

C3 - Energy. Ideas. Change.



Lac La Biche County Toilet Rebate Program

Final Report

January 1, 2010 to May 30, 2011

1.0 Introduction

Climate Change Central (C3) was engaged by Lac La Biche County in January 2010 to develop, implement and manage their Toilet Rebate program. The program encourages residents of the Lac La Biche County to be more water efficient by offering rebates for low-flush and dual-flush toilets. Residents can receive \$75 for a low flush toilet and \$100 for a dual-flush toilet. The program was officially launched February 1, 2010 however rebates were provided for any purchases made on or after January 1, 2010 and on or before March 31, 2011.

Residents were informed that to be eligible for the toilet rebate, purchases must be made by March 31, 2011 and all completed applications must have been submitted by April 30, 2011. In order to wrap up the program, any applicants who had a municipal rebate allocated to their application but had either not yet provided their supporting documents or had provided insufficient documentation were contacted and informed that in order to receive their municipal rebate they must submit their supporting documents by May 13, 2011.

The following report outlines the results of the Toilet Rebate Program on purchase made from January 1, 2010 to March 31, 2011.

2.0 Results

A total of 167 toilet rebates were issued through the toilet rebate program for a total of \$15,612.79 rebate dollars issued. A total of 120 households received rebates. Residents were eligible to receive two toilet rebates per household; a total of 47 households received two rebates while 73 households received one toilet rebate. On a per capita basis 1.8% of Lac La Biche County residents took advantage of the toilet rebate program¹.

Table 1 : Total Municipal Toilet Rebates Issued

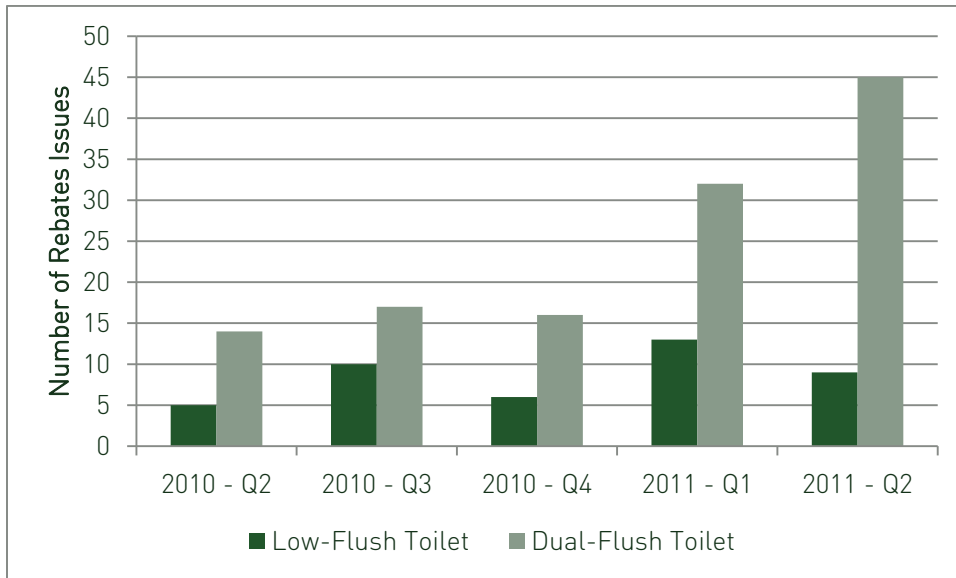
	Count	Rebate Value	Total
Low-Flush Toilet	43	\$75.00	\$3,225.00
Dual-Flush Toilet	124	\$100.00	\$12,387.79
Total	167		\$15,612.79

The number of rejected toilet applications has not changed significantly since the increased eligibility standards. This could indicate that the availability of WaterSense labelled toilets is not a limiting factor for residents making eligible purchases.

¹ Based on a population of 9,123 residents in Lac La Biche County – Government of Alberta 2010 Official Population List, Municipal Affairs, September 15, 2010.

The number of toilet applications significantly increased in 2011. Applications received in the last four months of the program more than doubled the number of application received in the first year of the program. With the announcement of the end of the program, interest likely increased with those who had considered making the upgrade but had not yet taken action. Figure 1 shows the number of applications processed by quarter throughout the program.

Figure 1 : Total Municipal Toilet Rebates Issued by Quarter



2.1 Environmental and Economic Benefits

By encouraging energy efficiency, Lac La Biche County is enabling its residents to save money through reduced utility bills and is indirectly influencing a reduction of greenhouse gas emissions and water use. In total, participating residents will save an estimated \$2,481.18 this year alone through reduced utility bills. Enough water was saved to almost fill one Olympic sized swimming pool. The following table further details the annual environmental benefits related to the program.

Table 2: Environmental Benefits

Greenhouse Gas Emissions	1.51	tonnes
Water	2,481.18	m ³

During this quarter, Lac La Biche County has helped stimulate the local and regional economy with about \$31,250 in toilet purchases.

3.0 Financial Review

A total of \$15,612.79 was paid out to Lac La Biche County residents in the 2010-11 program. As detailed in the contractor services agreement, \$6 per toilet application was paid for the management and administration of the toilet rebate program by C3.

Table 3: Lac La Biche County Financial Statement

Period: January 1, 2010 to May 30, 2011			
Lac La Biche Payments			\$20,000.00
C3 One-Time Administration Fee			\$2,500.00
GST			\$125.00
Rebate Item	Count	Admin Fee	Total
Toilet - Dual Flush	124	\$6.00	\$744.00
Toilet - Low Flush	43	\$6.00	\$258.00
GST			\$50.10
Admin Fee Sub-Total	167		\$1,052.10
Rebate Item	Count	Rebate	Total
Toilet - Dual Flush	123	\$100.00	\$12,387.79
Toilet - Low Flush	43	\$75.00	\$3,225.00
Rebate Sub-Total	167		\$15,612.79
Total Spent			\$19,289.89
Balance Remaining			\$710.11

4.0 Recommendations

The Lac La Biche Toilet Rebate Program appears to be well established and interest in the program is generally consistent. Looking forward, the addition of rebates in other product areas that promote energy and water efficiency may further enhance the rebate program for Lac La Biche County. Since participation rates increased significantly at the beginning of this year with the announcement and advertising of the WaterSense qualification changes as well as the ending of the program, Lac La Biche County may want to consider enhancing some of its educational and promotional opportunities to keep interest and awareness high among residents for future rebate programs. Opportunities for new and innovative products and programs that C3 might be able to provide can be discussed over the coming year.