

WaterSense®

look for



# EPA's WaterSense Program

## A Partnership Program for Resilient Communities



February 2016

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US EPA Region 2  
WaterSense Liaison

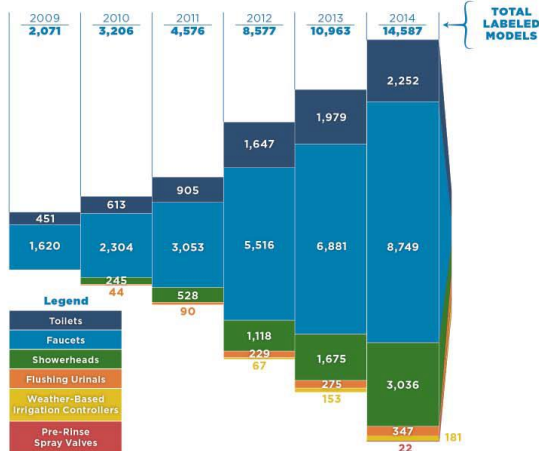
# Making a Difference Every Day

**W**aterSense, a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), works collaboratively with companies, organizations, and communities to encourage innovation in manufacturing and support sustainable jobs for American workers. Since 2006, the WaterSense label has made it easy for consumers to find high-performing, water-efficient products. Across the country, millions of Americans are saving water, energy, and money by installing WaterSense labeled products in their homes and businesses.

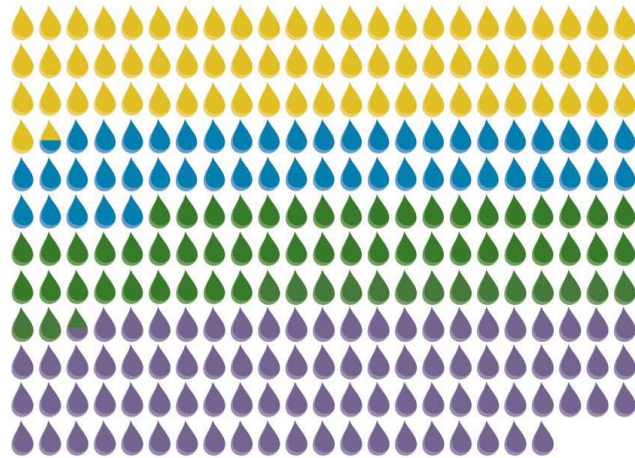
## WaterSense Labeled Products



Ever since the first WaterSense labeled toilets hit store shelves in 2007, more and more product types have earned the WaterSense label, and the total number of WaterSense labeled models continues to grow.

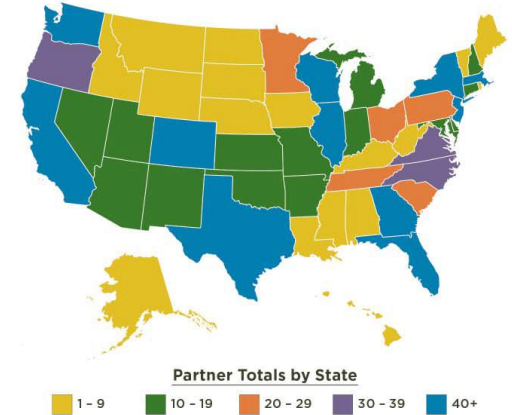


**1.1 trillion** gallons of water saved since 2006!



2007 - 2011  
2012  
2013  
2014  
**346 billion** gallons saved in 2014

**WaterSense 1,613** has more than **1,613** organizational partners...



That's **more than** the amount of water used by all of the households in **Texas** for a year!

**WaterSense** has helped **reduce** the amount of **energy needed** to heat, pump, and treat water by **146 billion kilowatt hours**, enough to supply a year's worth of power to more than **13.3 million** homes...



...eliminating **54 million metric tons** of greenhouse gas emissions...



...the equivalent of planting nearly **1.4 billion trees**...

...and more than **1,483** irrigation pros certified by WaterSense labeled programs



...and **saving consumers \$21.7 billion** in water and energy bills





# WaterSense Labeled Products



**Flushing  
Urinals**  
( $\leq 0.5$  gpf)



**Lavatory  
Faucets**  
( $\leq 1.5$  gpm)



**Tank-Type  
Toilets**  
( $\leq 1.28$  gpf)



**Showerheads**  
( $\leq 2.0$  gpm)

**More than 14,000 product  
models have earned the label**



**Irrigation  
Controllers**



**NEW: Pre-Rinse Spray  
Valves**  
( $\leq 1.28$  gpm)



Water factors are also  
included in many  
ENERGY STAR®  
certified products

# Eligible Promotional Partners



Promotional Partners include:

- Nonprofit Organizations
- Municipalities and Depts, programs
- Government Agencies (federal tribal, state and local govts)
- Utilities (public and private)- including Public Utility Commissions, POTWs
- Professional and Trade Associations
- Water Districts, Agencies, Boards
- Home Builder Associations





# How to become a Promotional Partner and what is your Role?

**Promotional Partners-** help us spread the word and educate:

- (1) complete a Promotional Partnership Agreement online
- (2) take the pledge to educate residents, businesses, and institutions about the value of water, water efficiency and the WS brand
- (3) undertake activities and events to achieve WaterSense goals
- (4) Encourage eligible constituents to participate in WaterSense
- (5) Promote WaterSense labeled products, new homes, and programs to consumers and other organizations and
- (6) Provide a brief annual update about promotional activities involving water efficiency



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# Part of the Solution? Water Efficiency!

Recent droughts and  
more water shortages  
expected

Consumers looking  
for ways to save on  
rising utility bills

High-performing  
technology available

Opportunity to change  
landscaping and  
plumbing practices

Water efficiency  
has potential  
for significant  
infrastructure savings







# Address Local Issues

## Sentinel

NORTH BRUNSWICK  
SOUTH BRUNSWICK

Greater Media Newspapers • A Group of Ten Community Newspapers Serving Middlesex and Monmouth Counties

[http://ns.gmnews.com/news/2015-09-24/Front\\_Page/Water\\_supply\\_drought\\_watch\\_issued\\_for\\_three\\_New\\_Je.html](http://ns.gmnews.com/news/2015-09-24/Front_Page/Water_supply_drought_watch_issued_for_three_New_Je.html)

24/Front\_Page/Water\_supply\_drought\_watch\_issued\_for\_three\_New\_Je.html


### Water supply drought watch issued for three New Jersey regions

Department of Environmental Protection Commissioner Bob Martin today issued a drought watch for New Jersey's Northeast, Central, and Coastal North water supply regions, urging residents in the affected areas to voluntarily conserve water and for the rest of the state to practice wise water use due to continued dry weather and above-average temperatures.

## 12 NJ counties under drought watch after lack of rain

Updated September 24, 2015 9:54 PM






look for

### When in Drought... Use Your WaterSense®

Every year, drought strikes some part of the country. If your area is experiencing a drought, there are actions you can take to help your community by reducing your water use. Even if your water shortages are not severe, consider these simple tips to save water at home.

- 1. FOLLOW THE RULES.** If your community has taken the step of restricting water use, it's to ensure that water is available for critical community needs such as firefighting, health care facilities, and local businesses.
- 2. CHECK FOR LEAKS.** Make sure your faucets, toilets, and showerheads are not leaking and check your sprinkler system. If you find leaks, fix them! Leaks can waste nearly 1,000 gallons of water each month. Learn more about finding and fixing leaks at [www.epa.gov/watersense/leakcheck](http://www.epa.gov/watersense/leakcheck).
- 3. CONSIDER AN UPGRADE.** If you're thinking about a bathroom update, now is the time to replace water-saving fixtures with high-performing, WaterSense-labeled models, which are independently certified to use at least 20 percent less water than standard models. Information about WaterSense-labeled products is available at [www.epa.gov/watersense/products](http://www.epa.gov/watersense/products).
- 4. TAKE A SPRINKLER BREAK.** Grass doesn't have to be bright green year-round. It's natural for your landscape to go dormant and look a little brown in summer's hottest months. You can cut back on watering and reduce stress on your local water systems. If you have an irrigation system with a clock timer, consider upgrading to a WaterSense-labeled controller, which will turn a standard 30
- 5. DO THE EXTRA MILE.** If you've done all you can to be water-efficient, you can get credited by collecting water from dish washing or other uses and reusing it to water your flowers. More water-saving tips are available at [www.epa.gov/watersense/water/101\\_saving.html](http://www.epa.gov/watersense/water/101_saving.html).

Remember, when the rains return, your water-saving ways don't have to go away. Replacing water-saving fixtures will help you save water, energy, and money and help your community when drought returns. For more information, visit [www.epa.gov/watersense](http://www.epa.gov/watersense).



Drought Can Hit Anywhere

Source: U.S. Drought Monitor, [www.drought.gov](http://www.drought.gov)

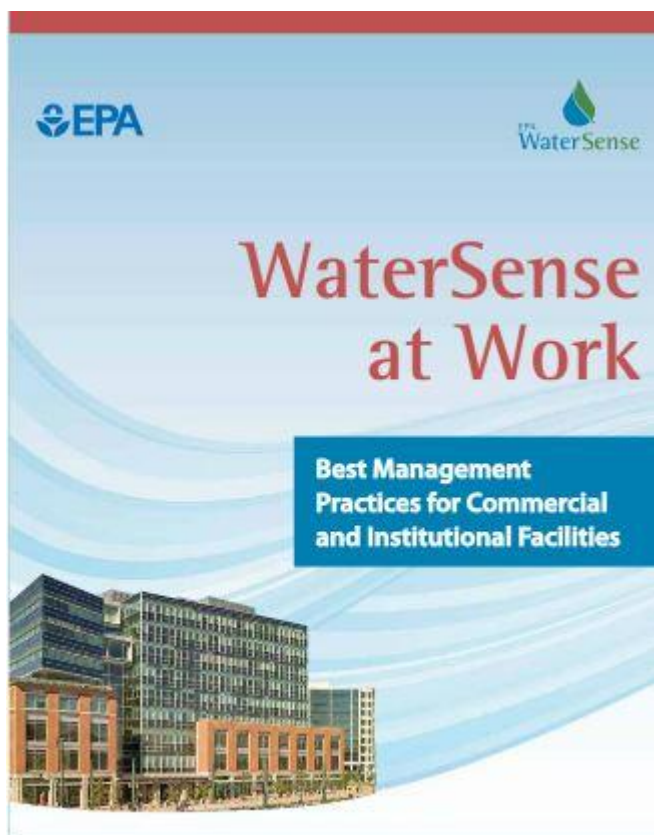
PHOTO: GETTY IMAGES (2015) © 2015 EPA. www.epa.gov/watersense. EPA, WATERSENSE, and the WaterSense logo are trademarks of the U.S. Environmental Protection Agency.



# CCI Outreach & Education to Commercial and Industrial Facilities



## ORDINANCE APPROVING SUSTAINABILITY REQUIREMENTS FOR THE CITY OF CAMDEN









# Partner Benefits of Participation

- WaterSense is FREE to join!
- National specifications for water-efficient products and services
- Access to free materials, templates, and logo or label
- Membership in a network of water efficiency experts
  - Learn new strategies
  - Collaborate with other types of partners
- Recognition from EPA as a water efficiency leader



# WaterSense Marketing Plans Access to WaterSense Monthly Campaigns





**I'm for Water™**

\*Name:

Email:

\*ZIP code:

**Take the Pledge!**

\*Required fields

Notes: EPA will not share your information with anyone, but if you include your email you'll start receiving the WaterSense e-newsletter, a quarterly newsletter water saving news and tips.

It's as easy as 1-2-3 to be for water:

- 1 Check** toilets for silent leaks by putting a few drops of food coloring in the tank and seeing if the color appears in the bowl before you flush. Don't forget to check irrigation systems and spigots, too.
- 2 Twist** and tighten pipe connections. To save even more water without a noticeable difference in flow, twist in a WaterSense labeled faucet aerator or showerhead.
- 3 Replace** the fixture if necessary. Look for the WaterSense label when replacing plumbing fixtures, which signifies the product has been certified to save water and perform well.



In just **10 minutes** you could **save...**



- 10** percent on your water bill
- 10** thousand gallons of water
- 10** months of laundry water

**Find and fix leaks!**

**January**  
Resolve to Save Water in 2015

**February**  
H<sub>2</sub>Otel Challenge for 2015

**March**  
Fix a Leak Week (March 16-22, 2015)



**April**  
Water-Smart Landscaping

**Spruce Up Your Sprinkler System**



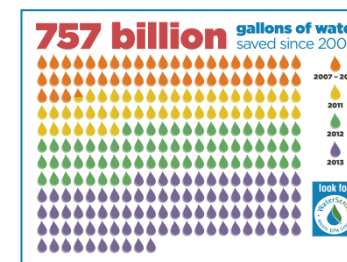
**Inspect** sprinkler heads. A broken one can waste **25,000** gallons of water in six months!

**Connect** hoses and pipes well. A leak as small as the tip of a pen can waste **6,300** gallons of water per month!


**Select** a WaterSense® labeled irrigation controller and water smarter.

**Direct** spray on landscapes, not pavement!

**May**  
Sprinkler Spruce-Up




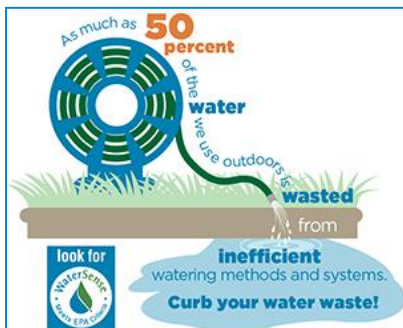
**June**  
2014 WaterSense Savings Numbers



WaterSense Marketing Plans

# Access to WaterSense Monthly Campaigns





**July**  
Using Water Wisely  
Outdoors



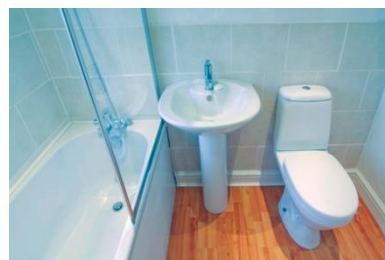
**August**  
WaterSense Labeled New  
Homes



**September**  
Saving Water in Schools



**October**  
Shower Better/  
2015 Partners of Year



**November**  
Remodeling to Save  
Water: Products and  
Plumbing Systems

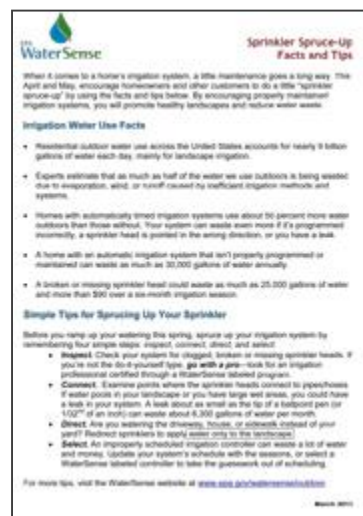
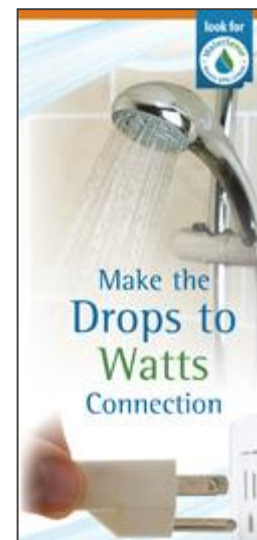


**December**  
Give the Gift of Savings:  
WaterSense Labeled  
Products





# Sample Resources



Printer-friendly text version (PDF, 4pp, 39 K, [About PDF Files](#)) of the quiz.



# Engage Consumers

Our eye-catching sample giveaway items can help you promote water efficiency to the public, and our sample bill stuffers are an easy way to promote the WaterSense label to your customers (you can even add your logo!). Posters and brochures are a good way to advertise your status as a WaterSense partner.

- [Plan an Event](#)
- [Giveaways](#)
- [Bill Stuffers](#)



**Mirror Cling**



**Water Bottle**

- [Posters and Banners](#)
- [Web Tools](#)



**Magnet**



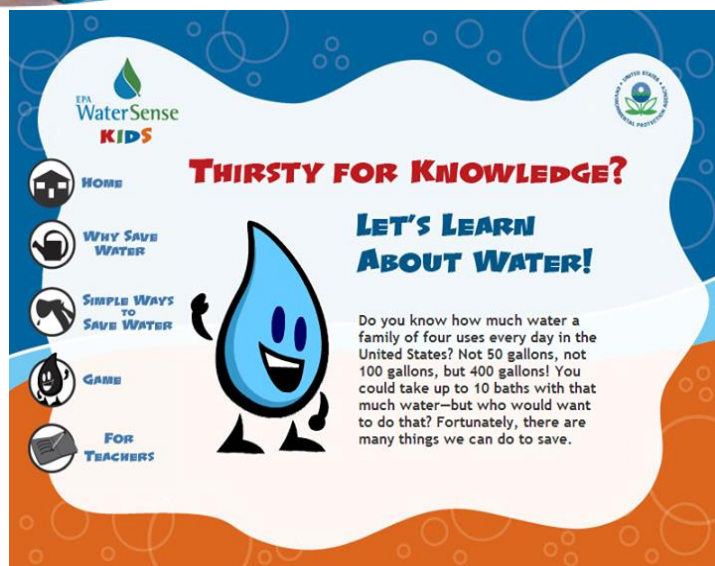
**Sticker**







# Plan an Event- e.g. WaterSense for Kids



**Meet Flo. She's our WaterSense mascot and a big hit with adults and especially children. She is available to come to events along with the Region 2 liaison to support your WaterSense programs, initiatives, campaigns, etc.**





# Fix a Leak Week March Campaign

look for





# Sprinkler Spruce-Up May Campaign



- Partner tools
  - New infographic
- Widget
- NAPS article for placement
- Blog pitching
- Social media posts

For even more tips on how to water wisely, visit our website:  
<http://go.usa.gov/kFRC>

**INSPECT! CONNECT! DIRECT! SELECT!**

FOUR EASY WAYS TO SPRUCE UP YOUR SPRINKLER SYSTEM THIS SPRING!

Like · Comment · Share

Michael Keith Cooper, Mark Burette and The Association of Green Property Owners and Managers like this.

**EPA WaterSense**  
May 2, 10h

Are you ready to kick off #SprinklerSpruceUp? If you have an irrigation system, this is a great time to check your sprinklers before you ramp up your water use this summer! Make sure your sprinklers aren't the ones leaking and/or spraying... See More

**Spruce Up Your Sprinkler System**

**Inspect** broken or clogged sprinkler heads. A broken one can waste 25,000 gallons of water in six months! **Connect** loose and pipes with tape as small as the tip of a pin. Can waste 6,300 gallons of water per month! **Select** a WaterSense-labeled irrigation controller and water smarter. **Direct** spray on lawns, not pavement!

Like · Comment · Share

Rain Bird, Vasey Irrigation & Landscape Lighting, Clackamas River Water and 12 others like this.

Usel Mayo It is time to have your lawn sprinkler check May 3 at 8:23am

As much as **50 percent** of the water we use outdoors is **wasted** from **inefficient** watering methods and systems. **Curb your water waste!**

Look for WaterSense logo

Like · Comment · Share

Bariker and Sons Plumbing & Rooting, Army National Guard Sustainability, C.J. Chavez and 17 others like this.

TideSmart Global Thanks for the reminder! 4 hours ago

Greater Los Angeles County Vector Control District On top of that, wasted water can become a public health threat since any sized puddle can turn into a mosquito breeding source. With West Nile virus expected to pop up again, saving water is staying healthy! 2 hours ago

**EPA WaterSense** shared a link.

In honor of Sprinkler Spruce Up, the Municipal Water District of Orange County is hosting another outdoor "Garden Friendly" event at The Home Depot. For those of you in the area who have missed their first event a few weeks ago... See more

**NURSERY**

**wnku**  
105.9 • 89.7 • 104.1

**Lawn & Landscape**  
MARKET LEADERSHIP

Before you dig into planting this spring, spruce up your sprinkler system and save water in four simple steps: Inspect. Connect. Direct. Select. **Learn more...**



More than 100 Facebook likes and shares!

The Green Living Guy CONSULTING ▾

ENVIRONMENT, ENVIRONMENTAL PROGRAMS, EPA, GO GREEN, GOING GREEN, GREEN, PROTECT OCEANS, PROTECT RIVERS, SUSTAINABILITY, WATER, WATER CONSERVATION

**CURB WATER WASTE**

© MAY 2, 2014 GREENLIVINGGUY LEAVE A COMMENT



# Educate About Water-Efficient Landscapes







EPA Plans for

# Shower Better October Campaign

look for

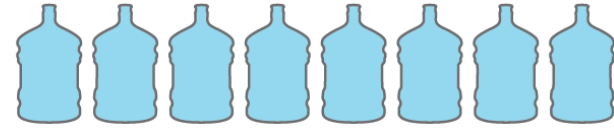


- October 2014
  - Infographic, kids' stuff, tools
  - Consumer outreach/media
  - Plumbing/energy outreach
  - Social media networking
- Energy Action Month
  - Make the water-energy link
  - Save water/energy/money
  - Engage energy utilities
- Focus on performance
  - Avoid references to “low-flow” showerhead



## Why waste...

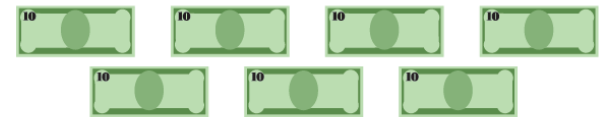
**2,900**  
**GALLONS**  
**of water**



**13 DAYS**  
**of energy to**  
**power** your home



**\$70**  
**per YEAR**



## ShowerBetter





Shower Better

# Partner Event Ideas



- Showerhead rebates or giveaways
  - Coordinate with energy utilities that offer them
  - Retail/manufacturer collaboration or workshop
- Provide showers to local fitness events
  - “Mudder” races
  - “Power up” exercise event in a public park
  - Instruction tool for shower display/power demo
- Showerhead switch-out
  - Local school locker room or YMCA
  - Stadium for the local team or university (“athletes shower better”)



# WaterSense Website

## *how we reach consumers*



**EPA** United States Environmental Protection Agency

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**WaterSense**® An EPA Partnership Program

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**THIS WINTER SCORE BIG IN WATER EFFICIENCY**

Get Olympic-sized savings with WaterSense

TEST YOUR WaterSense

CALCULATE YOUR WATER SAVINGS

SPREAD THE WORD WITH WaterSense

FIND REBATES NEAR YOU

START AT HOME

WaterSense FOR KIDS

**@EPAwatersense**

**Marketplace** @MarketplaceAPM 4h

Most people don't really think about water. And it could be costing us. Drought or not, how should we value water? [mktplc.org/Msdr9t](https://mktplc.org/Msdr9t)

Retweeted by EPA WaterSense

Show Summary

**EPA WaterSense** @EPAwatersense 14 Feb

Save water and protect the environment by choosing WaterSense labeled products in your home, yard, and business and taking simple steps to save water each day.

Learn more about WaterSense and what you can do to help make every drop count.

LOOKING FOR SOMETHING A BIT MORE TECHNICAL?

Click here if you are part of the media, an educator, manufacturer, professional or promotional partner.

Helpline: (866) WTR-SENS (987-7367) | Contact Us | Office of Water

WaterSense, U.S. Environmental Protection Agency, Office of Wastewater Management (4204M), 1200 Pennsylvania Avenue, N.W. Washington, D.C. 20460





## Program Updates

# Awards

- Theme: Our partners build strong communities
  - WaterSense partners make it their priority to build strong, sustainable businesses, homes, and communities.
- **The WaterSense Partner of the Year application period is open from February-April timeframe.**

Go to the [Apply for an Award](#) page to learn more about the WaterSense award application process.

- Review panels are in the final stages of selections
- Next Steps:
  - Civil & Criminal Compliance Screens
  - Winners Notified

- Awards Ceremony at WaterSense Innovations Conference in October.





look for



# For More Information



- Website:  
[www.epa.gov/watersense](http://www.epa.gov/watersense)
  - Lists of products
  - Partnership information – on line applications
  - Educational fact sheets and resources
- Email: [whitney.Janice@epa.gov](mailto:whitney.Janice@epa.gov)
- Toll-free Helpline:  
(866) WTR-SENS (987-7367)  
JW: (212) 637-3790