Cochrane has a series of rebates to improve water conservation in their community:</p> <ul style="list-style-type: none"> • Mulch: 50% rebate on wood mulch to a maximum of \$75. Wood mulch as ground covering reduces the need for watering and reduces soil erosion. • Fescue: \$60 rebate on the purchase of fescue sod. Fescue sod requires no watering other than what Mother Nature provides. • Rain Barrels: 50% rebate on the purchase of a rain barrel up to \$50 per barrel. • Climate-based Irrigation: \$200 rebate on the purchase of an ExactET Smart Irrigation Controller. Smart irrigation controllers receive information from local weather stations so that automated sprinklers only go on when the ground needs water. • Toilets: \$50 rebate on the purchase price of a new 4.8 litre WaterSense approved toilet. • Washing Machines: \$100 rebate on the purchase of an Energy Star rated high-efficiency washer. High-efficiency washers use over 60 per cent less water per load. <p>Click here for more information.</p>
<p>City of Edmonton</p>	<p>Toilet Rebate Program</p> <p>A residential efficiency awareness campaign was jointly promoted by Carbon Dioxide Reduction Edmonton (CO2RE), Home Depot and EPCOR from September 30 – October 30, 2004. The first objective was to provide Edmonton residents with the information and incentive to reduce greenhouse gas emissions, save water and energy resources. The second objective was to increase word of mouth recommendations for ultra-low flush toilet technology. Residents are more likely to adopt new technology, such as ultra-low flush toilets or front loading washing machines, if their neighbours have had a good experience with the appliances.</p> <p>EPCOR provided a \$50 rebate to encourage the purchase of an Ultra-Low Flush (ULF) toilet from Home Depot. Home Depot also supplied customer information and training sessions on the benefits of ULF toilets. The rebate, combined with an extensive public education campaign, resulted in the sale of 180% more ULF toilets than Home Depot anticipated based on previous sales figures.</p> <p>The awareness and acceptance of ULF toilet technology continues to grow. A 2007 Canadian Water and Wastewater Association study shows 85% of new toilets purchased in Alberta were ultra-low flush models (<i>Sale of 13 L Toilets versus Low-Flush Models in Canada, CWWA, 2007</i>).</p> <p>Washing Machine Promotion</p>

	<p>EPCOR partnered with Energy Solutions Alberta (ESA) to provide a \$50 rebate on any ENERGY STAR® rated washing machine purchased from September 15, 2005 – March 31, 2006. A second promotion was held October 1, 2006 – December 31, 2006. EPCOR and the City of Edmonton provided an additional \$50 rebate during the second promotion.</p> <p>The approximately 2,500 Edmontonians who purchased an efficient washer during the 2005 – 2006 promotions saved an average of 28 m³ water annually or a 12.5% reduction in average customer annual water use. The total annual water savings was 74 ML which is equivalent to the amount of water used annually by 336 average Edmonton residential customers.</p> <p>From Edmonton’s Long Term Water Efficiency Report</p>
Town of Okotoks	<p>Water Rebate Programs</p> <p>The 2015 Okotoks Water Rebate Program commences May 1, 2015, and is offered on a first-come, first-serve basis until a \$50,000 fund is fully depleted. The 2015 program covers:</p> <ul style="list-style-type: none"> • Toilets: 50% rebate per toilet up to \$100 per toilet, and a \$200 household maximum for WaterSense Certified toilets. • Demand Hot Water Recirculating System: 50% rebate per system up to a maximum of \$200 per system, and a \$200 household maximum for approved hot water recirculating systems. • Water Efficient Furnace-mounted Humidifiers: 50% rebate per humidifier up to a maximum of \$100 per humidifier, and \$200 per household maximum for approved humidifiers draining less than 50 litres of water per day. • Rain Barrels: 50% rebate per rain barrel up to a maximum of \$50 per rain barrel, and \$100 household maximum for any type of residential or commercial rain barrel. • Residential Rainwater Harvesting System: 50% rebate up to a \$500 maximum for a rainwater harvesting unit including below and above ground tank systems, pumps, rainwater harvesting filters, pipe connections, and spout modifications. • Rain Sensor for Irrigation System Controller: 50% rebate up to \$200 for installation of a rain sensor that suspends irrigation during rain. • Organic and Inorganic Mulch: 50% rebate up to \$200 for all forms of organic and inorganic mulch used for landscaping or ground cover. • Drought Tolerant Ground Cover/Turf: 50% rebate up to \$200 for drought tolerant grass seed, sod, and hydro-seed. Grass must consist of less than 30 per cent Kentucky Blue Grass. <p>Click here for more information.</p>
City of Red Deer	<p>Toilet Rebate Program</p> <p>The City of Red Deer has run a toilet rebate program since 2008 to increase the usage of high-efficiency models. The program offers a \$50 rebate for dual flush toilets, and a \$25 rebate for low flow (6 litres or less) toilets. These rebates are eligible for residential property owners for up to two toilets that are included on the City’s qualifying toilets list.</p>

	<p>Click here for more information.</p>
Strathcona County	<p>Water Efficient Rebates Strathcona County started a water efficient fixtures uptake program in 2004, providing a \$50 rebate per household for the replacement of a 13-litre or larger volume toilet with a six-litre per flush model. The standards in the program were refreshed in 2011 to respond to improved technology. To be eligible, toilets must now be 4.8 litres per flush or dual flush with a WaterSense® certification. Since the program started, nearly all 13 litres per flush models have been removed from local retailers’ shelves.</p> <p>This program also initially included a \$75 rebate for high efficiency clothes washers, which ended in 2013.</p> <p>Click here to read more about Strathcona County’s water efficient rebates.</p>
Town of Trochu	<p>Word of Mouth The Town of Trochu has been offering a \$50 rebate for high efficiency toilets since 2007. The rebate is not advertised on the town’s website, but instead promoted by word-of-mouth among the Town’s 1000 residents. Local plumbers and stores are aware of the rebate and promote it to their customers.</p> <p>The process is simple and inexpensive- residents bring in their receipts, town administration copies the receipts for the Town’s records and gives the resident back the original receipt along with a cheque for \$50.</p> <p>For more information contact the Town of Trochu at 403-442-3085</p>
Village of Clive	<p>Toilet Rebate Program The Village of Clive approved a toilet rebate incentive in 2011. Residents are offered a \$50 per toilet rebate when an old traditional 13 to 20 litre toilet is replaced with a low flow 6 litre or less toilet. The program is limited to Village of Clive Utility Account customers.</p> <p>Click here for more information.</p>