

Rebate Program

Overview

Rebate programs have, and continue to be, successful in incentivizing consumers to purchase products and/or services that align with public policy goals and objectives. Increasingly more federal, state, and local governments, along with private sector partners, have vast experience with the creation and administration of these programs to motivate consumer behavior. Using websites, online portals, and/or mobile apps provide a user-friendly experience for the consumer, while maximizing efficiency and program administration costs.

A customer rebate is a subtype of “reward” that pays back a portion of the total price a customer pays for purchasing a product and/or service from a qualifying third party (e.g. manufacturer, retailer, contractor, or not-for-profit organization). A program typically contains eligibility criteria and rules that define the offer, when to apply, where to apply and how the rebate may be earned, including but not limited to, supporting documentation collection (as needed), automatic email confirmation upon receipt of a customer’s rebate request, email and/or phone-based customer service, and automatic rebate fulfillment.

Public-Private-Partnerships

The most successful rebate programs that are authorized and funded by the government utilize a public-private-partnership model. Two of the more notable federal programs are Energy Star® and WaterSense®. Under these programs, private and public energy and water utilities offer their ratepayers rebates toward the purchase and installation of qualifying equipment and services that help both the utility and their customers save money, while also achieving an environmental goal of using less energy and/or water. U.S. electric and water utilities across the country currently offer rebate programs through their websites in partnership with an inclusive set of partners who work together to make the customer experience as seamless as possible.

Clean Water for All

Under the Clean Water for All program, U.S. consumers would be able to claim a rebate of up to \$1,000 toward the purchase and installation of a qualifying Point-of-Entry (POE) or Point-of-Use (POU) water treatment system that at a minimum will significantly reduce or remove health contaminants, including but not limited to lead, arsenic, nitrates, volatile organic compounds (VOCs), PFOA / PFOS, chrome-6, or cysts. Registration in a service agreement for product maintenance would be required, including filter media replacements for one year after initial installation. Consistent with administration requirements for the program, the consumer would be able to purchase qualifying equipment through a certified or licensed water treatment professional; licensed contractor or plumber; manufacturer; retail provider; or a wholesaler. The rebate would be initiated for the consumer at the point-of-sale (e.g. instant rebate), or through a mail-in rebate form under the typical process outlined below:

- Instant rebate at point-of-sale option with eligible partners (consumer will need to submit information)
- For mail-in option, consumer would apply online for the rebate by visiting an online portal and complete the required fields once in the portal;
 - Copy of the online application confirmation page;
 - Copy of consumer receipt showing the product was paid for in full, which will include brand, model, and price; and
 - Mail or email documents to third-party administrator and receive the rebate amount.

FAQs – Rebates

What is the goal of this program?

As a matter of public health, the federal government recognizes that every American should have access to clean drinking water regardless of its source and how it is distributed to them. Empirical studies demonstrate that millions of Americans – especially those that rely exclusively on groundwater as their primary source of drinking water – continue to suffer with water quality challenges. Water treatment at the point of consumption, rather than exclusively at central water treatment plants, provide a cost-effective and sustainable final barrier solution to significantly reduce or remove potentially harmful contaminants from drinking water in our homes. As such, providing U.S. consumers with readily deployable water treatment technologies at the point-of-use or point-of-entry to address acute water quality challenges is in the public health interests of our country.

Who qualifies for the rebate?

U.S. consumers are eligible for the rebate, regardless of where they live or if they are property owners or renters, so long as the purchase of the qualifying product occurs on or before the date specified in legislation.

What can the rebate cover?

The rebate covers a *one-time purchase* and installation of a qualifying POE or POU water treatment system and registration in a service agreement for product maintenance, including filter media replacements for one year after initial installation. To qualify, the system must be independently tested and certified by a third-party ANSI-accredited certification body, such as WQA, NSF International, or IAPMO, to meet the contaminant reduction standards set forth by ANSI and display a label of certification to ANSI compliance.

What does third-party certified-labeled mean?

Not-for-Profit, third-party ANSI-accredited certification bodies rigorously test products to ensure they meet the specific ANSI standards for effective contaminant reduction in order to achieve certification. Consumers can purchase these items knowing that they have been independently verified to significantly reduce or remove designated contaminants. You can find a full list of certified products on the specific certifier's website:

[WQA](#); [NSF International](#); [IAPMO](#).

How will I get my rebate?

Depending upon your method of purchase, the rebate will either be applied at the time you purchase an eligible product, or your rebate will be mailed to you after your documentation is processed.

Do I need to show that I have contaminants in my water?

Consumers shall document the health contaminant(s) of concern on the rebate form. The contaminant(s) of concern stated by the consumer must be included in the selected product's certified performance claims.

To help consumers identify which contaminants may be present in their area, there are several public occurrence map resources available. If an individual is receiving water from a public water system, they can also glean overview information from their Consumer Confidence Report (also known as an annual water quality report); this may not cover unregulated contaminants of interest to the individual and will not be specific to the individual's home. To have their water tested, individuals can send a tap water sample to an EPA accredited laboratory to identify which specific contaminant(s) they want to address. The EPA recommends U.S. residents with private wells test their water annually.

What if I purchased a non-third party-certified product, can I still get a rebate?

Unfortunately, no. Only third party-certified products are eligible for the rebate.

How do I find a certified or licensed water treatment professional, contractor, or plumber?

Licensing requirements for installing and servicing drinking water treatment and filtration systems are regulated on a state-by-state basis. Water treatment professionals may also be certified through the Water Quality Association (WQA). WQA-certified professionals can help individuals understand water test results and learn more about appropriate water treatment options. Consumers can easily locate a WQA-certified professional in their area through a national directory on WQA.ORG.

How long does the rebate program last?

The program will last as long as it has funding on a first-come, first-serve basis.

What if I purchased an eligible product but forgot to submit my rebate application, can I still receive a rebate?

No. Consumers must submit their application at the point-of-sale or via a rebate application form within the time specified under the rebate program rules from the date of purchase to be considered for a rebate.

Will my rebate be taxable?

No, the legislation authorizing the Clean Water for All program will expressly exempt the rebate amount from being considered “taxable” income.

What if I’m a renter in an apartment complex, can I still apply?

Yes. The rebate program is extended to individuals living in rental units, but permission of the landlord/property owner may be required.

The model for the item I purchased is not on your qualified products list. Can I still get a rebate?

No. Only products that meet the stated eligibility criteria qualify for a rebate.

Can I receive a rebate if I purchase qualified products through a certified or licensed water treatment professional, contractor, or plumber?

Yes. If a certified or licensed water treatment professional, contractor, or plumber contractor purchases an eligible product for the consumer, they must provide the consumer with a paid receipt or invoice for the purchase for you to apply for a rebate.