

look for



Harnessing the Power of WaterSense for Local Water Conservation & Efficiency Programs




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EPA WaterSense

CalWEP P2P Conference - June 2021

Today's Plan

My goal is to convince non-partners to partner and to remind existing partners of our program resources

- Why WaterSense?
- Products, Programs, and Practices
- Deep Dive on Homes and Multifamily Water Score
- Consumer Campaigns and Partner Tools



Flashback to 2011 event in Roseville, CA with KB Home to recognize 1st WaterSense Labeled Homes

Why WaterSense?

~ 2003

GAO report says water shortages expected in 36 states

Communities face major infrastructure investments

Consumers challenged by rising utility bills

Much of water used outdoors is wasted

No ENERGY STAR like program for water

2006



Identify high-performing technology

Promote water efficient behavior/action

Help consumers save money

Reduce need to expand infrastructure capacity

Save water for critical needs

Enacted into law
October 2018



America's Water Infrastructure Act of 2018

Looking at the Current Playing Field*

Players	Water Utilities	Municipal	Commercial/ Institutional	Industrial	Federal
Threats	Climate Δ & water variability	Aging infrastructure	Growing population & demand	Increased competition for water	Water quality in buildings
Trends	Energy efficiency & E/W nexus	Green building & Green products	Sustainability (fed/non-fed)	Corporate responsibility & benchmarking	Alternative water sources/reuse/GI
Needs	Enviro education	Public engagement	Partnerships	Knowledge transfer	Professionalizing water efficiency

*not intended to be all-inclusive or representative for any individual



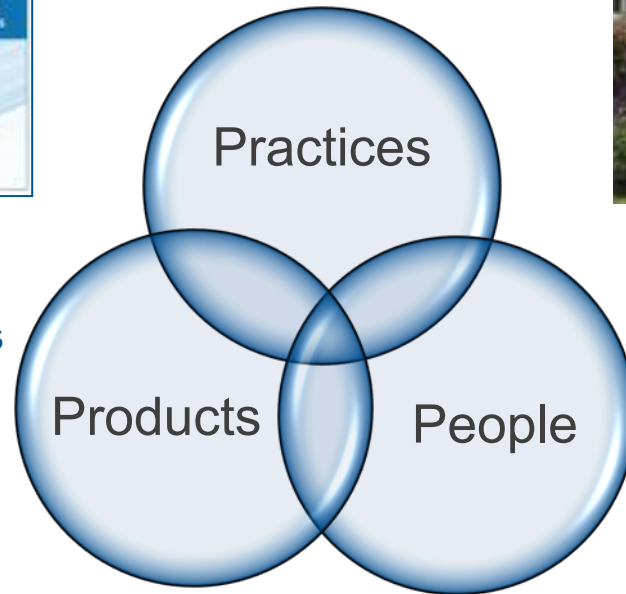
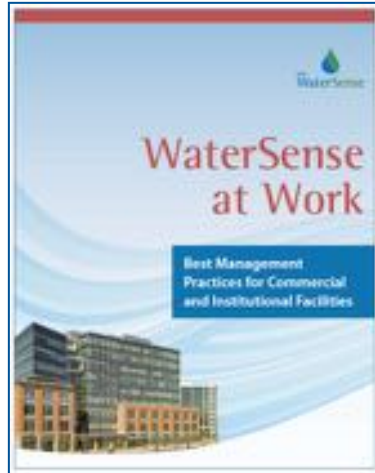
Our Vision

WaterSense offers people a simple way to use less water

- Our vision is that all Americans will **understand** the importance of water efficiency and **take actions** to reduce their water use – in their homes, outdoors, and at work
- How will we achieve it?
 - By **transforming the marketplace** for products and services that use water
 - By **promoting a nationwide ethic of water efficiency** to conserve water resources for future generations and reduce water infrastructure costs

WaterSense Focus – 3 P's

Actions that can be taken to reduce water use -- at home, outdoors and at work



Specific fixtures and technologies save water



Partners reach users to change behavior



look for



Advancing Water-Efficient Products, Programs, and Practices

WaterSense Product Evaluation Factors

WaterSense uses the following factors in determining which products to label



Products must:

- Offer equivalent or superior performance
- Be about 20 percent more water-efficient than conventional models
- Realize water savings on a national level
- Provide measurable results
- Achieve water efficiency through several technology options
- Be effectively differentiated by the WaterSense label

Specification Development Process

Product Research

- Evaluates product differentiation in the marketplace, availability of performance standards/specifications, water, energy, and cost savings potential, stakeholder support

Notice of Intent

- Identifies potential path forward and outstanding data gaps and research needs
- Invites participation and requests feedback/data from stakeholders

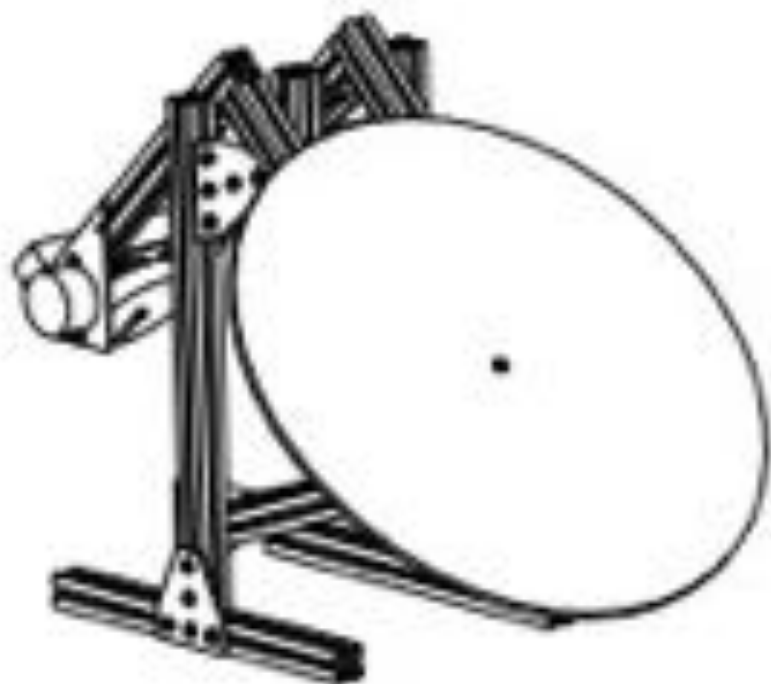
Draft Spec

- Invites public comment on proposed water efficiency and performance criteria for products that will be eligible for the WaterSense label

Final Spec

- Provides final water efficiency and performance criteria for eligible WaterSense labeled products
- Establishes third-party infrastructure for certifying products

Defining Research Needs for Product Specifications

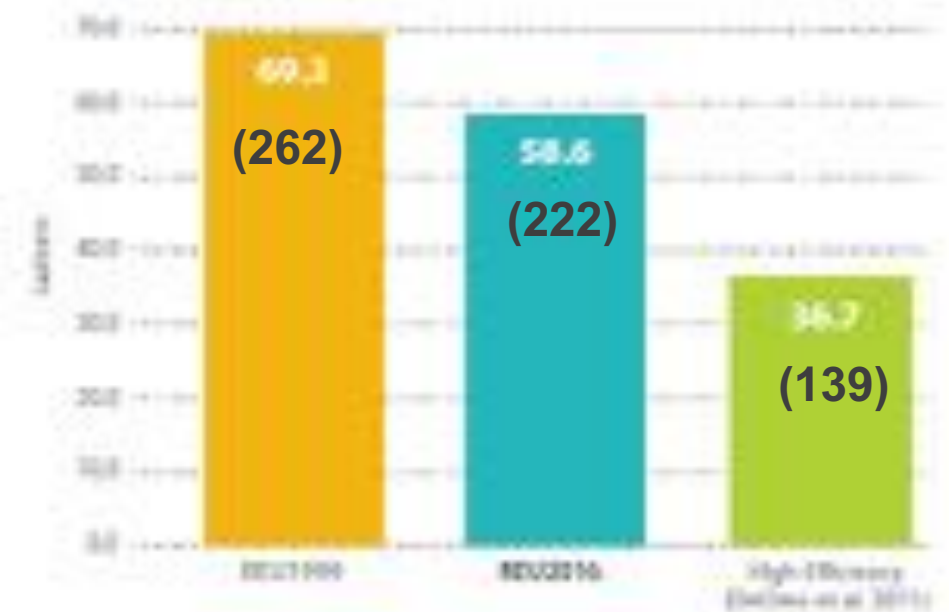


- Critical questions
 - What performance attributes are important?
 - Are there defined evaluation methods for the attributes of importance?
 - Do the evaluation methods produce consistent and reproducible results within an independent laboratory community?
 - Would greater water efficiency impact building systems or health and safety?
- Data gaps exist where these questions cannot be answered
- EPA works with stakeholders to fill data gaps through industry and utility sponsored research

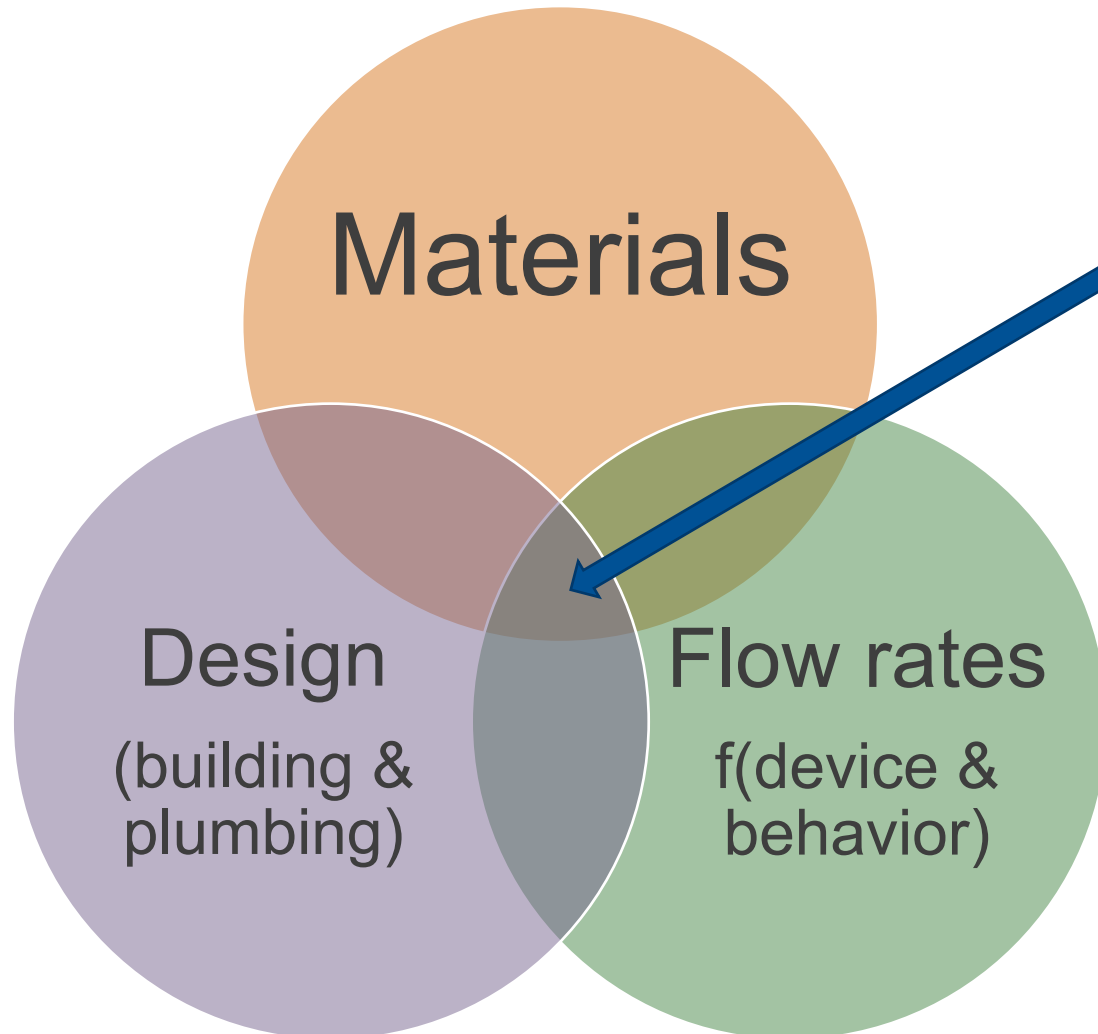
A Question - how low can you go?

- Studies of residential end uses of water have shown a decrease in water use over time as the efficiency of products improves
- This has allowed communities to achieve reductions in per capita water use despite population growth
- Still opportunity for additional savings
- BUT some concerns about impacts of reduced flows on wastewater flows and water quality in buildings
- Plumbing design largely based on higher historical flows – when demand decreases, there is a chance for water to age within the distribution and plumbing system which can negatively impact water quality

Figure 7. Indoor average gallons per capita per day, REU1999, REU2016, High Efficiency Studies (liters)



Remember that it's a System!



Water Quality

Goal is a system that supports:

- user needs
- public health protection
- efficient use of resources

- National Institute of Standards & Technology - <https://www.nist.gov/news-events/news/2020/05/nist-identifies-critical-needs-improved-plumbing>
- EPA premise plumbing grants - <https://bit.ly/2ZJTCKk>

Working with Standards Organizations

- Where feasible, EPA engages with existing standards committees as early in the process as possible
 - ASME/CSA – plumbing fixtures and fittings
 - ASABE – soil moisture sensors, weather-based irrigation controllers
 - ICC – landscape sprinklers
- EPA leverages resources of standards committees to:
 - Identify and evaluate appropriate performance measures (based on user needs)
 - Develop test methods for the performance measures that can be reliably evaluated in a laboratory
 - Conduct round robin testing to ensure test method repeatability
 - Get buy in of methods and requirements among manufacturer and certification community before publishing a draft specification
- Balanced standards committees give EPA access to input from testing laboratories, certifying bodies, manufacturers, water efficiency experts, utility partners, NGOs and other stakeholders **(GET INVOLVED!)**

Independent 3rd Party Certification Process



Manufacturer partners with EPA and applies to Certifying Body for certification



CB conducts product evaluation (quality processes, production inspection, product testing) and certifies product



CB authorizes manufacturer to use the WaterSense label



CB notifies EPA of labeled products



EPA maintains online registry of labeled products



CB conducts ongoing conformity assessment (production inspection, label surveillance, product retesting)

WaterSense Labeled Products

More than **36,000** product models have earned the label. Water factors are included in many **ENERGY STAR** certified products.



Pre-rinse spray valves – new DOE standard



Showerheads



Lavatory Faucets



Spray Sprinkler Bodies



New Homes



Tank-Type Toilets



Flushometer Valve Toilets



Flushing Urinals



Weather-Based Irrigation Controllers

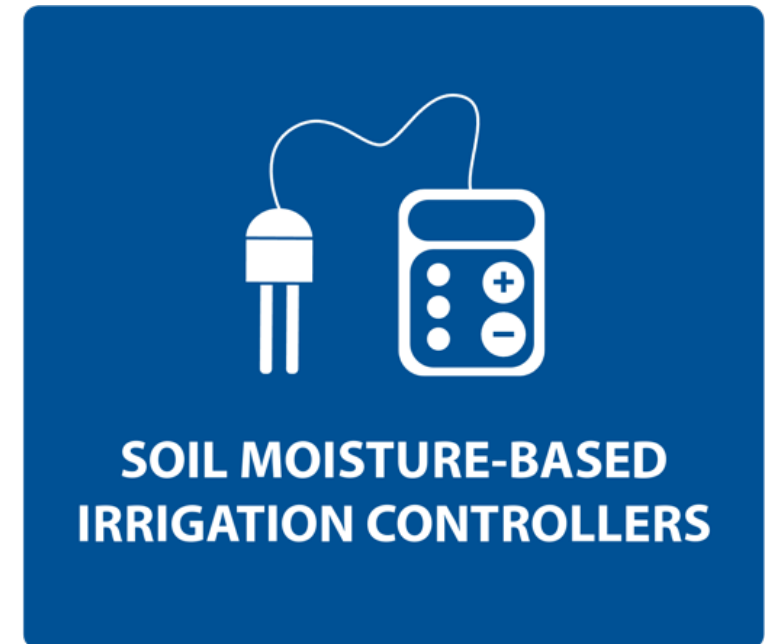


Soil Moisture Sensors

Irrigation Controllers

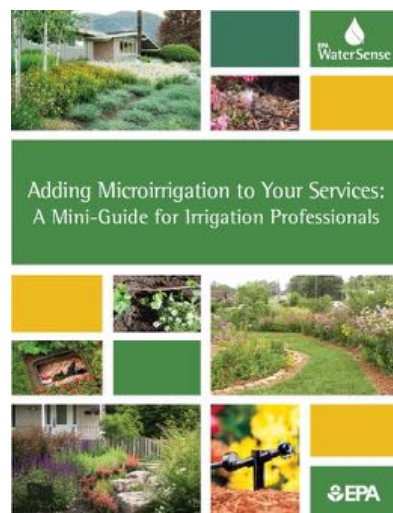
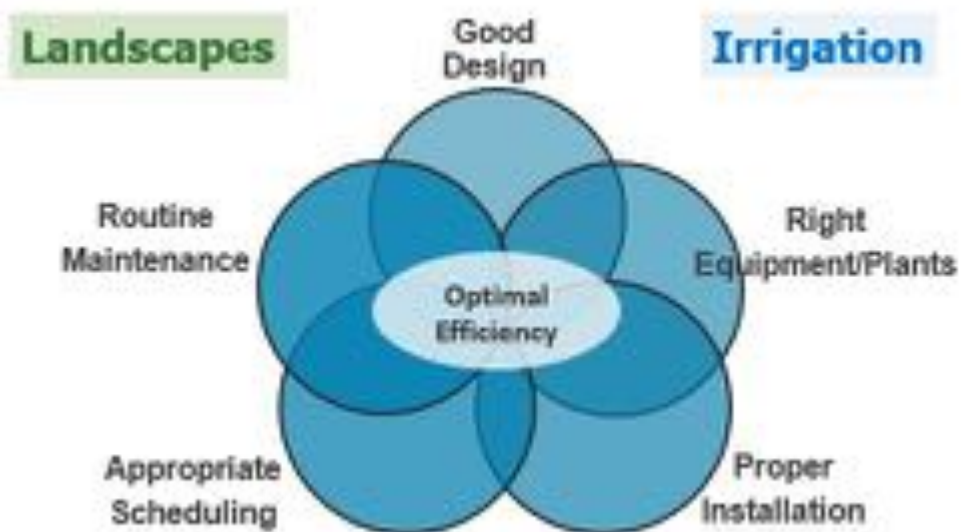
Soil Moisture-Based Controller Specification Finalized

- Newest product – released in February 2021
- Soil moisture-based irrigation controllers interrupt scheduled watering if moisture in the soil is adequate for plants
- Labeled soil moisture sensors (SMSs) should be available soon
- SMSs can be stand-alone controllers or plug-in or add-on devices that upgrade existing base controllers



<https://www.epa.gov/watersense/soil-moisture-based-irrigation-controllers>

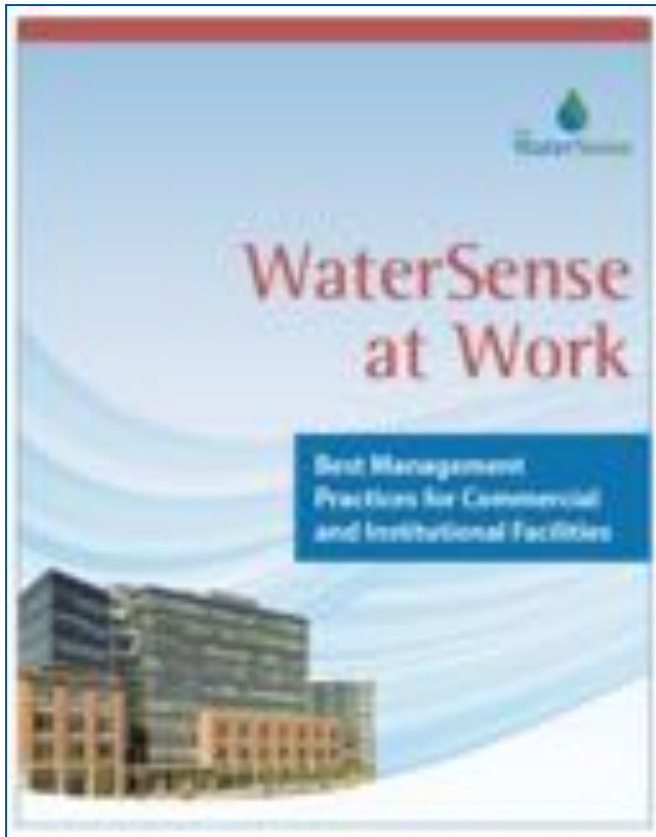
A Systems Approach for Outdoors



- WaterSense labels **programs** that certify irrigation professionals who are knowledgeable about water-efficient practices and products
 - Existing specifications cover irrigation design, installation/maintenance, and auditing
- 8 WaterSense labeled programs currently offered by 25 **professional certifying organization partners**
 - 20 QWEL adopting PCOS (including CalWEP)
- More than 3,000 **professionals** have been certified by WaterSense labeled programs
 - 1,813 certified pros in California (756 available for hire and 1,057 not for hire)
 - www.epa.gov/watersense/find-pro/



WaterSense Commercial & Institutional Facility Resources



- Water use information by facility type
- Best management practices
- Water-saving tips
- Assessment tools
- Worksheets and checklists
- Live and recorded training webinars
- Case studies and more!



www.epa.gov/watersense/tools

A Deeper Dive with Jonah Schein

Homes 2.0

Multifamily Water Score

Housing, Water Use, and WaterSense

Residential water use is a large component of water demand for most water utilities – increasing pressure on water resources creates challenges for utilities and builders

Why water matters to builders –

- Cost of water
- Being responsible stewards of water is an important part of the building industry's social license to operate
- Water is an increasingly important part of the land entitlement process
- Corporate disclosure & reporting requirements

Why builders matter to WaterSense -

- Opportunity to achieve lots of savings, built in from the start
- The building industry is an important consumer of labeled products
- Whole-house building science approach goes beyond products and can be adaptive to climate and market considerations

WaterSense Homes Program Version 2.0



- 2009 WaterSense homes program had a good run, but needed an overhaul
- Major update to Homes Program released in February 2021
- Increase flexibility without compromising on water efficiency or performance
- Improve collaboration with existing green certification programs
- Streamline implementation and certification

Elements of Version 2.0

Technical requirements for homes

- Meet all items on the **mandatory checklist**
- Meet an **efficiency threshold of 30%** below typical new construction (based on national norms)

Specification

Requirements for Home Certification Organizations (HCOs)

- Organizational requirements for oversight, quality assurance, training, reporting, and managing conflicts of interest
- **Technical evaluation** of the proposed certification method
 - Will it effectively differentiate homes that save 30%

Certification System

Technical Evaluation
Process

Mandatory Checklist

- Ensures homes meet expectations for quality performance
- Checklist features:
 - Basic measures of quality performance not represented by volumetric use
 - Universally applicable
 - Easily attainable at little or no incremental cost

MANDATORY CHECKLIST FOR WATERSENSE LABELED HOMES

Item	Requirements	Confirmed	
Leaks	Pressure-loss test on all water supplies detected no leaks	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Free of visible leaks from hot water delivery system	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Free of visible leaks from toilet(s), as determined through visual assessment and by conducting a dye tablet test in each toilet to ensure the flapper is not leaking	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Free of visible leaks from bathroom faucet(s)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Free of visible leaks from showerhead(s)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Free of visible leaks from bathroom tub faucet(s), i.e., tub spout(s), when showerhead(s) is activated, as determine through visual assessment after showerhead has been activated for one minute	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Free of visible leaks from kitchen and other sink faucet(s)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Free of visible leaks from other fixtures or appliances (e.g., clothes washers, dishwashers, hose bibs, irrigation systems) at point of use or point of connection to water distribution system	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Toilets	WaterSense labeled	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Bathroom sink faucets	WaterSense labeled	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Showerheads	WaterSense labeled	<input type="checkbox"/> Yes	<input type="checkbox"/> No

How is the 30% threshold measured?



- EPA allows HCOs to develop their own method of measuring water use
 - Goal is to efficiently work within the existing framework of potential HCOs while protecting the integrity of the WaterSense program and ensuring certified homes meet the efficiency threshold
- EPA retains the role of reviewing/approving each HCO's method
 - This evaluation protocol is available on our website
 - Involves a stress test for the HCO's proposed certification method and threshold where a series of reference homes are compared
 - Scope (geographic area, single vs. multi-family, etc.) is determined by the HCO's application

Considerations in the Technical Evaluation

EPA considers the following features which are applied across a range of homes/buildings, landscape sizes, and climates as part of its technical evaluation:

Indoor	Outdoor
<ul style="list-style-type: none"> • Toilets • Showerheads • Lavatory faucets • Kitchen faucets • Clothes washers • Dishwashers • Bathtubs • Hot water delivery/recirculation system • Thermostatic shutoff valves in showers • Leaks and leak detection systems • Other (if applicable) 	<ul style="list-style-type: none"> • Plant type(s) (i.e., turf, shrub/ornamentals, xeriscape) • Irrigation type(s) (i.e., spray or microirrigation) • WaterSense labeled spray sprinkler bodies (with internal pressure regulation) or pressure-regulating valve • Irrigation scheduling technologies, including: <ul style="list-style-type: none"> • WaterSense labeled weather-based irrigation controller • Soil moisture-based irrigation controller (soil moisture sensor) • Rain shutoff device (rain sensor) • Efficient irrigation design or professional irrigation audit • System flow rate intensity

Approved HCOs

HCO	Overarching “Green” Program	Verifiers	Certifications to date	Important Notes
RESNET 	HERS Energy Ratings	~2,000 HERS Raters and ~1,000 Rating Field Inspectors (RFI)	~3,000,000 HERS Rated Homes	<ul style="list-style-type: none"> • Designed to work with HERS energy ratings • ENERGY STAR approved HCO • Largest overall footprint
Home Innovation Research Labs 	NGBS Green	~300 NGBS Verifiers	~280,000 NGBS Green Certified Homes	<ul style="list-style-type: none"> • Designed to work with NGBS Green Certification • Broadest eligibility • Inclusion of alternative water credits



Approved Certification Requirements

HCO		WACM	System Type	Certification Threshold	Types of Homes	Geographic Scope
RESNET		HERSh2o	Performance rating system	≤ 70*	New/existing single-family	National
Home Innovation Research Labs	Prescriptive Path	NGBS Green WaterSense Checklist	Prescriptive checklist	All checklist items	New/Existing single & multi-family homes	National
	Performance Path	NGBS Green Water Rating Index (WRI)	Performance rating system	≤ 64*	New single & multi-family homes	National

*NOTE: For these rating system *lower* is better. 0 = net zero use and 100 = reference home water use.

How This Looks for a “California Home”

Sample home:

- San Bernardino, CA
- 2,400 ft², 4-bedroom home
- 4,000 ft² lot
- WaterSense labeled toilets
- 1.2 GPM WaterSense labeled lavatory faucets
- 1.8 GPM kitchen faucet
- 1.8 GPM WaterSense labeled showerheads
- 5 WF dishwasher
- 6.5 IWF clothes washer
- Title 24 design requirements for hot water
- 1,600 ft² MWELO compliant landscape
 - 650 ft² of turfgrass using WaterSense labeled SSBs
 - 950 ft² of low water using plants with drip irrigation



Results will vary from home to home based on size, climate, and features.

HI Prescriptive Path:
Fail



RESNET/HERSh2o:
87



HI Performance
Path/WRI: 91



A Potential WaterSense Labeled Home



Sample home:

- San Bernardino, CA
- 2,400 ft², 4-bedroom home
- 4,000 ft² lot
- WaterSense labeled toilets
- 1.2 GPM WaterSense labeled lavatory faucets
- **1.5 GPM kitchen faucet**
- 1.8 GPM WaterSense labeled showerheads
- **Efficient hot water distribution**
- **3.5 WF ENERGY STAR certified dishwasher**
- **3.8 IWF ENERGY STAR certified clothes washer**
- 1,600 ft² MWEL0 compliant landscape
 - **100% low water using plants with drip irrigation**
 - **WaterSense labeled WBIC**
 - **System installed and commissioned by a professional certified by a WaterSense labeled program**

Results will vary from home to home based on size, climate, and features.

Certification requirements largely agree in this instance – but substantial differences could occur in how builders/verifiers relate to certification and efficiency requirements

HI Prescriptive Path:
Pass



RESNET/HERSh2o:
61



HI Performance
Path/WRI: **58**



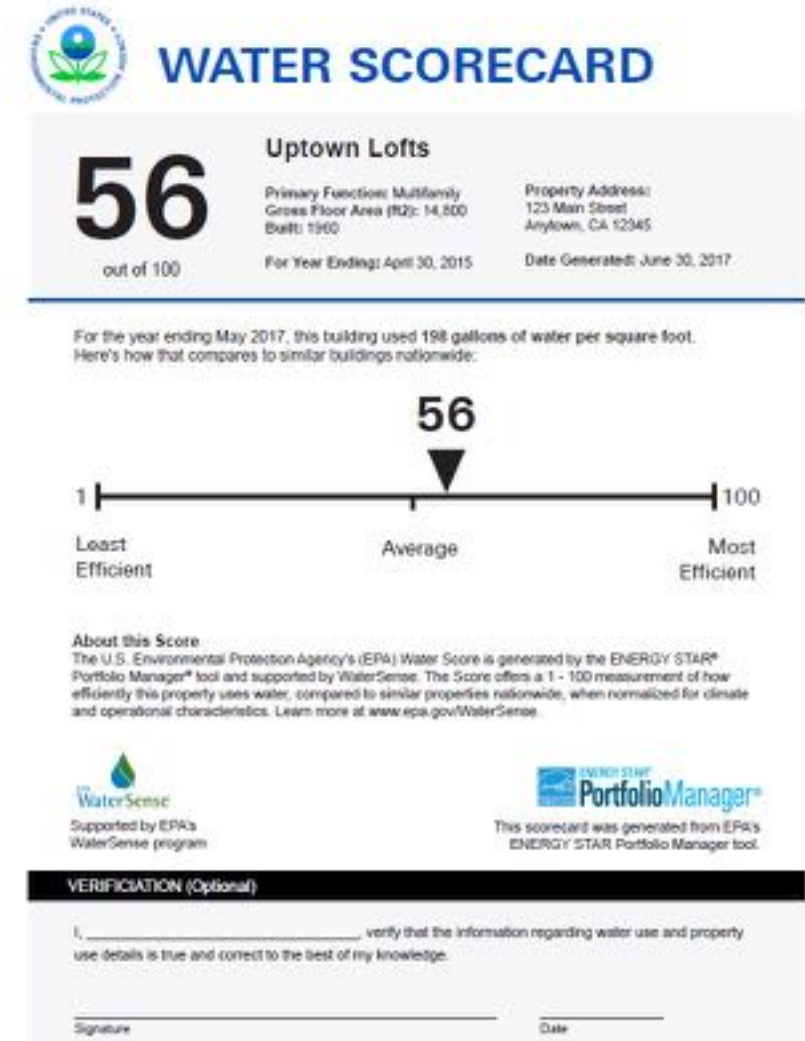
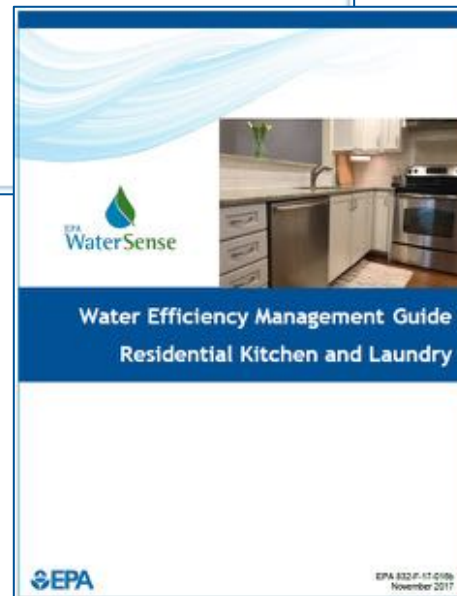
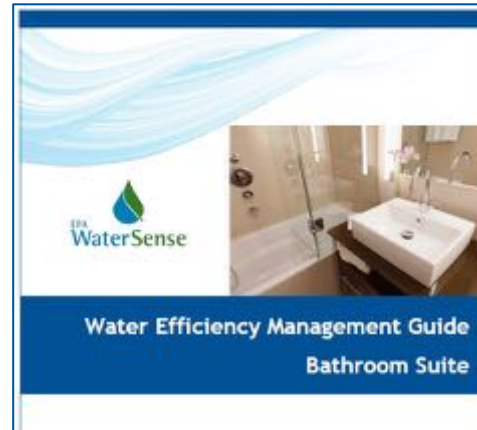
For Your Consideration

- Is there an opportunity to incentivize WaterSense labeled homes in your area?
 - e.g., provide authority to build, reduce tap fees, provide rebates
- The new structure provides flexibility – a utility could accept the EPA threshold or require a more aggressive savings target
 - e.g., a HERSH2O score of 60 rather than 70.
- There is an analog for ENERGY STAR Home programs in CA – where local programs may add additional requirements to respond to state requirements or local priorities
- Water efficiency programs would benefit from using an existing certification and oversight structure
- Builders would benefit from national program recognition and marketing materials.
- Follow up with WaterSense to learn more.

EPA Water Score - Improve Water Use at Existing Multifamily Properties



- Benchmarking tool using the ENERGY STAR Portfolio Manager Platform
- For multifamily properties with 20 or more units
- Takes indoor and outdoor water use into consideration
- May want to approach property managers to encourage use of Portfolio Manager and the Water Score to help them manage water.
 - They may have a greater motivation to address water because they pay the bills
- WaterSense has resources to help identify opportunities to save water and improve their scores



Use of Portfolio Manager and EPA Water Score

- > 500k properties track energy use with Portfolio Manager (~64k are multifamily)
- Numerous municipalities require reporting of energy (and water) through PM
- Water Score approach consistent with the ENERGY STAR Score – modified for water where appropriate
 - Statistical evaluation of measured whole building resource (water) use
 - Normalize for weather and operation
 - Provide a meaningful peer comparison
 - Drive reductions in resource (water) use

- Approximately 40k multifamily properties are currently receiving a Water Score
- Fannie Mae and Freddie Mac Green Mortgage Programs for multifamily using the Water Score
- Some local/state benchmarking requirements
- Focused use by SCV Water - has seen water savings exceed their estimates

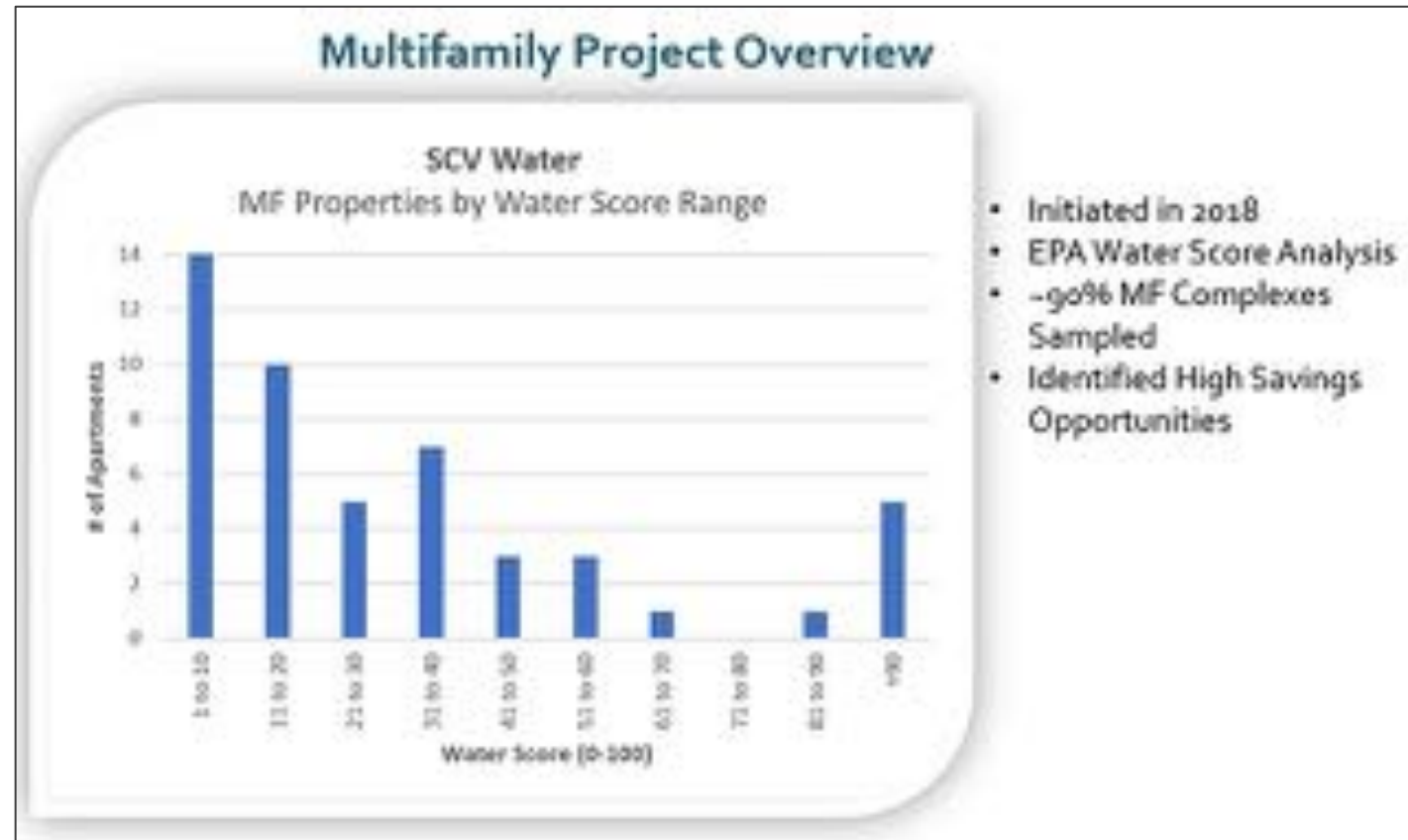
<https://www.epa.gov/watersense/water-score-multifamily-housing>

How to Use the Water Score



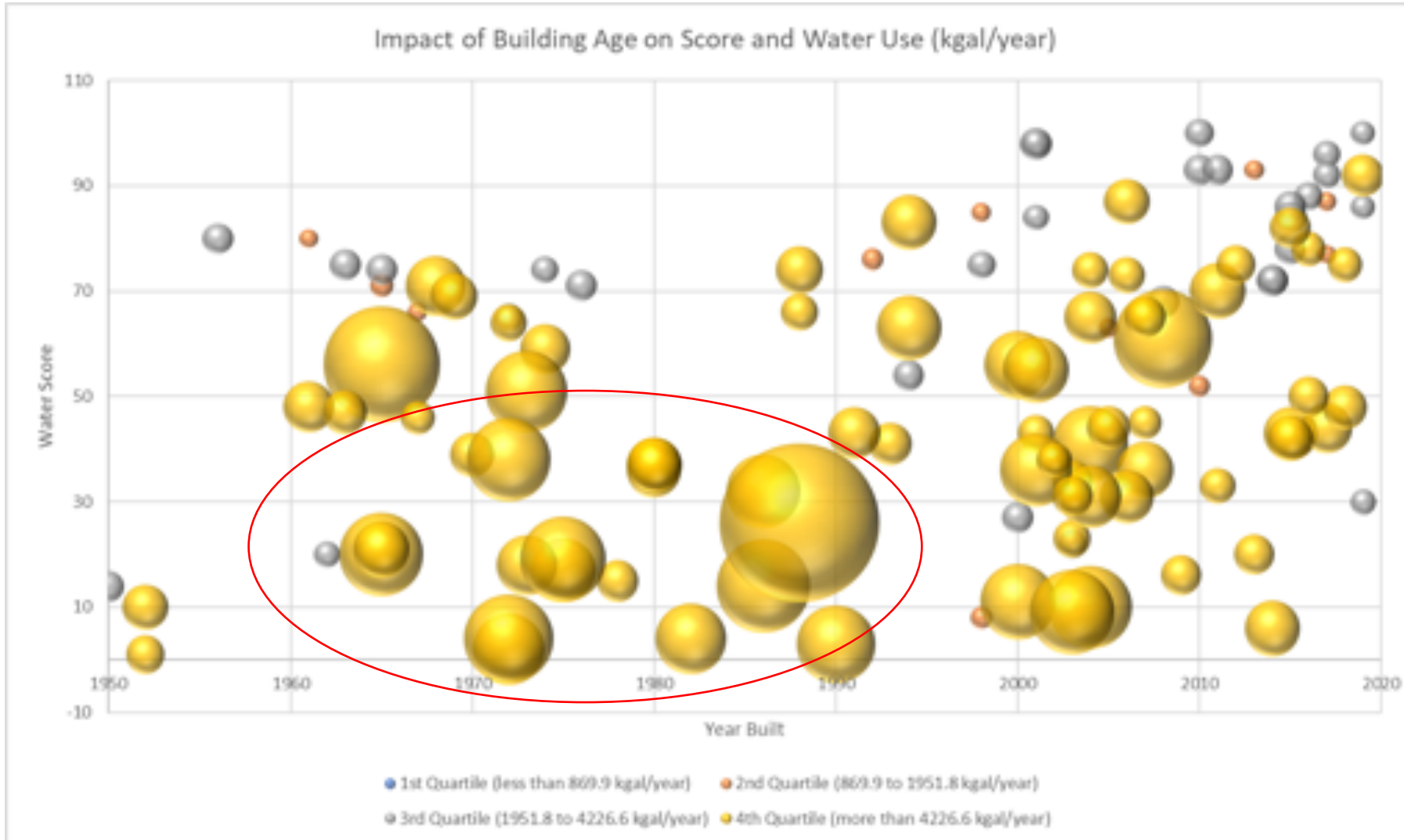
SCV Water in Santa Clarita, CA is using the Water Score to work with several of their multifamily property customers

- Need 12 months of water use
- Building location
- Building size
 - Floor area
 - Number of units
 - Total number of bedrooms
- Irrigated area



Watch their session in 2021 WSI webinar (talk begins at the 1 hour 10 minute mark) - <https://register.gotowebinar.com/recording/2800696223640893451>

Interested in Learning More?



- Want to know more about the score and how you might be able to use the Water Score to target your programs?
- WaterSense is looking to engage with utilities with interest and ability to do some data analysis
- We are also looking to understand what resources and tools would be helpful for utilities and property managers
- Follow up with WaterSense to learn more

lookfor



Influencing Consumer Behaviors

Key Insights for the Brand



- Consumers make behavior changes when the change is **personally relevant and meaningful** to them.
- In order to create long-term market transformation, we need to **change the way people think and feel about water**.
- Right now, many consumers know that saving water is the right thing to do, but they are lacking the personal **motivation** that will cause them to take action.
- WaterSense can **provide** this **emotional relevance** by helping consumers realize that **small individual changes do make a difference** and
- WaterSense is the **trusted resource** that can help make **saving water easy**.

Reaching Consumers

- We're for Water umbrella platform
- What do we want people to do?
 - Understand importance of using water efficiently
 - Look for products with the WaterSense label
 - Adopt water-efficient behaviors
 - Do their part/be their best
 - Join their neighbors
 - See WaterSense as a trusted resource



2021 Monthly Themes

January	February	March
<p>Pledge to Save Water at Home All Year</p>  <p>Stay connected to your conservation goals this year. Join thousands of others taking the "I'm for Water" pledge and resolve to save water in 2021.</p>	<p>Love Your Yard While Using Less Water</p> <p>What's your yard persona? Find the right strategies for a water-smart landscape that fits your lifestyle.</p> 	<p>Fix a Leak Week</p> <p>Take the 10-Minute Challenge for Fix a Leak Week to reduce water waste at home.</p> <p>#FixALeak Week March 15-21</p> <p>#WorldWaterDay March 22</p> 
<p>Celebrate Spring With a Sprinkler Spruce-Up</p> <p>Start your spring cleaning with a sprinkler spruce-up for an efficient irrigation system and water savings!</p>  <p>#EarthDay April 22</p>	<p>Create Your Better Bathroom</p> <p>Celebrate Remodeling Month by transforming your bathroom with fixtures that are attractive, functional, and efficient.</p> 	<p>WaterSense Accomplishments Continue to Show Commitment</p> <p>WaterSense partners connected with consumers and businesses to achieve water savings in 2020!</p> 

2021 Monthly Themes

July	August	September
<p>Water Wiser for Smart Irrigation Month</p>  <p>Upgrade to a WaterSense labeled weather-based irrigation controller for easy and efficient irrigation.</p>	<p>Learn the ABCs of Water Savings</p> <p>Saving water isn't rocket science. Learn how WaterSense labeled products make conservation simple.</p>  <p>#WorldWaterWeek August 23-27</p>	<p>Plant the Seeds for a Water-Smart Landscape</p> <p>Plan ahead for a water-smart landscape by choosing native plants adapted to your area's climate.</p> 
October	November	December
<p>Get Energized to Save for Energy Action Month</p> <p>Installing WaterSense labeled fixtures saves water AND energy, making it the perfect way to celebrate Energy Action Month!</p>  <p>WaterSense Partner of the Year Awards</p>	<p>Thanks to WaterSense Partners</p> <p>The WaterSense program's water-saving success is made possible by the more than 2,000 partners!</p>  <p>#WorldToiletDay November 19</p>	<p>'Tis the Season for Water Savings</p> <p>Make spirits bright with water and energy savings provided by WaterSense labeled products.</p> 

Primary Consumer Campaigns

March



Fix a Leak Week

May

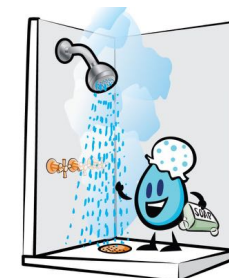


July



Sept/October

Energy/Water
Bathrooms





Fix a Leak Week

- Challenge: Easy to fix leaks may waste up to 1 trillion gallons of water a year
- Focus: Encourage consumers to find and fix household leaks
 - **Check** for leaks (e.g., silent toilet leaks)
 - **Twist** faucet valves and tighten pipe connections
 - **Replace** old plumbing fixtures and irrigation controllers with WaterSense labeled models
- Timeframe: Annually during 3rd week of March (March 15-22, 2021)
- Partners hold events throughout the U.S. and Canada



Take the 10-Minute Leak Challenge!

You could **save...**

- 10 thousand gallons of water per year
- 10 percent on water and sewer bills
- 10 months of water to wash laundry

March 15-22, 2021
Fix a Leak Week

Fix a Leak Week Promo Materials

Variety of materials that include different themes – most are customizable

- Social media outreach
- Graphics and other materials
- Video and Kids' activity tools
- Tools to help plan events
- Templates for proclamations, media releases
- Bill stuffers, dye cards, post cards



Spanish Promotional Material

- Worked with Fort Worth Water and to create new culturally relevant materials
- Loteria card game (in English too!)
- “Collectible” information cards - can be used for game play or on social media & websites
- + Other outreach material

Tu inodoro podría tener una fuga “silenciosa.”

Coloca la pastilla colorante en el tanque del inodoro y espera 10 minutos. Si el agua de la taza cambia de color, entonces el inodoro tiene una fuga.

No olvides tirar de la cadena para eliminar todo residuo del colorante.

Repara fugas en tu hogar esta semana.

LOTERIA

LOTERIA		TABLA 1
<p>LA MANGUERA</p>	<p>LA LLAVE DEL AGUA DEL BAÑO</p>	<p>EL SOL</p>
<p>EL PASTO</p>	<p>EL AUTO</p>	<p>EL CEPILLO DE DIENTES</p>
<p>LA LLAVE DEL AGUA</p>	<p>LA ESCOBA</p>	<p>LA REGADERA</p>

<p>13</p> <p>LA LLAVE DEL AGUA</p>	<p>REPARA UNA FUGA</p> <p>Las fugas en los fijos del agua pueden desperdiciar hasta 3,000 galones al año. ¡El equivalente de 180 duchas!</p> <ul style="list-style-type: none"> BUSCA los fugas. AJUSTA las conexiones de tubería y giras un tubo a los ganchos. REEMPLAZA los accesorios de plomería viejos y dañados con ones de etiqueta WaterSense. 	<p>FIX A LEAK</p> <p>Faucet leaks can waste 3,000 gallons of water per year. That's 180 showers!</p> <ul style="list-style-type: none"> CHECK for leaks. TWIST and tighten plumbing connections to stop drips. REPLACE old or broken fixtures with WaterSense labeled models. <p>epa.gov/watersense</p>
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Chinese Too!

Some Fix a Leak Week and other outreach products have been translated into Simplified Chinese too (thanks to our partner, the Upper San Gabriel Valley Municipal Water District)

接受 10 分钟的 WaterSense 挑战



检测 和 找出 渗漏



你是否知道

你是否知道漏水造成的损失有多严重吗？据统计，美国每年有 1 万亿加仑的水！实际上，每年每户平均漏水达 1 万加仑。水费可以达 300 次洗澡。这会让你多支付百分之 10 的水费。

只需 10 分钟的时间，您就可以找出家里的漏水点。然后解决漏水问题。通过很多简单的步骤来帮助你找到并解决问题。与修理水或管道。水龙头漏水以及家庭水管漏水等都有帮助。这可以节省你的水费开支以及整个社区的水费。

带上你的铁锤。系好你的腰带。然后花 10 分钟的时间来检测。找出渗漏！

www.epa.gov/watersense/fix-leak-week

epa.gov/watersense

维修渗漏就是省钱！

检查

要注意室内的水龙头、莲蓬头、淋浴器及马桶滴水漏水的现象。要检查室外的灌溉器、花园水龙头和软管。

拧

拧紧水龙头、莲蓬头、软管和管道，可以防止漏水。在家里的厕所水龙头安装 WaterSense 标签的起泡器可以减少水资源的浪费。

替换

及时用 WaterSense 标签的产品替换破旧的装置。WaterSense 标签的产品经过独立认证。比标准型号的产品节省 20% 的水量。并且性能更好。

更多维修渗漏小贴士，浏览 <https://www.epa.gov/watersense/fix-leak-week>

是时候



检查



连接

开始给

洒水喷头



定向



选择

焕然一新了！

Fix a Leak Week Events across the U.S. and Canada 2017-2020



Sprinkler Spruce-Up

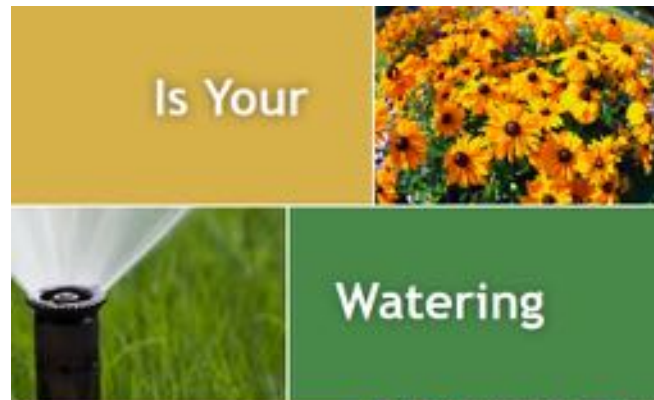
- Challenge: Irrigation systems are often scheduled to water when people are not outside, so they don't see problems
- Focus: Encourage homeowners to check their irrigation system before the watering season
- Timeframe: Usually May, but anytime in spring
- Follow four simple steps: inspect, connect, direct, and select
- Materials include:
 - Trade articles to landscaping publications
 - Video
 - Consumer articles
 - Widget
 - Social media posts



Smart Watering

Focus: Remind customers to change their irrigation practices with the weather or get controllers that will do the thinking for them

Timeframe: Anytime Materials include: bill stuffers, brochures, social media posts

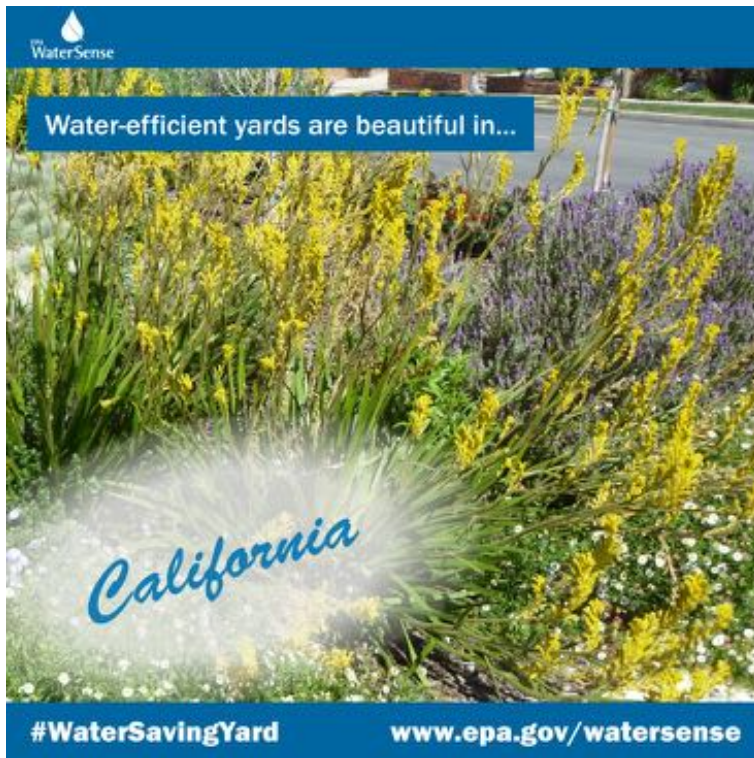


Water-Smart Landscapes

Challenge: Consumers believe a water efficient landscape is ugly and usually made up of cactus and rocks (xeriscaping = zeroscaping)

Focus: Reassure consumers that a water-smart landscape can be beautiful and healthy

Timeframe: Anytime



Your Better Yard

Focus: Meet homeowners where they are – show them how they can have the yard that meets their lifestyle and also save water by using water-smart products and practices.

Timeframe: Anytime Materials include: bill stuffers, brochures, social media posts



Family Fun

Looking for **Your Better Yard?**

- WaterSense labeled spray sprinkler bodies
- Sprinkler spruce-up to check system for leaks
- A soil moisture sensor to determine when water is needed
- Consultation by a certified irrigation auditor

WaterSense
www.epa.gov/watersense/outdoors



Looking for **Your Better Yard?**

Landscape Luxury

WaterSense

Install a WaterSense labeled **smart irrigation controller.**

More Outdoor DIY

**FIND IT
FLAG IT
FIX IT**

A CHECKLIST FOR
YOUR LANDSCAPE



A simple walk through
your landscape can help
you save water outdoors



- Focus: You can do it yourself!
- Many tools encourage homeowners to undertake checks of their irrigation systems to ensure they are functioning properly
- Resources also encourage landscape maintenance practices that can help save water

Got Mulch?

look for
WaterSense
Meets EPA Criteria

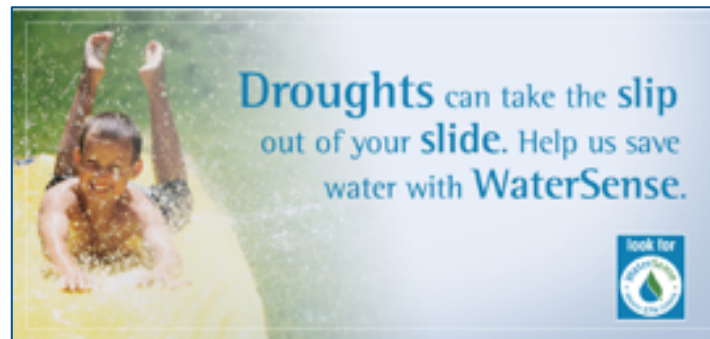
Cover open ground
with wood chips or
yard clippings to
hold moisture
in the soil and
save on watering.

WaterSense

#MulchMadness

When in Drought

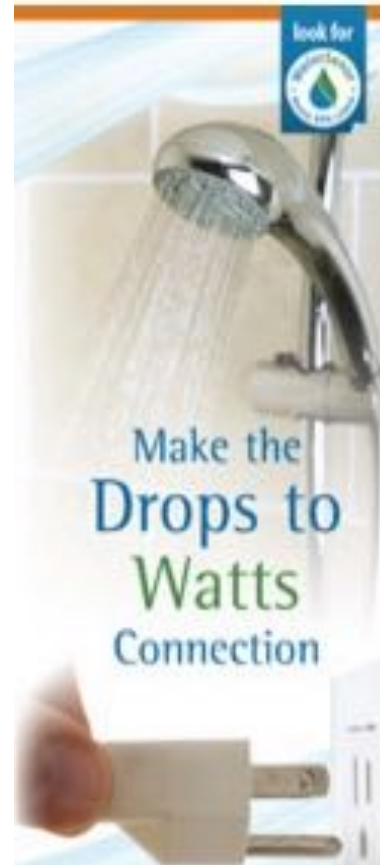
- Focus: Encourage consumers to reduce water use and follow directions of their local utility
- Timeframe: When in drought
- Materials include:
 - Video
 - Bill stuffers (English/Spanish)
 - Door hanger
 - Facts and tips
 - Case study
 - Presentation
 - State fact sheets
 - “When in Drought” article for placement





Shower Better

- Focus: Educate consumers on the connection between energy and water
- Timeframe: Anytime, but some focus during Energy Action Month in October
- Can look to Energy utility and plumber co-promotion to incentivize WaterSense labeled showerheads
- Materials include: available:
 - Animated video, Bath hack video
 - Infographics
 - Bill stuffer
 - Radio PSA
 - Media outreach templates
 - Brochures
 - Kids' learning resource
 - Widget



Your Better Bathroom

- Focus: Let consumers who want to refresh or remodel their bathrooms know that they can look to the WaterSense label to get style with the added benefit of water savings.
- Timeframe: Anytime, but some focus during October (Nat'l Kitchen & Bath month) and May (Nat'l Home Remodeling month)
- Materials include:
 - Bag stuffers
 - Bill stuffers
 - Social media
 - Sample article
 - Sample web content




Remodel Your Way to a Dream Bathroom

You've always wanted that perfect bathroom. Distinctive fixtures. Sleek lines. The latest styles and colors.

Well, here's where that dream begins. Fixtures with the WaterSense label can transform a bathroom from merely retrofitted to absolutely refined.

A polished-brass faucet can bring a touch of European style. The lines of a square showerhead can make your morning routine a post-modern experience. And even a simple black matte faucet can add a dramatic contrast against a white tile backdrop.

Add one of the best things about a bathroom with WaterSense labeled fixtures? A savings of nearly 10,000 gallons of water every year, at prices that range from reasonable to more reasonable.

Look for the WaterSense label to make that dream bathroom a reality.

For more information, visit epa.gov/watersense.

Bath Hack Videos



**Simple step-by-step
videos to complement
campaigns**

- **Short - all < 60 seconds**
- **All on EPA YouTube
WaterSense Playlist**



Fun Bath Hack Social and Handouts

How to Replace a Showerhead in 4 Easy Steps

You will need:

- Toothbrush
- Plumbing Tape
- Cloth (optional)
- WaterSense Labeled Showerhead
- wrench (optional)

www.epa.gov/watersense



How to Replace a Faucet Aerator in 4 Easy Steps

You will need:

- WaterSense Labeled Aerator
- Wrench (optional)
- Cloth (optional)

www.epa.gov/watersense



How to Replace a Toilet Flapper in 6 Easy Steps

Replace Your Leaky Toilet Flapper

Is your toilet constantly running water? Do you have ghost flushes? Have you seen a recent increase in your water bill? You probably have a leak – and the culprit may be a faulty toilet flapper.

What is a Toilet Flapper?

The flapper is the plug that falls against the drain hole on the bottom of the tank and holds water in. When you flush, the flapper lifts, allowing water to flow into the bowl. As the tank empties, the flapper lowers to block the opening, letting the tank refill.

Flappers usually last about 4-7 years, and as they wear out, they create a less than perfect seal, and leak. Not sure what to buy? Take your old flapper to the store and ask for help.

Save water by stopping leaks in your bathroom and all around your house. Visit www.epa.gov/leadertips for more great tips.

WaterSense for Kids

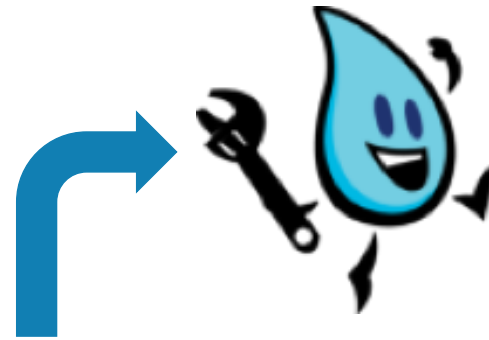
Teaching kids good habits when they are young can last a lifetime and they are often good ambassadors for reaching other members of the household

EPA WaterSense EPA 832-F-08-054 May 2008

STUDENT AND FAMILY PLEDGE TO FILTER OUT BAD WATER HABITS

Sit down with your family and share what you have learned. Then, as a group, go through the tips below for helping you use water more efficiently, and check each one that you are willing to pledge to do. When you are finished, you and each family member who is participating must sign the pledge at the bottom and record the date. Congratulations and good luck!

- Take shorter showers/use less water in the bathtub.
- Turn the water off while you brush your teeth or wash your hands.



EPA WaterSense EPA 832-F-08-054 May 2008

Teachers' Guide to Using A DAY IN THE LIFE OF A DROP

Grade Level: 3-5

Key Concepts: Watershed, water uses, drinking water sources, water efficiency, wastewater

Goal: To help students understand the connections between the source of the water they use; the ways their water use habits affect the environment and human health and ways to reduce their impacts by pledging to take steps to use water more efficiently

Background Information

EPA WaterSense KIDS EPA 832-F-08-054 May 2008

THIRSTY FOR KNOWLEDGE? LET'S LEARN ABOUT WATER!

Do you know how much water a family of four uses every day in the United States? Not 50 gallons, not 100 gallons, but 400 gallons! You could take up to 10 baths with that much water—but who would want to do that? Fortunately, there are many things we can do to save.

HOME
WHY SAVE WATER
SIMPLE WAYS TO SAVE WATER
GARDEN
FOR TEACHERS

Meet Flo. She's our WaterSense spokesgallon and a big hit with adults and especially children. She is available to come to events to support your WaterSense programs, initiatives, campaigns, etc.

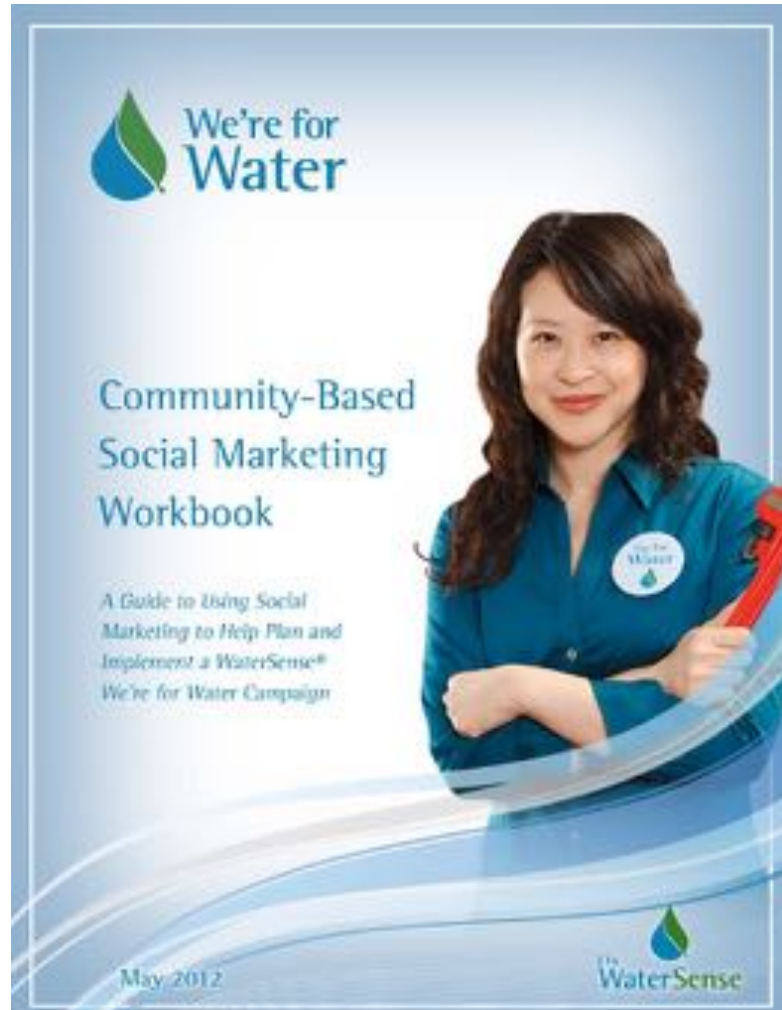


Students thirsty for knowledge can learn a little "watersense" at school or home. Learn more...

look for WaterSense



Community-Based Social Marketing Campaign Planning



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Creativity and Flexibility are Keys to Success



- Conservation professionals always need to be thinking about new ways to engage with the public
- During the COVID-19 pandemic, many partners had to change the way they engaged with the public
- WaterSense met with partners to learn how they changed their programs during the pandemic
- Many found the new approaches to be more successful than their older approaches and will look to maintain them in the future!
- The partner tool describes lessons learned, tips, and provides some tools that partners can use for their own programs

Using Water Efficiency Programs to Meet Other Utility Priorities

- The Covid-19 pandemic also heightened attention on issues associated with the ability of customers to afford water bills
- WaterSense met with partners to learn how have included water efficiency efforts in their utility customer assistance programs
- WaterSense is developing a tool that partners can use to develop or enhance their programs based on tips and lessons learned from other partners

direct installs contractor rebates incentives education
 bill reduction retrofits **plumbing repair** tax status
water bill pilot programs Fix a Leak Week senior
 services energy program partnerships multifamily
 outreach income qualification **leak identification**
 nonprofit **partners** immigrant services toilet sensors
 weatherization add-ons flow meters AMI major leak repair

Assistance That **Saves**


How WaterSense Partners Incorporate
 Water Efficiency Into Affordability Programs




DRAFT

Program Success through 2019

WaterSense
 Accomplishments 2019



Partners Make It Possible.



Partners Make It Possible

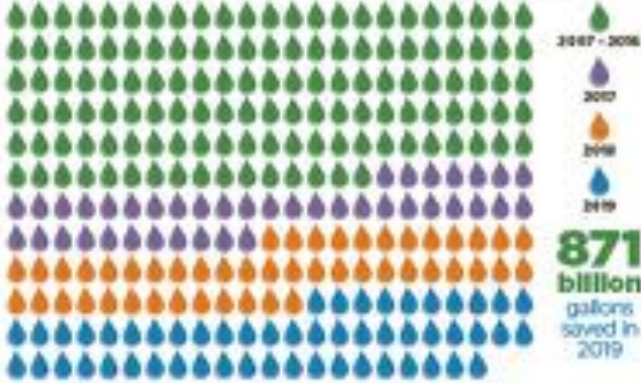
WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency (EPA), works collaboratively with companies, organizations, and communities to encourage innovation in manufacturing and support sustainable jobs for American workers. Since 2006, the WaterSense label has made it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

WaterSense Labeled Products

The first WaterSense-labeled products hit store shelves in 2007. Since then, more product lines have earned the WaterSense label, and the total number of WaterSense-labeled models continues to grow.

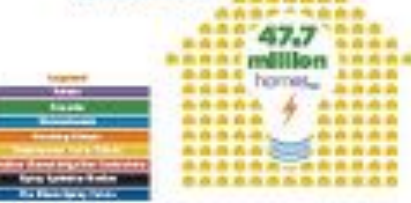


4.4 trillion gallons of water saved since 2006!



That's nearly the water used in **6 months** by all U.S. households!

WaterSense has helped reduce the amount of energy needed to heat, pump, and treat water by **522.9 billion kilowatt hours**, enough to supply a year's worth of power to more than



...and saving consumers **\$87 billion** in water and energy bills

WaterSense has more than **2,000** organizational partners.



...and nearly **3,000** irrigation pros certified by WaterSense labeled programs

WaterSense The Brown 2019 Awards

- Florida Water Partnership
- City of Reno (Texas)
- Upper San Gabriel Valley (California) Municipal Water District
- Athens-Clarke County (Georgia) Public Utilities Department
- City of Charlottesville (Virginia)
- City of Cleveland (Florida) Utilities
- Coos County (Georgia) Water System
- Metropolitan North Georgia Water Planning District
- American Standard, Part of LSI
- Delta Faucet Company
- Sevens-Mark (California) Saving Water Partnership
- KB Home

Partners of the Year • National Excellence • Excellence

Partners Make Savings Possible

- **WaterSense would not be successful if not for its more than 2,000 partners**
 - **Manufacturers** design and create products to meet specs
 - **Retailers/Distributors** get products on shelves
 - **Builders** construct water-efficient homes using products
 - **Certification providers** inspect and label homes
 - **Professional certifying organizations** who train **irrigation professionals** to help homeowners water more efficiently
 - **Promotional partners** spread the word
 - Water utilities, state and local governments, nonprofit organizations, and home builder associations



Working Together

We share mutual goals – get consumers to use water efficient products and practices

We each have strengths and roles to play

Working together creates opportunities and amplifies our message

How we see EPA's role –

- Bring together seemingly unrelated organizations to achieve a common goal
- Reach broader audience through multiple organizations
- Lend credibility to an issue
- Leverage resources across organizations for greater impact





**More than
2,000
WaterSense
partners
(worldwide)**

As of February 2021

WaterSense in California



- 315 Partners in California
 - 155 state/local gov't & water utilities
 - 77 manufacturer, 35 retail/distributors
 - 19 NGO/trade associations
 - 17 builders
 - 12 irrigation PCOs
- 2020 WaterSense partner award winners
 - Sonoma-Marín SWP (2), Big Bear Lake W&P, Irvine Ranch WD, City of Sacramento, Upper San Gabriel Valley MWD, Placer County WA, Municipal WD of Orange County, Santa Clarita Valley WA, G3 Green Garden Group

Learn from and share with other partners

- WaterSense Partner Site includes a section where partners can share what they're doing
- Bi-monthly webinars include partner presentations
- *Partner Pipeline* and *The WaterSense Current* newsletters
- Partner of the Year Awards recognizes outstanding partners



Share your experiences!
Learn from others!
Check out the WaterSense
in Action success stories

Partner Tools

Network Work With Media Promote Campaigns Sell Educate Awards & Reporting

WaterSense® for Partners

An EPA Partnership Program

WaterSense Website | Product Search | Contact Us

PROMOTE **LANDSCAPES TO FIT LIFESTYLES**

WITH YOUR BETTER YARD

Find Your Better Yard

Create Your Better Yard and Save Water

Your Better Yard
Find the Most Saving Landscapes That Meet Your Needs

GET STARTED USE THE LABEL THE CAMPAIGN TRAIL TALK TO MEDIA RECRUIT NEW PARTNERS



Welcome to the WaterSense partner website! Use the resources in this site to promote water efficiency across the country, starting in your community or company.

Calendar of Events

May

Create Your Better Bathroom

June: WaterSense Accomplishments



July 27, 2021: WaterSense Partner Webinar

Popular Tools and Materials

Partner Outreach Tools and Forms



New! Earth Day Tips and Puzzles for Kids

New! Remote Possibilities Virtual Planning Tool

New! Your Better Yard Campaign Tools

New! Year-Round 10-Minute Challenge to Find Leaks

...and more

IMAGINE
YOUR KIDS
RUNNING
THROUGH THE
WATER SPRINKLER.
MINUS THE WATER.



It's fun the way you can and so is being water-wise. At
gallons of water every day. But there is something we can do
that practices simple water saving actions, and that will go a long
way to ensuring an adequate water (and sprinkler) supply in
the future. Let's have fun! Visit www.epa.gov/watersense




Be proud. Be strong.
Be a fixer of leaks.




¿Cómo sentirse bien de sí mismo
cada vez que ve su recibo de agua?

Ahorrar agua, energía y dinero es tan fácil como 1-2-3.

1. Verifique si existen fugas en el baño.
2. Enrosque un anillo de grifo.
1. Reemplaza una ducha antigua con una que tenga la etiqueta de WaterSense.

We're for Water




Get a handle
on leaks

Does your toilet have a silent leak? Drop
the attached dye tablet into your toilet's
tank and wait 10 minutes. If the dye
shows up in the bowl, you have a leak
that can probably be fixed by replacing a
worn toilet flapper. Don't forget to flush
afterwards to remove any leftover dye.
Learn how to get a handle on leaks at
www.epa.gov/watersense.




March 17-23, 2014
Fix a Leak Week

Take These Water Wasters Out to Sea!



Drip. Drip. Drip.

Hi, I am Fix, the Water for Water
ambassador. In the United States,
enough water for every kid
to take a bath every day
is lost to the streets.
Help me complete
the activities inside
to fix the leaks
and save water!



We're
Chasing Leaks
for
Fix a Leak Week




As much as 50 percent
water
wasted
from
inefficient
watering methods and systems.
Curb your water waste!



There is Strength in Numbers - Join us!

- Become a WaterSense partner – it's free!
- Gain access to and knowledge from a network of partners across the country
- Earn national recognition for your work
- Recruit new or work with existing WaterSense partners
- Promote WaterSense labeled products
- Adopt irrigation certification programs and encourage irrigation professionals to get certified
- Continue to educate your friends, families, and consumers about the importance of water efficiency and WaterSense





For More Information

- Website: www.epa.gov/watersense
- Email: watersense@epa.gov
- Toll-free Helpline:
(866) WTR-SENS (987-7367)



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[Facebook.com/epawatersense](https://facebook.com/epawatersense)



We also have content on EPA's Flickr, Pinterest, and YouTube channels