



# WaterSensible



## EVERYDAY CHOICES, LASTING IMPACT

LORNA HELLER, HONOLULU BWS  
DANIEL CHEN, HONEYWELL

# Honeywell





# *Pick just one, which conservation habit would you try first?*



Active poll

0

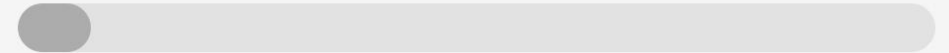


Join at  
**slido.com**  
**#224**

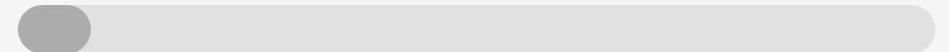


## **Pick just one, which conservation habit would you try first?**

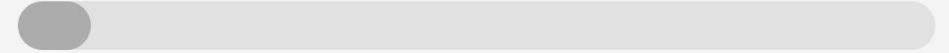
1. Shorter showers



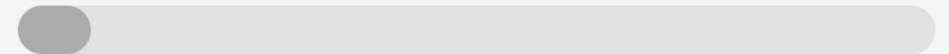
2. Turning off faucet while brushing teeth

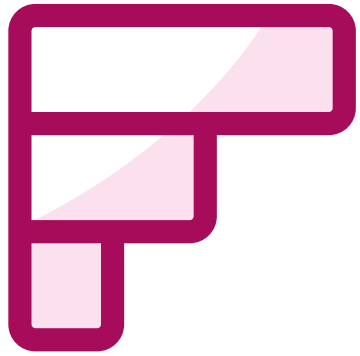


3. Fixing leaks



4. Reusing water (e.g., for plants)





**Pick just one, which conservation habit  
would you try first?**

# What's one water wasting habit you see most?



Join at  
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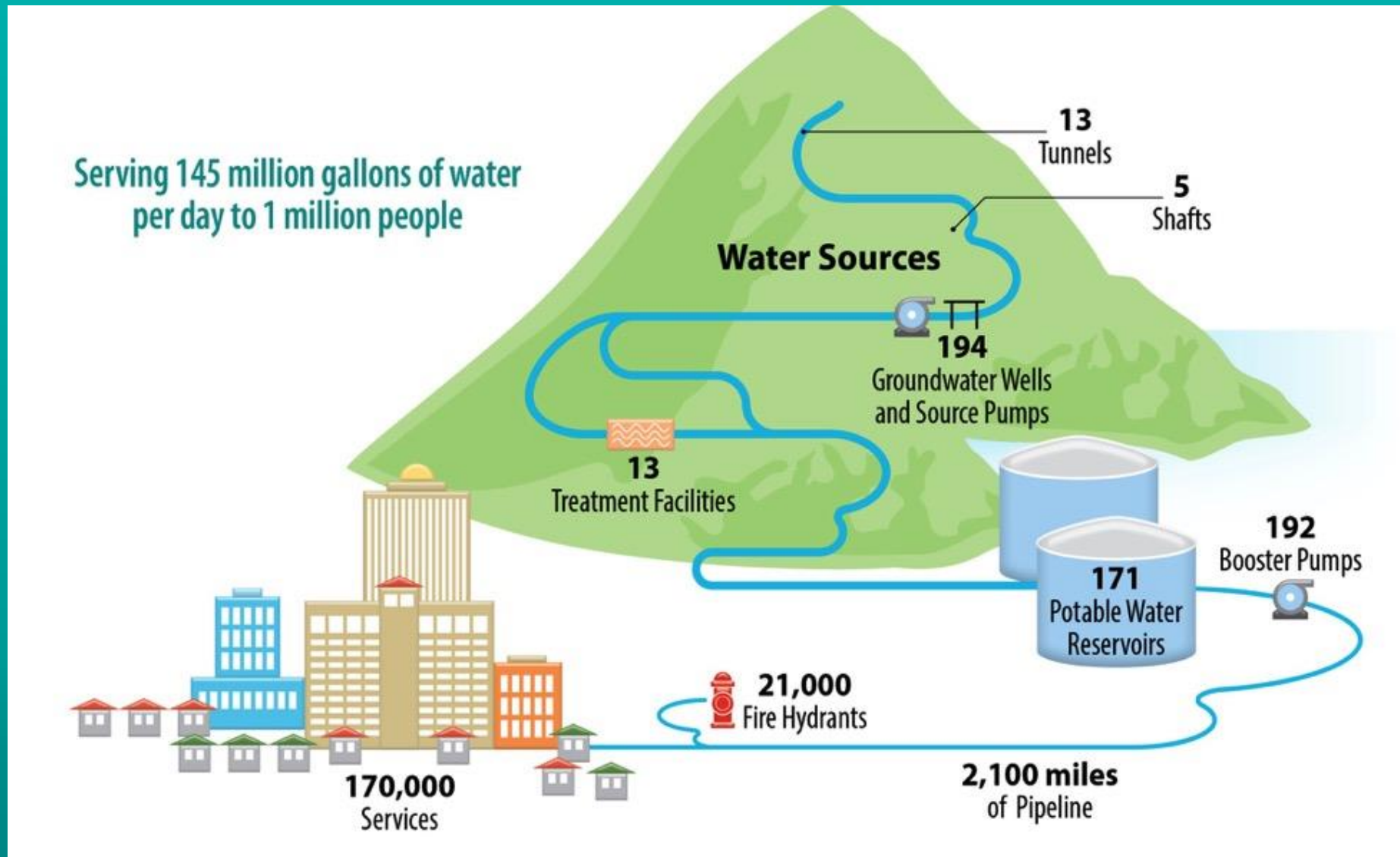
**What's one water wasting habit you see most?**



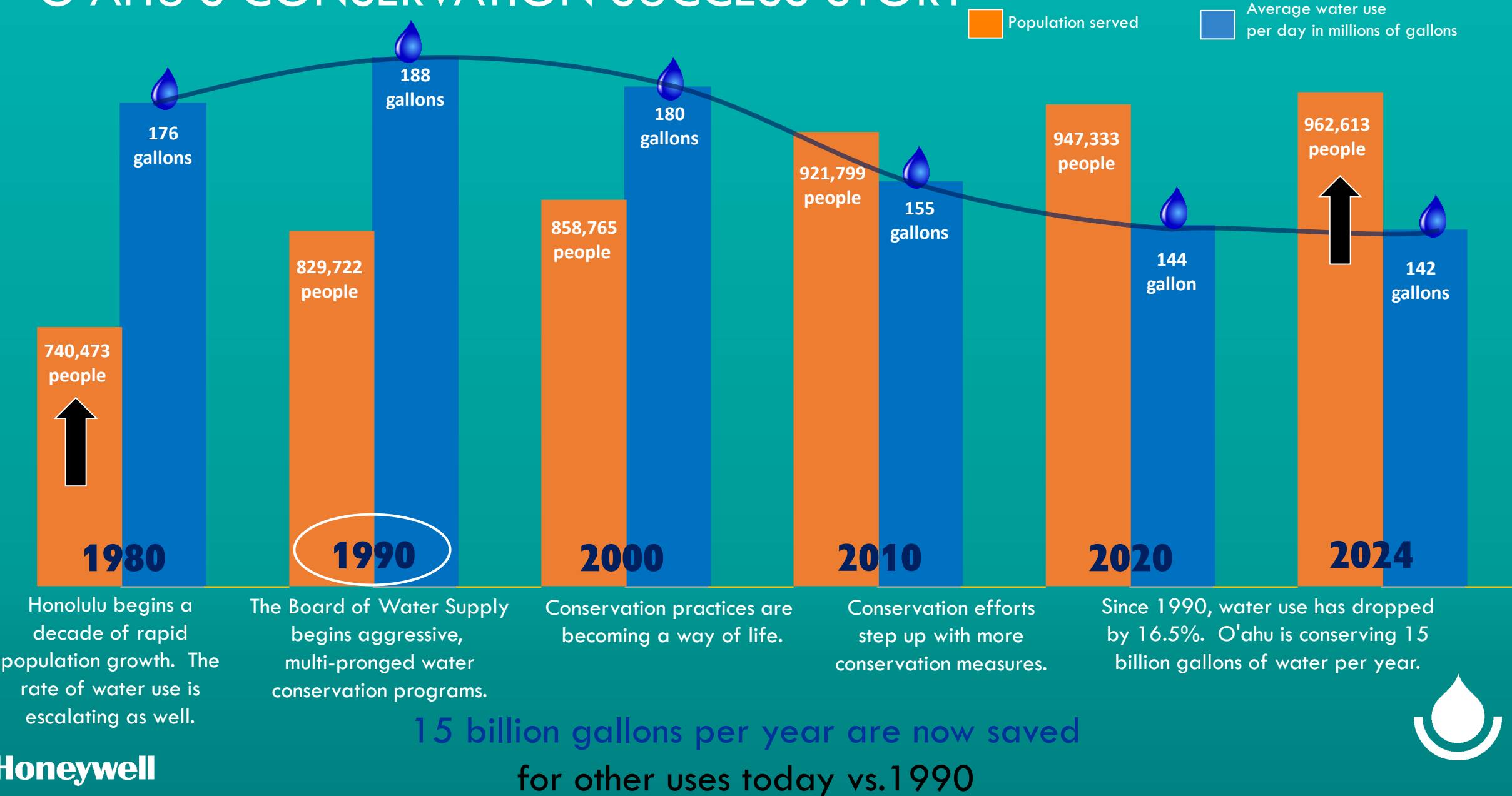
# WHY CONSERVATION?



# The BWS Water System is Large and Complex



# O'AHU'S CONSERVATION SUCCESS STORY





# PROGRAM HIGHLIGHTS

117,334,692

Gallons Saved/Year

21,817

Rebates Issued

\$1,613,775

Incentives

13,072

Clothes Washers

5,343

Toilets

1,466

Rain Barrels

626

Irrigation  
Controllers



# RESIDENTIAL PROGRAM OVERVIEW



**\$100**

WaterSense  
Labeled Toilet

Save up to  
**13,000**  
gallons/yr



**UP TO \$135**

WaterSense Irrigation  
Controller and Sensor

Save over  
**\$150**  
on annual water bills



**UP TO \$200**

Smart Water Monitor

Reduce water  
usage by over  
**15%**



**\$75**

ENERGY STAR  
Clothes Washer

Save up to  
**4,900**  
gallons/yr



**\$40**

Rain Barrel

Save over  
**\$100**  
on annual water bills



# COMMERCIAL PROGRAM OVERVIEW



Kitchen



Landscaping



Plumbing



Cooling Tower

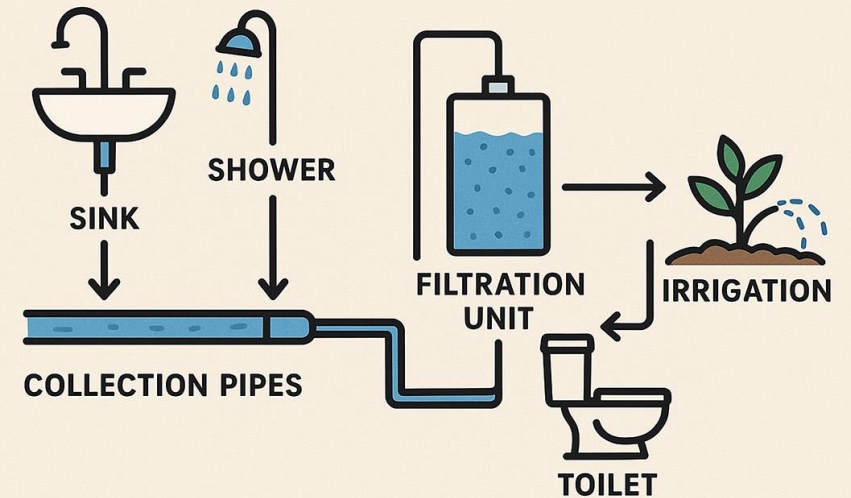




# CUSTOM PROGRAM OVERVIEW

- Incentivize unique water conservation/efficiency projects
- Support opportunities in new technologies
- Open to commercial customers
- Rebates will be provided based on a rate per kgal (1000 gallon) saved

## How A Greywater System Works



# OUTREACH AND AWARENESS



City Mill's Fall Garden Expo – August 17, 2024





# WATER SENSIBLE & CONSERVATION SOCIAL MEDIA

Board of Water Supply  
Sponsored · 🌐

Save precious water by collecting and using rainwater for landscape irrigation.

**CATCH THE RAIN:  
SAVE MONEY AND WATER**



BOARDOFWATERSUPPLY.COM  
**Get a \$40 rebate on a rain barrel!**  
Find Water Sensible rebates...

Learn more

Like Comment Share

Honolulu Board of Water Supply  
Sponsored · 🌐

The Water Sensible Program offers rebates for products that help you save money and protect O'ahu's precious water.



**Protect  
O'ahu's  
Water.  
Get  
Rebates!**

**WaterSensible**


BOARDOFWATERSUPPLY.COM  
**See available rebates...**

Learn more

Like Comment Share

Honolulu Board of Water Supply  
Sponsored (demo) · 🌐

Earn rebates of \$40-\$200 on water-efficient products that help lower your water bills.



**Save water. Save money.**

BOARDOFWATERSUPPLY.COM/RESIDENTIALREBATES  
**Explore available rebates**  
The Water Sensible Program

Learn more

Like Comment Share

71 1 comment 5 shares





# DIRECT MAIL CAMPAIGN

## Condos and Apartments

**SAVE WATER,  
SAVE MONEY**

Get up to \$100 in rebates by purchasing and installing eligible water-efficient products.

**WaterSensible**

**\$75 REBATE**  
Clothes washer

**\$100 REBATE**  
Toilet




**LIMITED TIME OFFER**

Get \$100 back and use up to 60% less water when you purchase and install an EPA WaterSense® toilet.


- Offer valid for purchases made on or after 1/19/24, while funding lasts
- Tank and bowl must be purchased together and use 1.28 gallons per flush or less
- Limit four per household

**SAY HELLO TO  
LOWER WATER BILLS**



Board of Water Supply

Scan to see all rebate details at  
[BoardOfWaterSupply.com/ResidentialRebates](http://BoardOfWaterSupply.com/ResidentialRebates)  
808.237.6877



## Single Family Homes

**SAVE WATER  
INSIDE AND OUT**

From washers to rain barrels, get up to \$200 in rebates by purchasing and installing eligible water-efficient products.

**WaterSensible**

**\$40 REBATE**  
Rain barrel

**\$100 REBATE**  
Toilet

**UP TO \$100 REBATE**  
Weather-based irrigation controller

**\$75 REBATE**  
Clothes washer

**50% OFF UP TO \$200 REBATE**  
Smart water monitor



**LIMITED TIME OFFER**

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Board of Water Supply

<First Name\_Middle Initial\_Last Name>  
<Street Address 1>  
<Street Address 2>  
<City, State, Zip\_Code Zip+4>







# TV Commercial – Hawaii News Now





# TRADE ALLY PROGRAM



**FREE**  
listing on the  
**Water Sensible**  
website



**Education**  
on new  
water-saving  
products



**FREE**  
marketing  
resources and  
brochures



**Recognition**  
as a steward  
of water  
conservation



# WATERSMART



## Create your free, personal WaterSmart account today!

See how you use water & where you use it most

Find ways to save water & reduce your bill


Compare your usage with similar households


Sign up for high usage & leak detection alerts

Your information is always kept safe & secure. WaterSmart will never sell or provide your personal information to third-party vendors.

Board of Water Supply


Create your account at: [honolulu.watersmart.com](https://honolulu.watersmart.com)






### TRACK YOUR HOME WATER USAGE

SET ALERTS FOR POSSIBLE LEAKS






### IT'S EASY AND FREE!


FIND OUT HOW AT

[honolulu.watersmart.com](https://honolulu.watersmart.com)



## START SAVING TODAY WITH

### Learn more here!



**bwshonolulu** WaterSmart portal

Learn how you can take advantage of the WaterSmart portal - a FREE service.

What you'll get:

- Your water usage trends over the past year.
- Alerts for possible leaks or unusual usage.
- Rebate program information and tips on saving water.

#bwshonolulu #water #conservation #rebate #saving #life #precious

5d

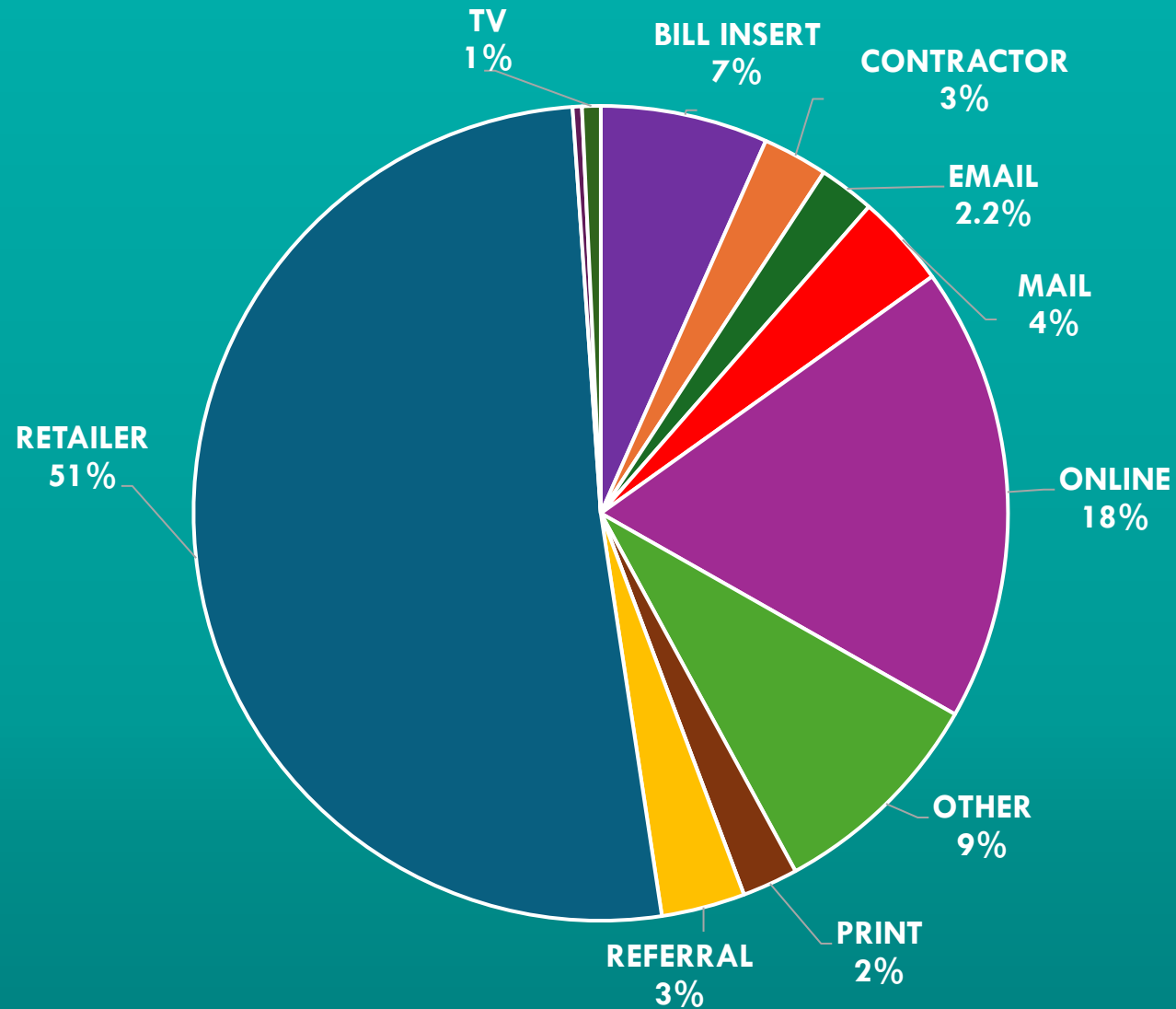
94 views  
5 DAYS AGO

Add a comment... Post

[www.honolulu.watersmart.com](https://www.honolulu.watersmart.com)



# HOW DID YOU HEAR ABOUT THE PROGRAM





# CUSTOMER SERVICE

| TOTAL | METRIC  |
|-------|---|
| <2    | REBATE CYCLE TIME (# WEEKS)   |
| 9.8   | CUSTOMER SATISFACTION SURVEY -<br>OVERALL REBATE PROGRAM SATISFACTION |
| 9.8   | CUSTOMER SATISFACTION SURVEY -<br>LIKELIHOOD TO RECOMMEND             |



# OTHER INITIATIVES

- Multifamily Outreach
- Water Wisdom
- Direct Install Program
- Kupuna Program
- Rain Barrel Workshops





# HAWAII GREEN BUSINESS PROGRAM (GBP)

## WORK WITH BUSINESSES TO:

- Conserve Energy & Water
- Preserve Culture & Natural Resources
- Increase Community involvement
- Prevent Pollution
- Reduce Waste

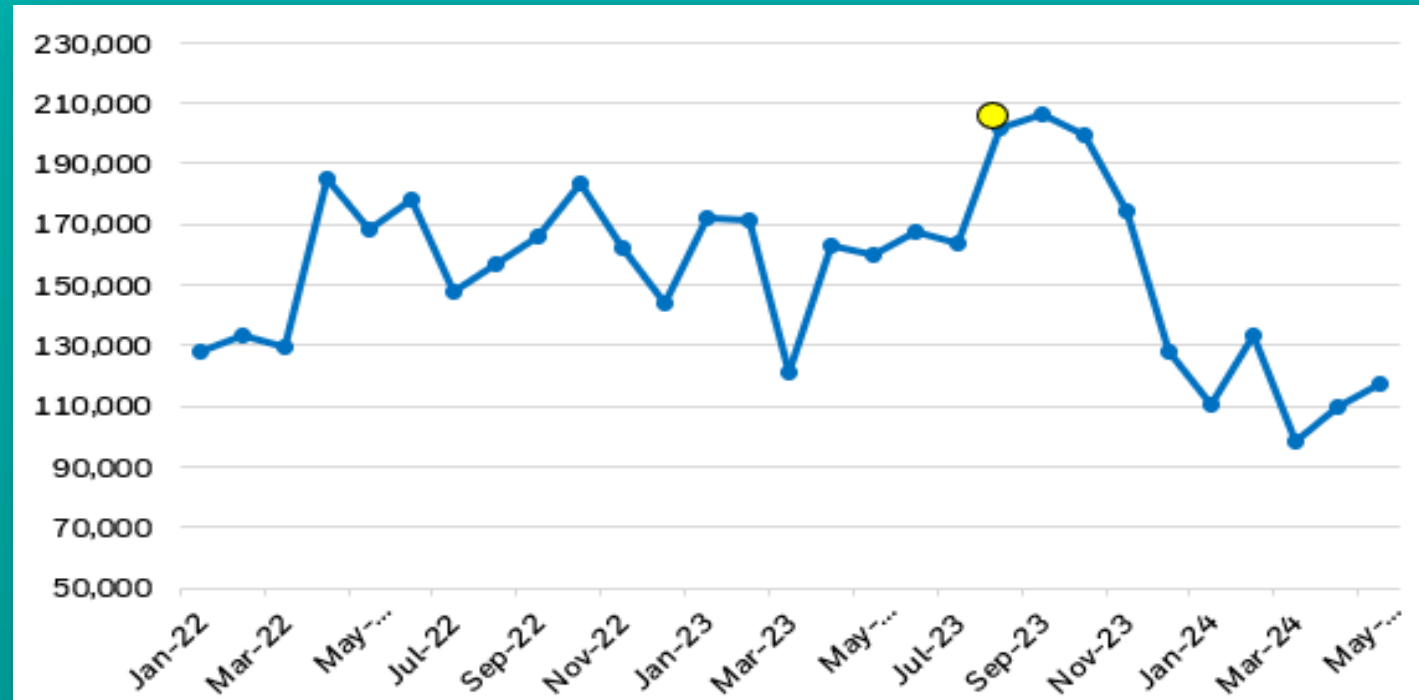
## CATEGORIES:

- Hotel
- Restaurant
- Venue or event
- Office
- Grocery





# SUCCESS STORY: ALAKEA CORPORATE TOWER



Upgraded Conductivity Controller

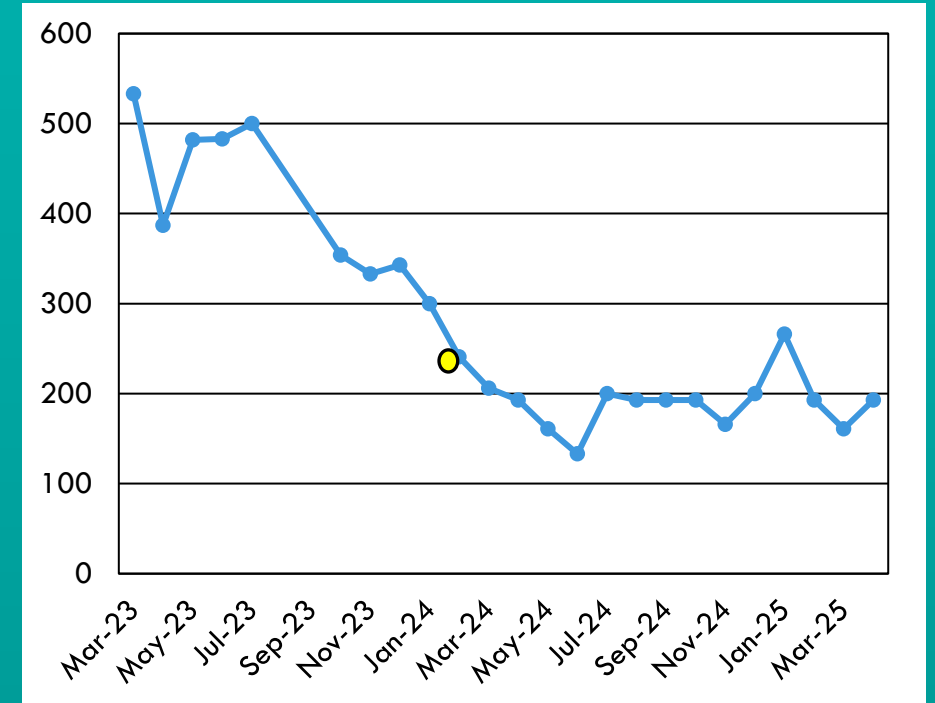
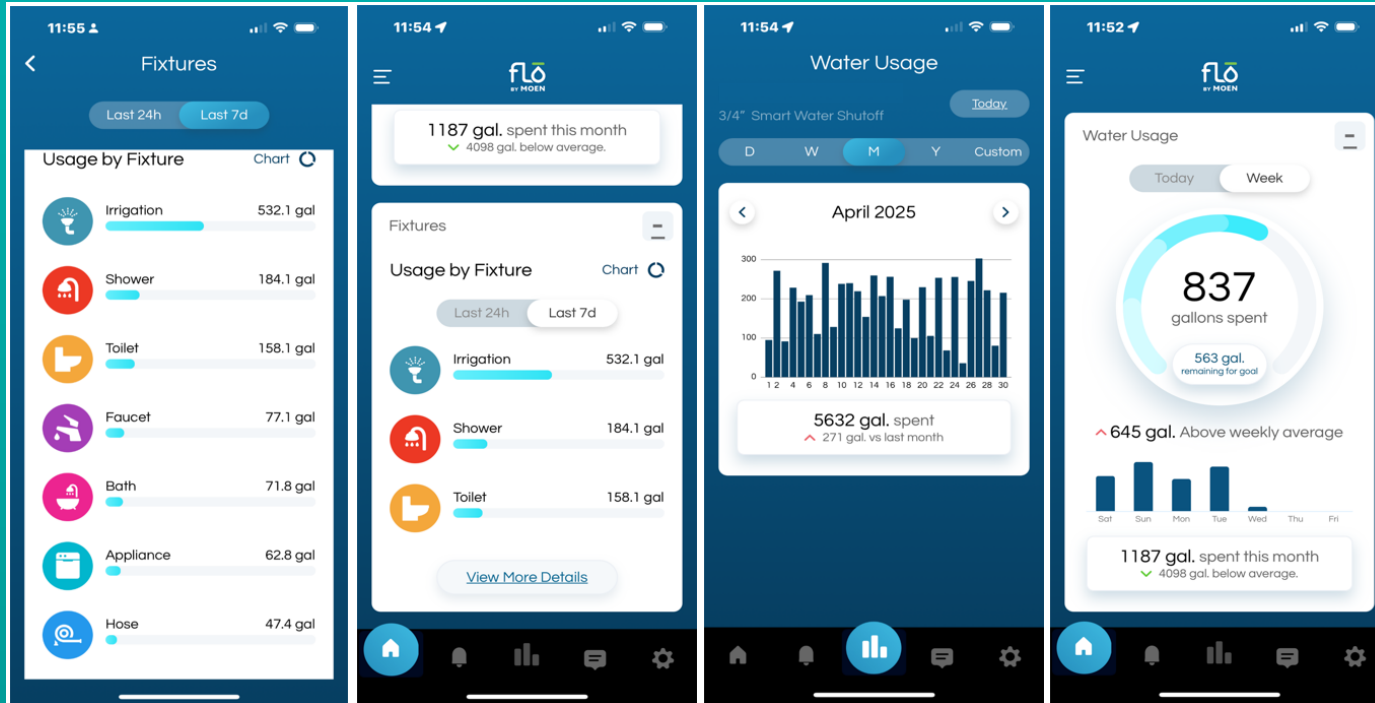
\$412.50 Rebate

Saved 93,500 gallons/month after upgrade

\$11,287 annual utility savings



# SUCCESS STORY: SMART WATER MONITOR



- \$200 Rebate
- Water use dropped by 189 gallons per day
- Customer likes the water use breakdown and goal setting features





# SUCCESS STORY: RAMADA PLAZA

Replace 200 toilets from 3.5 gpf to 1.28 gpf

\$9K rebate (\$45) / \$20K rebate (\$100)

Average Water Savings of 5,000 gallons per day

Over \$19,000 annual utility savings

Payback period

- 10 months (\$45 rebate - self installed)

- 3 months (\$100 rebate)







# Mahalo!

## BOARD OF WATER SUPPLY

[boardofwatersupply.com/watersensible](http://boardofwatersupply.com/watersensible)

Providing safe, dependable, and affordable  
drinking water, now and into the future.

**WaterSensible**  
