

2009 Accomplishments

“We forget that the water cycle and the life cycle are one.”

Jacques Cousteau

“The WaterSense® program is a great way of empowering consumers to make a difference for our environment. WaterSense continues to raise awareness about the value of smart water use and, by growing our green economy, is moving the marketplace to preserve one of our most precious resources.”

Lisa P. Jackson, U.S. Environmental Protection Agency Administrator

The United States population is growing by the day, while water supplies remain the same. More than 36 states anticipate water shortages in the next several years, and our challenges are compounded because most of the population growth expected during the next two decades will be in the driest regions of the country. More than ever, the nation needs to find water in unexpected places, and it can do just that through focusing on water efficiency.

Answering this call, the U.S. Environmental Protection Agency's (EPA's) WaterSense program has grown tremendously in less than four years. Consumers continue to benefit from more products earning the WaterSense label, with more opportunities to make smart choices by selecting water-efficient products that perform well and are backed by independent testing and certification.

Since the program's inception, WaterSense has helped consumers save a cumulative 46 billion gallons of water and \$343 million in water and sewer bills. In 2009 alone, WaterSense had a banner year by helping Americans save more than 36 billion gallons and reduce their water and sewer bills by \$267 million. By the end of the year, WaterSense boasted several achievements, including:

- More than 1,500 partners and 2,000 labeled plumbing fixtures.
- Launch of the single-family new home specification.
- Inaugural Fix a Leak Week.
- Release of the final specification for flushing urinals, the first commercial product to earn the label.
- Second annual Partner of the Year awards.

Savings Associated With WaterSense Labeled Products in 2009

- More than 36 billion gallons of water
- \$267 million in water and sewer bills
- 4.9 billion kilowatt hours of electricity
- 1.7 million metric tons of carbon dioxide

New Homes: Building a Foundation for Water Efficiency

In December 2009, EPA launched the WaterSense new homes program, the culmination of three years of working with hundreds of stakeholders, conducting a pilot program, and incorporating public comments on two separate draft specifications.

The final new homes specification draws on the real-life experiences of builders participating in the WaterSense new homes pilot, which began in August 2008. It combines indoor and outdoor criteria, including WaterSense labeled plumbing fixtures, smart landscape design, and homeowner education.

As with plumbing products, a new home must undergo independent certification by a licensed certification provider to ensure that it meets the specification before earning the WaterSense label. Licensed certification providers and home builders associations (HBAs) are joining builders as the newest WaterSense partners and are helping to bring WaterSense labeled homes to neighborhoods across the country.



Nappier & Turner Co., Inc. completed the second WaterSense labeled new home during the pilot in early 2009.

WaterSense labeled new homes save approximately 10,000 gallons compared to a typical new home, or enough water to wash 400 loads of laundry. Due to energy savings from heating less water, the home also saves enough energy annually to power a television for four years.

Urinals: Standing Up for Water Efficiency



In October 2009, WaterSense released a final specification for its first commercial product: flushing urinals. Commercial building managers can now specify urinals that meet WaterSense criteria for flushing performance and water efficiency. WaterSense labeled urinals are independently certified to be 50 percent more efficient than the current federal standard of 1.0 gallon per flush (gpf) and perform just as well, even in busy commercial settings such as airport and stadium restrooms.

EPA estimates that about 80 percent of the estimated 12 million urinals in use in the United States are old and inefficient. Nationwide, if all older, inefficient urinals were replaced, it could save nearly 36 billion gallons of water annually. You could say that's one small flush for man; one giant leap for water efficiency.

Inaugural Fix a Leak Week

Each year, seemingly harmless dripping faucets, running toilets, and other minor residential plumbing leaks waste up to 1 trillion gallons of water in the United States. That's enough to supply the annual water needs of Chicago, Los Angeles, and Miami combined. In 2009, WaterSense debuted its national Fix a Leak Week from March 16 to 20 to encourage Americans to nip those drips.

At least 25 WaterSense partners promoted the week through official city proclamations, community events, and announcements in local media. In addition, more than 480 people took the WaterSense pledge to fix a leak—a potential savings of 5.5 million gallons of water if every person followed through with his or her promise to grab a wrench and get to work.

The Arizona Department of Water Resources and plumbing distributor Ferguson helped WaterSense and the city officially launch Fix a Leak Week at a Phoenix family's home, with a display that slowly leaked water from common household fixtures. Over the course of the week, the toilets, faucets, and showerhead leaked more than 200 gallons, enough to meet a person's drinking water needs for a whole year. EPA estimates that the average home wastes more than 10,000 gallons annually on common plumbing leaks, water that can be easily saved.

Building on the success of 2009, the second annual Fix a Leak Week took place March 15 to 21, 2010, and became a tradition WaterSense plans to continue in the years to come.



Looking Ahead

WaterSense is busy planning for the products and projects coming down the pipeline. In 2010, EPA will be promoting the release of its final specification for showerheads, allowing shoppers to find the WaterSense label on all plumbing fixtures for home bathrooms. If one in every 10 American homes were to upgrade a main bathroom with a WaterSense labeled toilet, faucet, and showerhead, the country could save about 74 billion gallons of water, \$500 million in water bills, and another \$1 billion in energy bills nationwide per year.



WaterSense is developing a final specification for weather-based irrigation control technology to tailor watering based on the actual site conditions. EPA released a draft specification for these irrigation controllers in November 2009, representing critical progress after more than two years of research and collaboration with industry stakeholders.

WaterSense is also researching pre-rinse spray valves used for dishwashing in commercial kitchens. In 2009, EPA released a notification of intent to develop a specification for pre-rinse spray valves and solicited participants for a research project to evaluate product performance.

Finally, EPA has taken the first steps to explore options for a WaterSense commercial and institutional program. In 2009, WaterSense published a white paper and held a public meeting discussing options for a program targeting this sector. Look for new information on water efficiency in commercial and institutional buildings in 2010 to accompany specifications for commercial products.

“This whole concept of WaterSense and having this label that we can point and direct our customers to with confidence, you really can’t overestimate the importance of that... We think this program is just the best thing since sliced bread.”

Mike Brent, Cascade Water Alliance

WaterSense in the News

As Fix a Leak Week and other WaterSense campaigns have shown, media attention goes a long way in increasing consumer awareness.

The WaterSense program does not place paid advertising; it depends on public service announcements (PSAs), program-authored articles, and other media coverage to publicize the program. In 2009, WaterSense’s PSAs and media outreach efforts resulted in more than 1.6 billion media “impressions” with a corresponding advertising value totaling more than \$32.5 million. These figures represent more than double the exposure earned by the program in 2008.

Major media coverage in 2009 included articles in *The New York Times*, *USA Today*, *This Old House*, and *Consumer Reports*. WaterSense was also featured in several prominent broadcasts and trade journals.

In 2009, WaterSense completed a major upgrade to its Web site, helping to draw more traffic to the site and share the importance of water efficiency with the public and journalists alike.





WaterSense Partners in Action

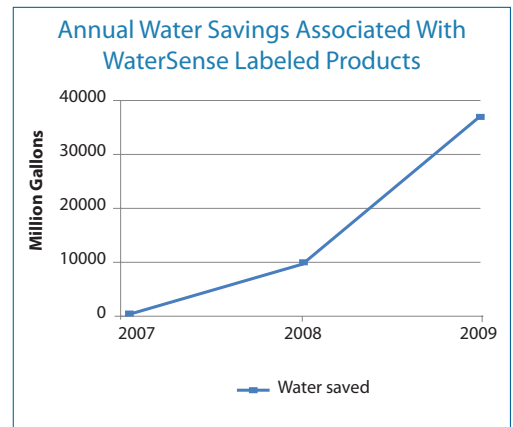
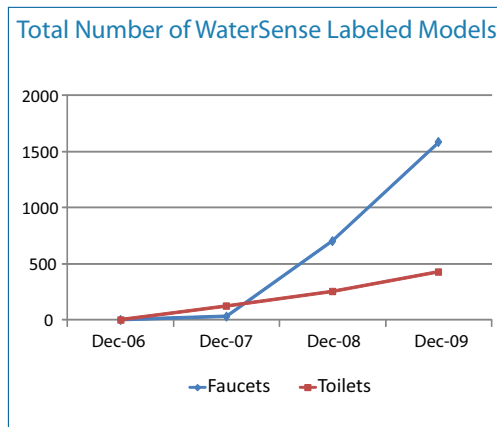
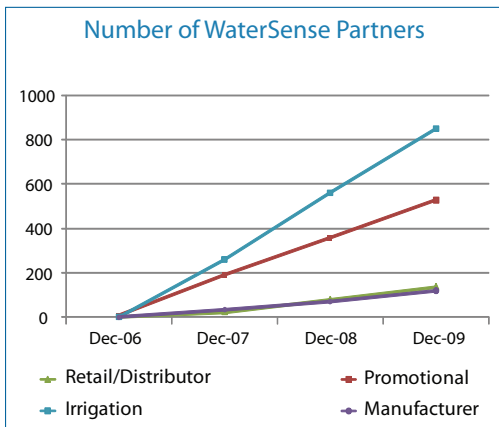
When WaterSense partners collaborate to pursue their water conservation goals, they achieve great results. While many of our partners have developed creative ideas to help people save water, five stood out for their accomplishments in advancing the WaterSense mission and were named 2009 WaterSense Partners of the Year.

2009 WaterSense Partners of the Year

Winning this award two years running takes a special level of commitment to WaterSense and water efficiency, one demonstrated by plumbing manufacturer **Kohler Co.** From the trade-show circuit to reality television to the restrooms in New York City's Rock 'n Roll Hall of Fame, Kohler used innovative tactics to promote WaterSense labeled plumbing fixtures across the country. Kohler also gave WaterSense a national spotlight through Save Water America, a campaign and cross-country tour educating homeowners about water efficiency and supporting Habitat for Humanity with a \$1 million product donation.



As the numbers show, 2009 was a big milestone for WaterSense—a testimony to the increasing visibility of the WaterSense label in the marketplace and the outstanding commitment of its program partners.



In 2008, in the midst of the Southeast's worst drought in 150 years, **Cobb County Water System** in Georgia increased the visibility and awareness of WaterSense through a number of initiatives, including educating consumers through its Web site, media outreach, and numerous public presentations. Most notably, Cobb County implemented a toilet rebate program for its 650,000 residents in and around Atlanta. Providing rebates on a whopping 1,650 WaterSense labeled toilets, Cobb County inspired other large utilities in the Metro North Georgia Water Planning District to adopt the successful rebate model.

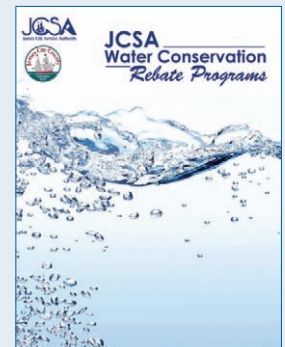


Participants in a Certified Landscape Irrigation Auditor training class hosted by Cobb County Water System.



Throughout its more than 1,700 home improvement stores, **Lowe's Companies, Inc.**, made the connection between saving water and saving energy with its customers by training staff to identify WaterSense labeled products and explain their benefits to buyers. Additionally, Lowe's helped negotiate outstanding discounts on WaterSense labeled products with Kohler, American Standard, and Jacuzzi during the sales tax holidays that took place in Georgia and Virginia in 2008—now annual events in both states in early October.

Smaller partners are making big efforts too! **James City Service Authority (JCSA)**, a water utility serving approximately 46,000 people in coastal Virginia, offered its customers rebates for a wide range of water-saving products, including WaterSense labeled toilets. Because peak usage for summer outdoor lawn irrigation is the greatest challenge to its groundwater-based water system, JCSA expanded its suite of rebates to include water-efficient landscapes, starting in August 2008. Customers receive a \$500 rebate for hiring a WaterSense irrigation partner to design, install, or audit a water-efficient irrigation system.



Brian Vinchesi, president of Irrigation Consulting, Inc., has made WaterSense a vital part of his company's staff development by requiring his employees to complete at least one



WaterSense labeled certification program. He leads by example, having completed four such certifications himself. Beyond his consulting business, Mr. Vinchesi has spent 25 years sharing his irrigation expertise through teaching classes and symposia. He also plays a key role in the development of testing protocols for the Irrigation Association's Smart Water Application Technologies (SWAT) initiative, focusing on weather-based irrigation controllers, which were included in the draft specification WaterSense released in November 2009.

Other Partners Making a Splash

In South Carolina, **Spartanburg Water** actively used WaterSense marketing and public outreach tools to promote water efficiency. Even simple actions such as posting the WaterSense widget, pictured at right, to the utility's Web site helped to raise awareness about WaterSense in the Spartanburg community.



In Washington, **Cascade Water Alliance**, a water provider in the Puget Sound area, gave \$100 rebates for more than 3,000 WaterSense labeled toilets and offered free recycling of old toilets. The effort especially gained traction during the first Fix a Leak Week, when Cascade mailed toilet leak detection dye kits to 100,000 households.

