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May 24, 2012
Cary McElhinney
US EPA Region 5



Outline

- § Case For A Water Efficiency Program
- § What is WaterSense?
- § Labeled Products
 - Residential
 - Commercial
- § Partnerships
- § Program Benefits/Successes



Why Water Efficiency?

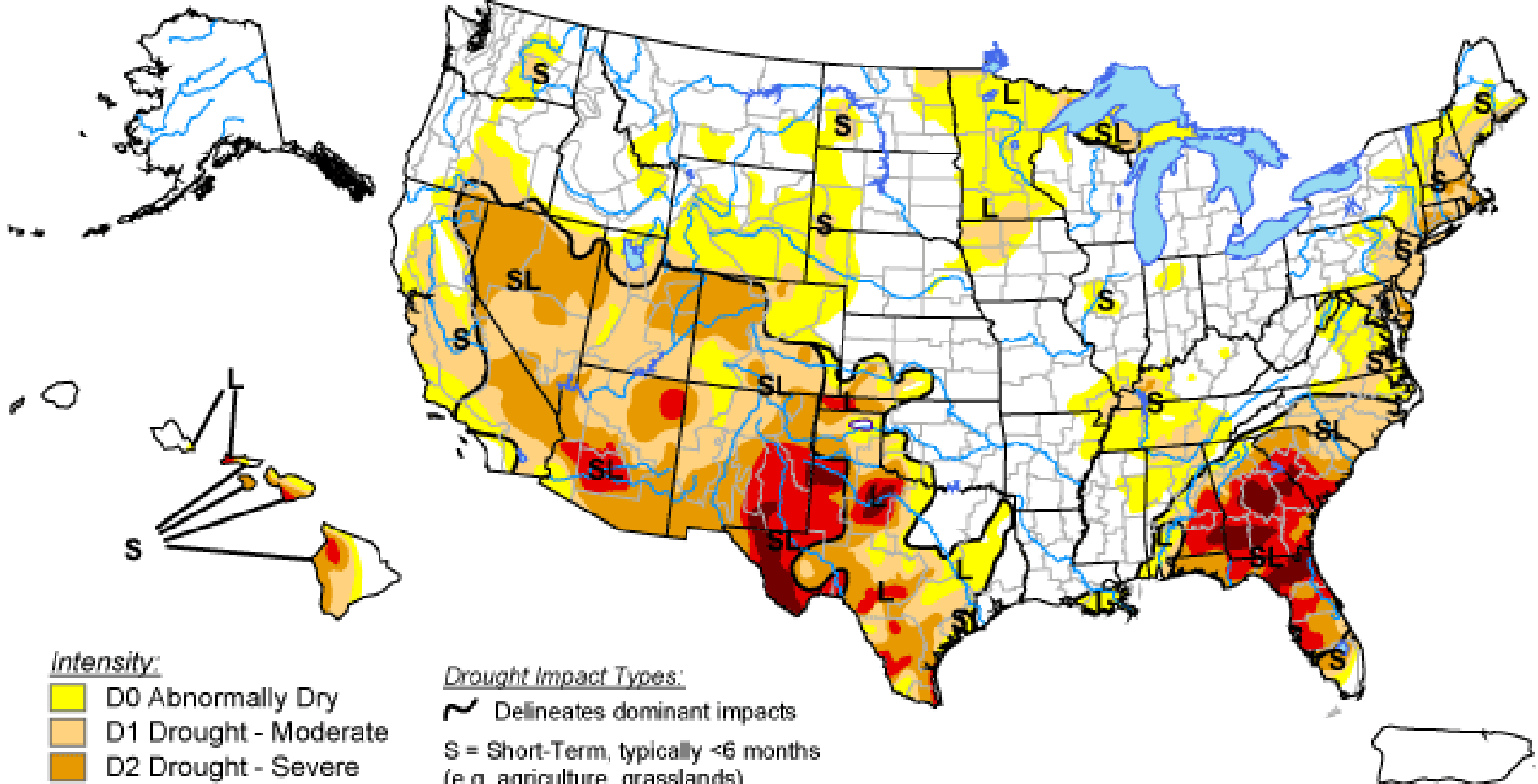
- § Between 1950 and 2000, U.S. population doubled while the demand on public supply systems more than tripled.
- § GAO: At least 36 states are anticipating water shortages by 2013.
- § To preserve our water supply for future generations, we need to use water more efficiently.








U.S. Drought Monitor

May 8, 2012


Valid 7 a.m. EDT



Intensity:

-  D0 Abnormally Dry
-  D1 Drought - Moderate
-  D2 Drought - Severe
-  D3 Drought - Extreme
-  D4 Drought - Exceptional

Drought Impact Types:

-  Delineates dominant impacts
- S = Short-Term, typically <6 months
(e.g. agriculture, grasslands)
- L = Long-Term, typically >6 months
(e.g. hydrology, ecology)

The Drought Monitor focuses on broad-scale conditions.
Local conditions may vary. See accompanying text summary
for forecast statements.



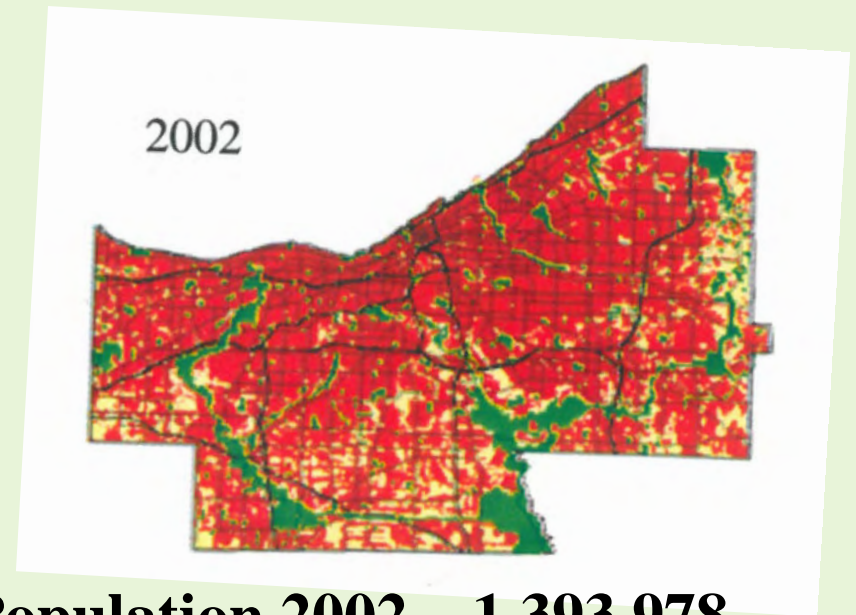
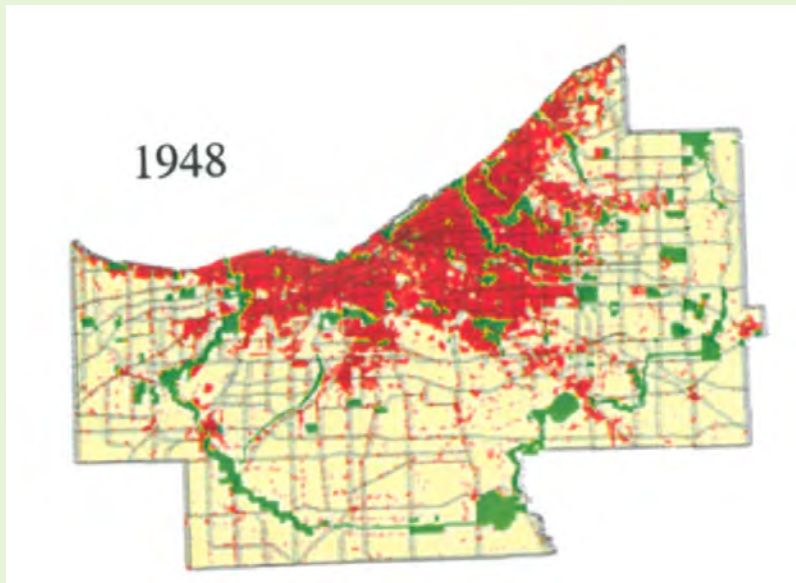
Released Thursday, May 10, 2012

Author: Matthew Rosenkrans, NOAA/NWS/NCEP/CPC

<http://droughtmonitor.unl.edu/>

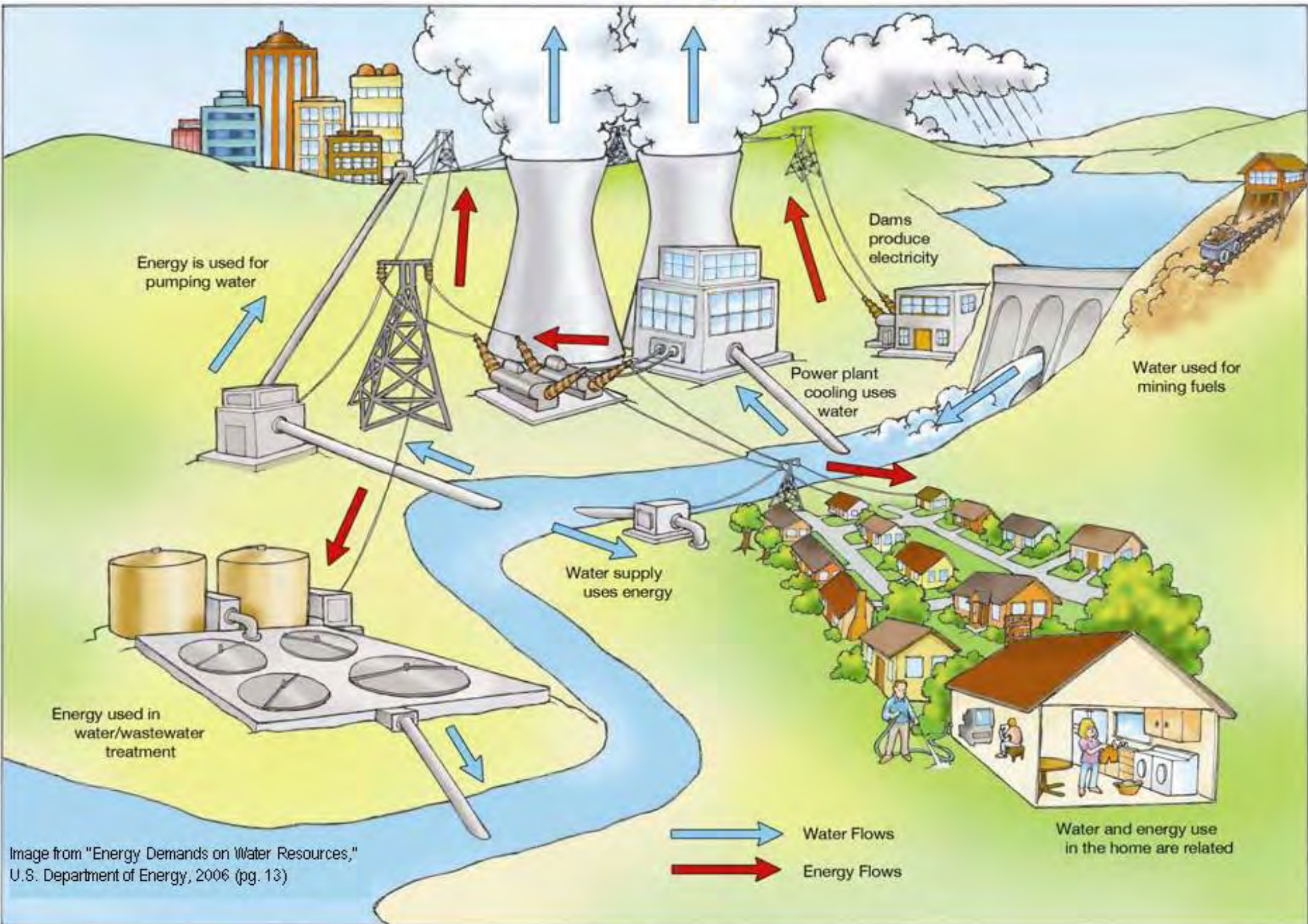
Expanding Population

US Census Population 1950 – 1,389,582



US Census Population 2002 – 1,393,978

The Water-Energy Nexus





Drops to Watts

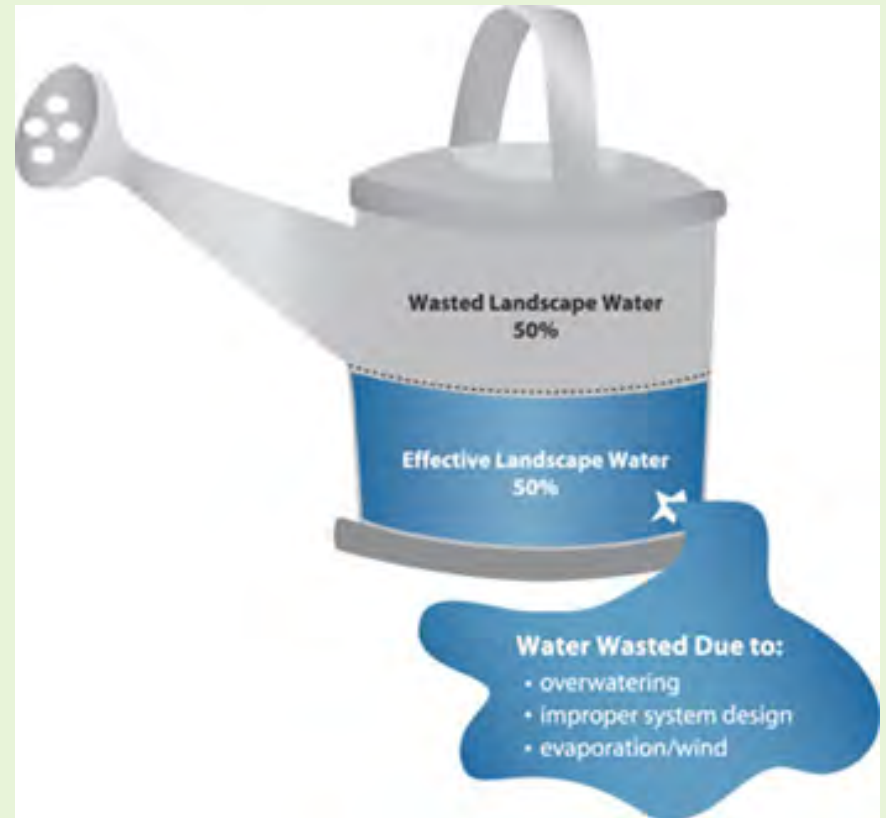


- § Nationwide, drinking water and wastewater systems use 56 billion kilowatt-hours per year—enough electricity to power more than 5 million homes for an entire year
- § Water efficiency saves energy used to pump, heat, and treat water
- § If only one out of every 100 American homes were retrofitted with water-efficient fixtures, we could avoid 80,000 tons of greenhouse gas emissions—equivalent to removing nearly 15,000 automobiles from the road for a year!



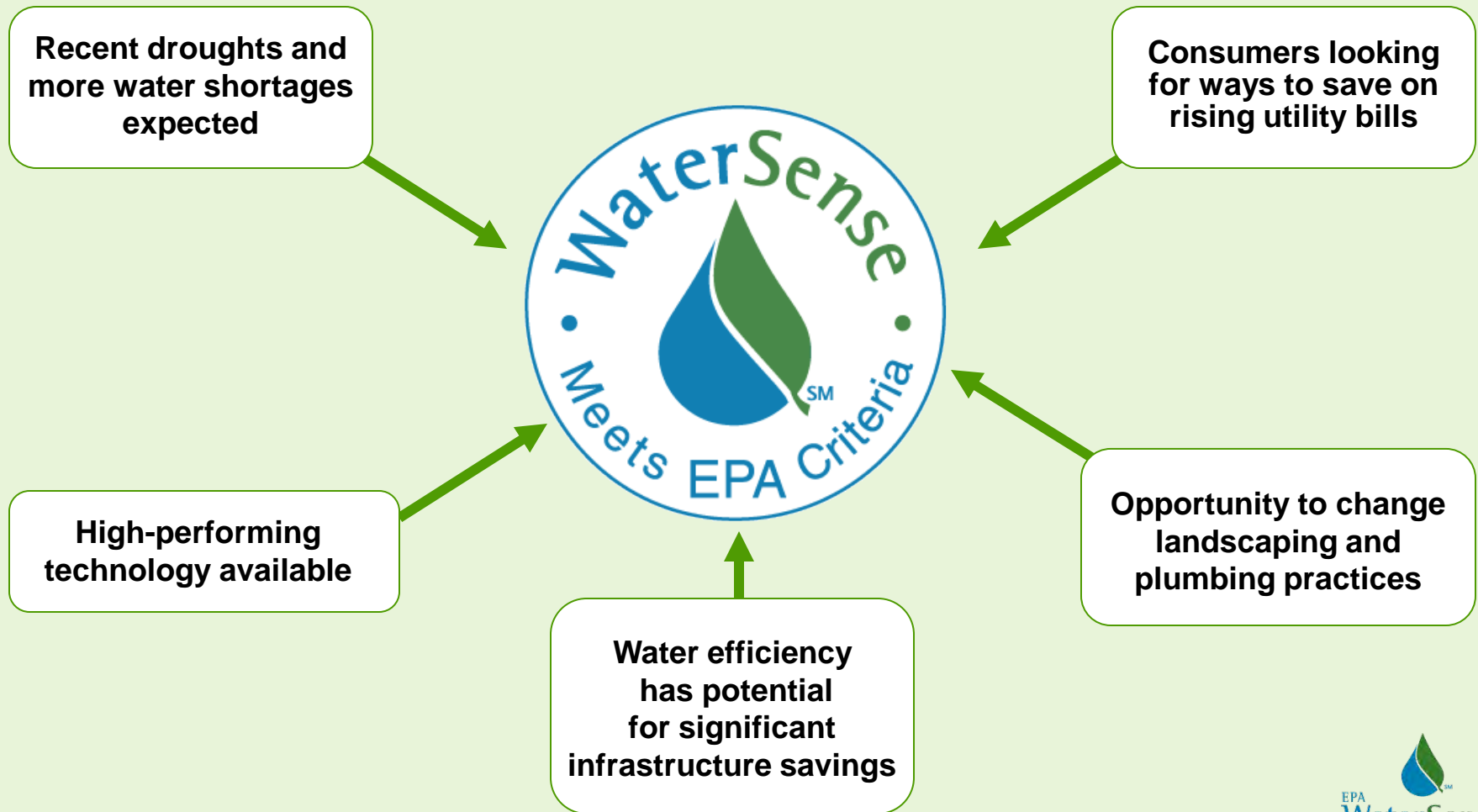
The Potential to Save Is Here

- § Homes with highly efficient technology can save about 30% or more in water use.
- § New high-efficiency toilets use 20-60% less water with superior performance
- § Up to 50 percent of water applied for household lawn and garden care is wasted





Why WaterSense?





What Is WaterSense?



- § Voluntary partnership and labeling program launched by EPA in 2006.
- § Simple way for consumers to identify products that save water and perform well.
- § Labels products that use 20 percent less water.
- § Backed by EPA's efficiency and performance criteria.
- § Independently certified.



What's Special About WaterSense?



- § A label with integrity
 - Third-party bodies test and certify that products meet WaterSense criteria
 - Backed by the credibility of EPA
- § Smart use of taxpayer dollars
 - Manufacturers bear the burden of research, testing, and branding
 - Licensed certifying bodies certify the products and police the label's use
 - EPA leverages national network of partners to promote WaterSense



WaterSense Product Benefits



- § WaterSense labeled toilets can save:
 - About 16 percent of total indoor water use
- § WaterSense labeled faucets can reduce a household's annual water use by:
 - Nearly 600 gallons and 70 kilowatt-hours of electricity used for heating the water
- § If just one in every 10 American homes installed WaterSense labeled fixtures, we could save:
 - More than 120 billion gallons per year
 - More than \$800 million per year in household utility bills



Products



WaterSense Labeled Products

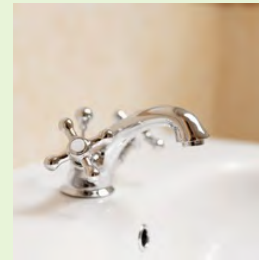


Tank-Type Toilets

1.28 GPF

Labeled since 2007

More than 1,100 labeled models



Lavatory Faucets

1.5 GPM

Labeled since 2007

More than 3,200 labeled models



Flushing Urinals

0.5 GPF

Labeled since 2009

More than 140 valves and fixtures



Showerheads

2.0 GPM

Labeled since 2010

More than 600 labeled models



WaterSense Labeled Products



New Homes

Labeled since 2010
130 labeled homes



Irrigation Controllers

Final spec released
11/3/11
Coming Soon!

Labeled products are listed at:

www.epa.gov/watersense/products/index.html



Product Search

Reduce your water use while enjoying exceptional performance with the following WaterSense labeled products. Search by category, brand, model name, and/or model number, search results appear below.

Please review [important product information](#) before purchasing WaterSense labeled products.

| | | |
|--|--|--|
| Product Category <input type="text" value="Showerheads"/> | Brand Name <input type="text" value="All Brands Alsons Brizo Cleveland Faucet Group (a Moen brand) Delta"/> | Model Name <input type="text" value="Classic"/> |
| Model Number <input type="text"/> | | |
| <input type="button" value="Search!"/> | | |

Number of Products found: 1

Filtered By: Showerheads, Delta

Double-click on a row to view detailed product information.



| Brand Name | Model Name | Model Number |
|------------|------------|--------------|
| Delta | Classic | 1323* |

Page 1 of 1

Please note: WaterSense retailer partners commit to making WaterSense labeled products available in stores. However, products may not be available in all markets.

Disclaimer of Endorsement: Reference herein to any specific commercial products, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government.

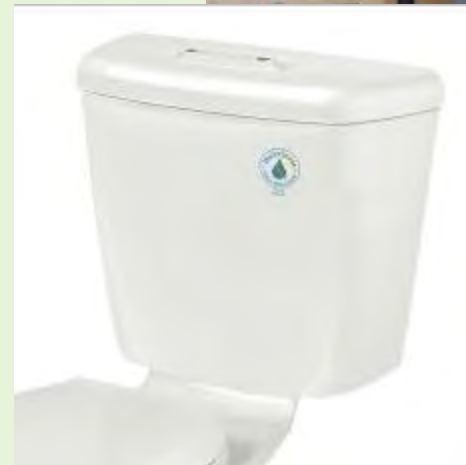
Schedule for Evaluating WaterSense Products

| | Complete | 2012/2013 | 2013 and Beyond |
|-----------------------------|---|---|--|
| Irrigation | Irrigation Controllers Professional Certification Programs | Moisture Sensors | Irrigation Sprinklers |
| Residential Plumbing | Toilets Faucets Showerheads | Faucets-Kitchen, bath, other | Water Treatment Systems |
| Commercial Plumbing | Flushing Urinals | Pre-rinse Spray Valves Flushometer Valve Toilets | |
| Other | New Homes | Commercial and Institutional Building Support | Autoclaves Glassware Washers Additional Professional Certifications |

Significant opportunity for associated energy savings

New Homes Specification: Indoor

- **Required items:**
 - Water service pressure maximum 60 psi
 - Leak prevention measures
 - WaterSense labeled plumbing fixtures
 - Other water-efficient plumbing fixtures
 - Efficient hot water distribution system
- **Optional items must meet efficiency criteria, if installed:**
 - ENERGY STAR qualified dishwasher or clothes washer
 - Evaporative air conditioners
 - Water softeners
 - Drinking water treatment systems



New Homes Specification: Outdoor

Front yard + improved-upon areas

§ Landscape

- Water budget or 40% turfgrass allocation
- Vegetated slopes
- Mulching requirements

§ Other water features *(if installed)*

- Pools/spas
- Ornamental water features

§ Irrigation system *(if installed)*

- Design
- Audit
- Scheduling



Healthy, beautiful
landscapes that allow the
homeowner to save water



Commercial Program



WaterSense and CI Sector

- § EPA focusing on education and outreach
- § Creating *WaterSense at Work: Best Management Practices for Commercial and Institutional Facilities*
 - Managing indoor and outdoor facility water use
 - Recommending WaterSense labeled products and partners
 - Improving water use in processes and applications
 - Promote education for employees and customers
- § EPA has no plans to label water-efficient CI buildings



Targeted CI Sectors

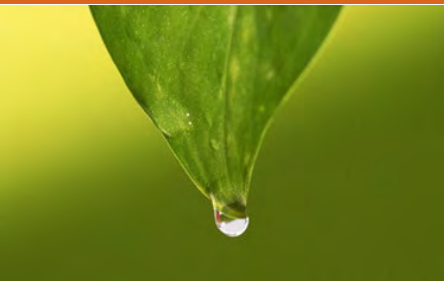
WaterSense BMP outreach will initially focus on:

- § Hospitality
- § Office Buildings
- § Healthcare
- § Restaurants
- § Educational Facilities





Partnerships



Who Can Be a WaterSense Partner?

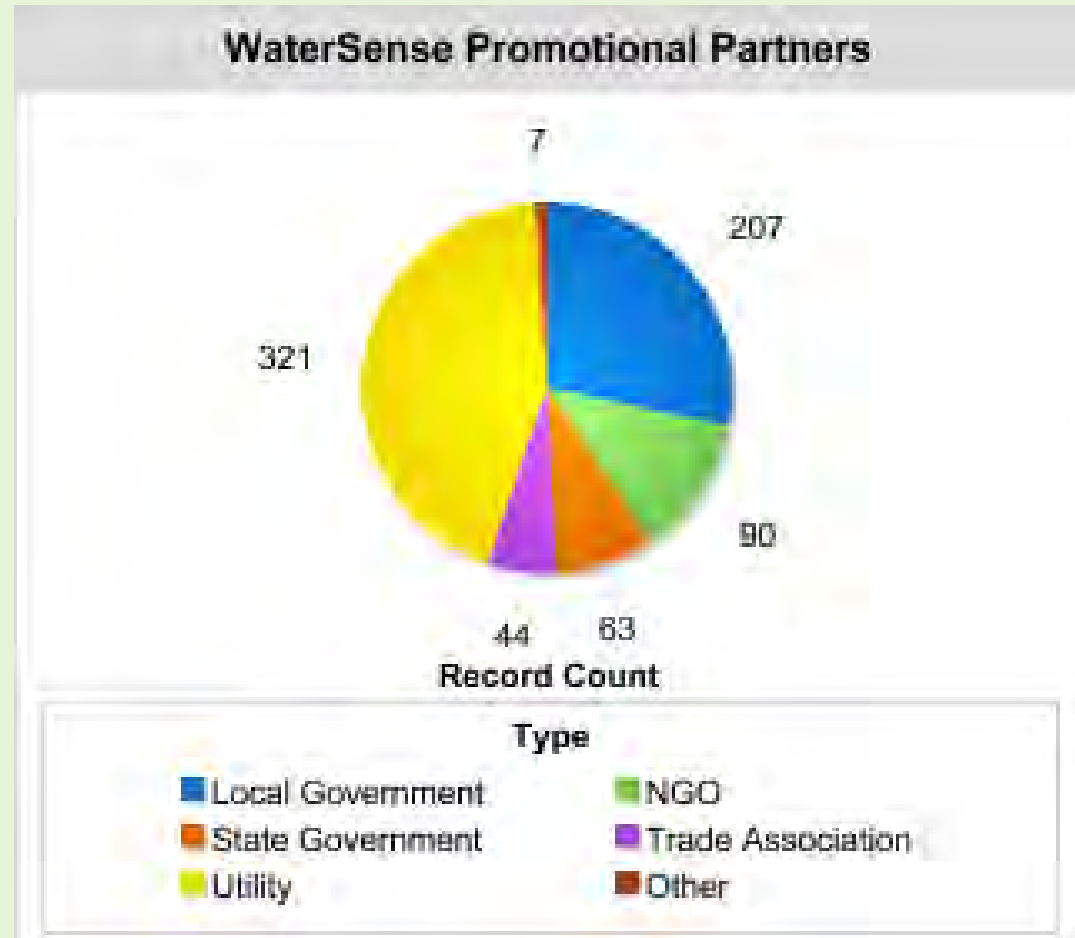
| | |
|---|--|
| <p><i>Promotional Partners</i></p> <ul style="list-style-type: none"> -Utilities -Government -Nonprofit Organizations | <ul style="list-style-type: none"> § Promote WaterSense labeled products and practices to customers § Promote the concept of water efficiency and value of water § Offer incentives such as rebates for WaterSense labeled products (utilities) |
| <p><i>Manufacturers</i></p> | <ul style="list-style-type: none"> § Manufacture WaterSense labeled products and promote them to buyers |
| <p><i>Professional Certifying Organizations</i></p> | <ul style="list-style-type: none"> § Sponsor and promote professional certification programs that highlight water efficiency (currently only irrigation) § Encourage certified individuals to become WaterSense partners |
| <p><i>Irrigation Partners</i></p> | <ul style="list-style-type: none"> § Promote WaterSense labeled products § Provide water-efficient services |
| <p><i>Retailers/Distributors</i></p> | <ul style="list-style-type: none"> § Stock, promote, and sell WaterSense labeled products |



WaterSense Partners

Partners:

- § 1,318 Irrigation Partners
- § 791 Promotional Partners
- § 203 Manufacturers
- § 185 Retailers/Distributors
- § 59 Builder Partners
- § 16 Certification Providers
- § 13 Certifying Organizations





Meet Our Partners

WaterSense and its partners are committed to bringing water-efficient products to market, labeling new homes, and spreading the word about the need for smart water use. Search by partner type, state, and/or partner name to find WaterSense partners in your area, search results appear below.

[Welcome New Partners!](#)

Partner Type

- Builder
- Home Builders Association
- Irrigation Partner**
- Licensed Certification Provider

State

- IL
- IN
- KS
- KY

Partner Name

Search

Number of records found: 48

Filtered By: Irrigation Partner, IL

**Double-click on a row to view detailed partner information.*

Print | Download

| Partner Name | Partner Type | State |
|---------------|--------------------|-------|
| Alex Mayfield | Irrigation Partner | IL |
| Andrew Meston | Irrigation Partner | IL |
| Betty Sargent | Irrigation Partner | IL |
| Bob Krupske | Irrigation Partner | IL |
| Brad Molaski | Irrigation Partner | IL |
| Curtis Feucht | Irrigation Partner | IL |



2011 Partners of the Year

2011 Promotional Partner of the Year:

§ Cobb County Water System
(Atlanta, GA)

2011 Manufacturer Partner of the Year:

§ Delta Faucet Company

2011 Retailer/Distributor Partner of the Year:

§ Home Depot

2011 Irrigation Partner of the Year:

§ Christopher Curry





2011 Excellence Award Winners

§ Excellence in Strategic Collaboration

- Public Service Commission of Wisconsin
- Lowe's

§ Excellence in Labeled Products Promotion

- American Water

§ Excellence in Education and Outreach

- Dallas Water Utilities





Rebate Finder

Many WaterSense partners offer rebate programs for Watersense labeled products and services. Search below to see what money-saving rebates are available in your area.

Note:

- WaterSense provides rebate information but **does not** provide rebates for products. If you are looking for more information about a rebate or rebate program, please contact your local water provider.
- Some links on this page will direct you to non-EPA Web sites. Please read the [EPA Disclaimer](#).

| Partner Name | State | Rebate Type |
|---|------------|---------------------------------|
| City of Fitchburg, Utility District #1 | Wisconsin | Toilets |
| City of New Berlin Utility | Wisconsin | Toilets |
| Kaukauna Utilities | Wisconsin | Toilets |
| Kaukauna Utilities | Wisconsin | Single Family New Homes |
| Kaukauna Utilities | Wisconsin | Bathroom Sink Faucets |
| Madison Water Utility | Wisconsin | Toilets |
| Marshfield Utilities | Wisconsin | Toilets |
| Waukesha Water Utility | Wisconsin | Toilets |
| Cascade Water Alliance | Washington | Toilets |
| City of Monroe - Utilities Department | Washington | Toilets |
| City of Redmond | Washington | Toilets |
| Saving Water Partnership | Washington | Showerheads |
| Saving Water Partnership | Washington | Toilets |
| Saving Water Partnership | Washington | Urinals |
| Saving Water Partnership | Washington | Faucet Accessories |
| Spokane County Utilities Division | Washington | Toilets |
| Water District 19 | Washington | Toilets |
| City of Charlottesville | Virginia | Toilets |
| City of Virginia Beach Department of Public Utilities | Virginia | Toilets |
| James City Service Authority | Virginia | Irrigation Professional Service |

LOOK HERE

Information for Commercial, Education Government, Professional and more.



Fix a Leak Week



- § **What:** Week to remind Americans to check their homes and irrigation systems for leaks
- § **When:** March 12-18, 2012
- § **Where:** Nationwide
- § **Why:** To save water!
- § **How:** Fix a Leak Week Tool Kit



Suggest to Friends
Subscribe via SMS

The U.S. Environmental Protection Agency (EPA) established WaterSense to protect the future of the nation's water resources and to promote water-efficient products and services with a simple, easy-to-identify label.

Information

Founded:
2006

WaterSense

Wall Info Photos Discussions Events Video

WaterSense + Fans WaterSense Just Fans



WaterSense How far would you walk to get clean drinking water? Women and girls are the "water haulers" of the world. In developing countries they walk 6 kilometers (3.7 miles) a day on average, carrying 20 litres of water. Learn about World Water Day:



WORLD WATER DAY 2010 - 22.03.2010

www.unwater.org
UN-Water is dedicating World Water Day 2010 to the theme of water quality, reflecting its importance alongside quantity of the resource in water management.

Yesterday at 1:44pm · Comment · Like · Share

2 people like this.



Jackie Green-May I love it!~!
8 hours ago · Report

Write a comment...



WaterSense Learn from the experts how to find Texas-sized savings in your water bills. Austin Water Utility representatives will be at the Barton Creek Square mall on Saturday, March 20 from 11 a.m. to 4 p.m. to help citizens learn more about fixing leaks in their homes.



Austin Water Utility
Location: Austin, TX
Time: 11:00AM Saturday, March 20th

Create an Ad

Facebook Pages

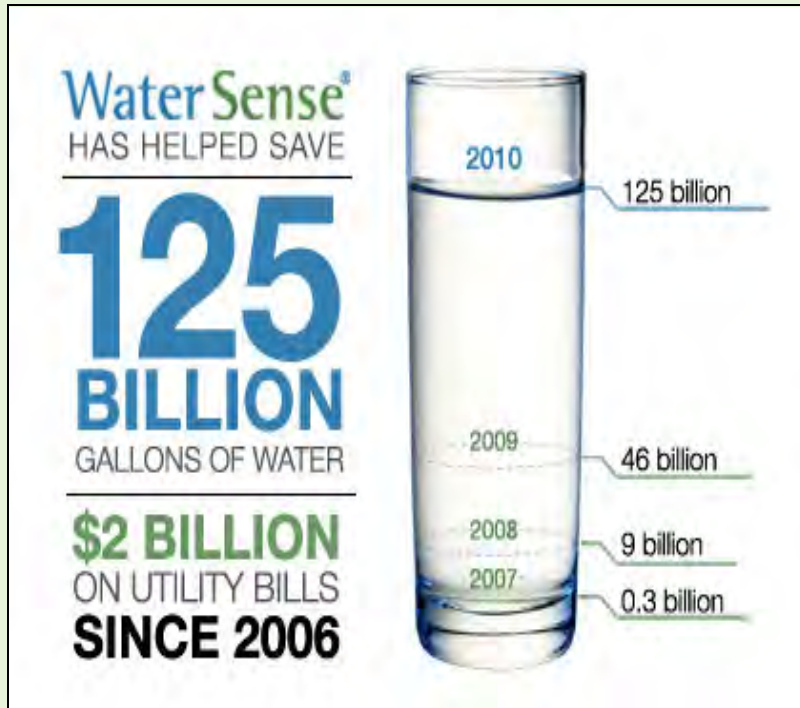


Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads

Chat (17)

Five Years of Savings



- § 125 billion gallons of water have been saved from all WaterSense labeled products shipped
- § Consumers saved \$2 billion in water and energy bills
- § Participation jumped to more than 2,100 partners
- § More than 4,200 labeled plumbing fixture models



EPA Stewardship Programs

- § ENERGY STAR
- § Green Power Partnership
- § Combined Heat and Power
- § Sustainable Water Infrastructure
- § Sustainable Communities

More Information

§ WaterSense Information

- Web site: www.epa.gov/watersense
 - List of products
 - Partnership information
 - Educational fact sheets and resources
- E-mail: watersense@epa.gov
- Toll-free Helpline: (866) WTR-SENS

- Cary McElhinney – EPA Region 5
- E-mail: mcelhinney.cary@epa.gov
- Phone: (312) 886-4313

