

SUEZ Conserve

New York Customer Conservation Program



Chelsea Wulff
Senior Conservation
Program Specialist



NEW YORK OPERATIONS




375
employees



4
utilities



5 public-private
partnerships



Nearly **2 million**
people
served by water &
wastewater operations



119 million gallons
per day wastewater
treated



150 million gallons
per day water treated

Mohawk Valley

New Castle

Tuxedo

West Nyack

New Rochelle

Nassau County

Utility Operations

Public-Private Partnerships

NEW YORK OPERATIONS



Proud to be part of
the communities we serve



WEST NYACK, NY

Water treatment and distribution systems

- 2 surface water treatment plants
- 60 wells
- 6,500 hydrants
- 1,000 miles of water mains



Capacity: 40.5 millions gallons a day



300,000 customers in Rockland County and parts of Tuxedo and Warwick in Orange County.
Began utility in **1893**



Proud to be part of
the communities we serve



WEST NYACK, NY

Achievements & Awards

Significant upgrades including deployment of a new Dissolved Air Flotation (DAF) system

Ongoing improvements to increase water supply

2015 New York Section AWWA Safety Award

2014 NAWC Annual Management Innovation Award for pilot program using recycled crush glass on a water main replacement project

CONSERVATION PROGRAM

5 YEAR
\$5.1 MILLION PROGRAM



- Meet Rockland's long term water supply needs
- PSC order to achieve conservation goals
- Reduce water consumption by 1 MGD over 5 years

SUEZ Conserve Program

INTRODUCTION

conserve

SAVE TODAY. SAVE TOMORROW.

SUEZconserve.com

- Innovative program
- First of its kind in the water utility industry
- Could pave the way for national programs

year 2

Presented to RC WQCC on 9/10/2019

Rebate Program

\$100 REBATE
washing machine
ENERGY STAR® MODELS;
maximum of one

\$100 REBATE
flushometer valve toilet
EPA WATERSENSE MODELS;
maximum of four
valve or toilet replacement

\$100 REBATE
toilet
EPA WATERSENSE MODELS;
maximum of four
tank type

\$50 REBATE
rain barrel
PURCHASE
AT CORNELL
COOPERATIVE
EXTENSION
OF ROCKLAND.

\$100 REBATE
urinal
EPA WATERSENSE MODELS;
maximum of four
valve or toilet replacement

\$50 REBATE
pre-rinse spray valve
ANY MODEL PURCHASED
AFTER JANUARY 28, 2019
maximum of two

\$50 REBATE
irrigation controller
EPA WATERSENSE MODELS;
maximum of two

\$15 REBATE
showerhead
EPA WATERSENSE MODELS;
maximum of four

- Water saving appliances
- Attractive offerings
- Residential (including master metered) and commercial customers
- Rebates delivered as VISA Prepaid cards or check
- Free pre-rinse spray valves

rebates

Process



Traditional application

Buy and apply by mail or online

- In store
- Online

process

Presented to RC WQCC on 9/10/2019

Process



Instant rebates

No application required

- Lowe's of Rockland in-store scanning
- My ORU Store

process

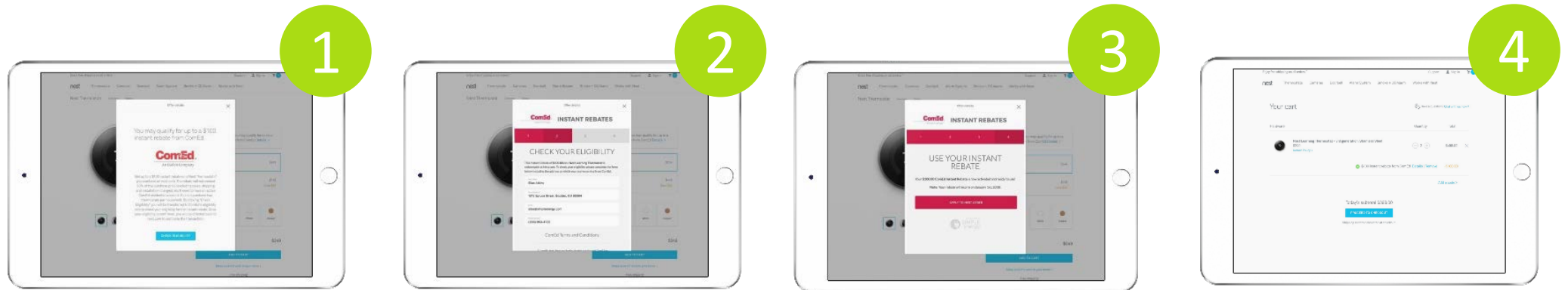
Presented to RC WQCC on 9/10/2019

Process

In store



Online




process

My ORU Store

Free shipping on all orders over \$49

Orange & Rockland | STORE

Account Products Buyer's Guides Support (0) Cart



WATERHAWK 6" SMART RAIN SHOWERHEAD WITH LED DISPLAY

MODEL: 422720

PRICE \$49.99

YOUR PRICE \$34.99

After a \$15 SUEZ Rebate

In stock

This product cannot be shipped to P.O. Boxes

ADD TO CART

Product Features | **Rebate Details** | Product Reviews

Free shipping on all orders over \$49

Account Products Buyer's Guides Support (1) Cart

APPLY REBATES STEP 2/2

Enter the physical address where you receive service from Orange & Rockland

Address

Apt, suite, etc. (optional)

City State Zip code

City Alabama Zip code

Check Eligibility

Instant Rebate	Total
\$15 SUEZ Rebate Available	\$49.99

APPLY REBATES

process

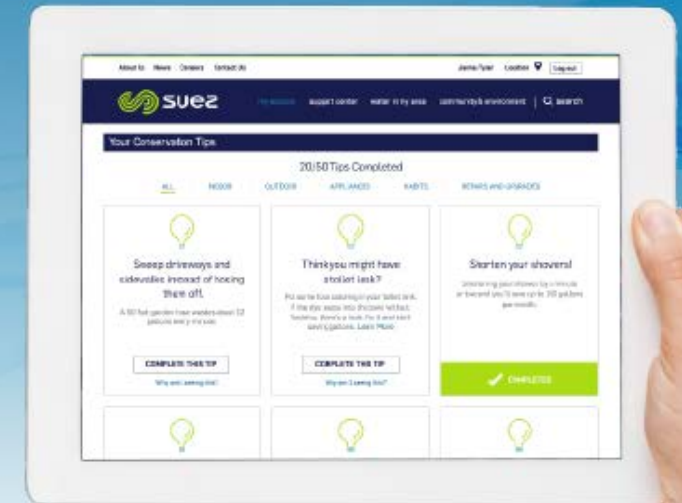
Digitizing Conservation

Corporate initiative

- Design “green profile”
- Conservation goals
- Real-time consumption data



MySUEZWater.com



Get personalized tips to save water.

Take our Conservation Survey at MySUEZWater.com to understand your current water usage and learn how to save water and money.



Learn about your water use

Our new Conservation Survey shows you how water is used in your home.



Tips Customized for You

Get personalized tips that could help you save water and money.

web 2.1

Presented to RC WQCC on 9/10/2019

Register now to learn more at MySUEZWater.com

Promotions

MAJOR CHANNELS

DIGITAL/WEB



CABLE TV



DIRECT MAIL



channels

Presented to RC WQCC on 9/10/2019



Promotions

MAJOR CHANNELS

SOCIAL MEDIA



E-MAIL



BILL INSERTS/ PRINT

channels

Presented to RC WQCC on 9/10/2019



Special Efforts

MAJOR CHANNELS

PPC

STADIUM
GIVEAWAYS

NICHE
PUBLICATIONS

channels



COMMERCIAL REBATE PROGRAM



FREE COMMERCIAL
WATER AUDITS

SUEZ Conserve Overview

OUR GOAL IS TO SAVE:

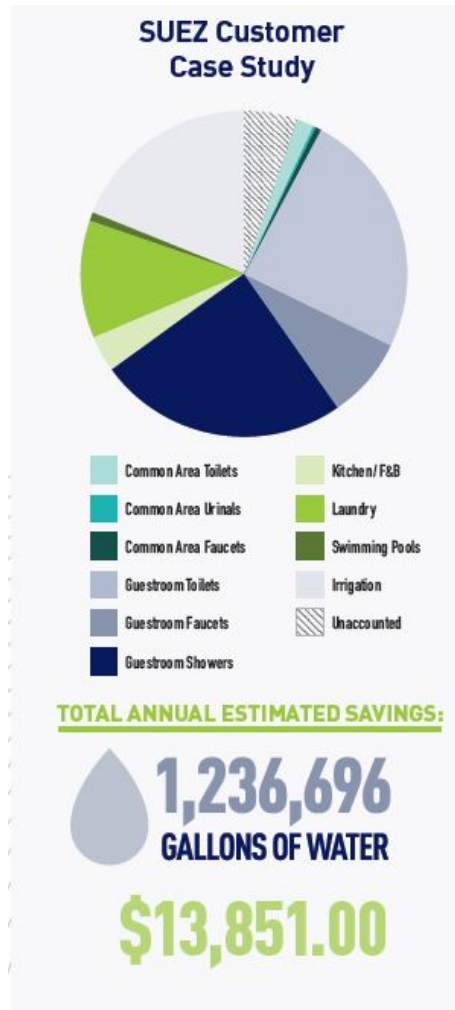
1 MILLION

GALLONS OF WATER **DAILY**

By updating fixtures and modifying consumption
together we can save water now and in the future.

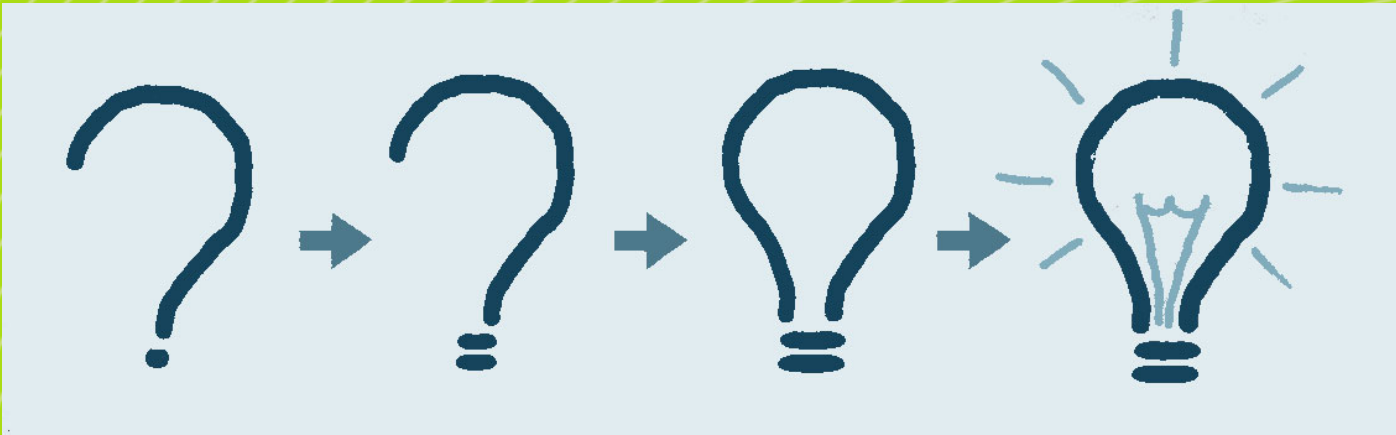
- Over 100 audits completed
- 2018 focused on schools and municipal buildings
- Water Management Inc. completes assessments
- Recommendations for behavioral and fixture upgrades or replacements

CUSTOMER CASE STUDY



- Observations and recommended actions
- Product observations
- Outdoor water use
- Investment and payback period for review
- Anticipate 800 showerheads and 650 toilets to be replaced as a result of audit findings

Questions? Contact Us!



conserve

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