

look for



Saving Water with WaterSense

July 26, 2022
Cary McElhinney
US EPA Region 5

WaterSense 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 Can Help



WaterSense is a voluntary partnership program launched by EPA in 2006 that provides a simple way to identify water-efficient:

- Products
- Programs
- Practices
- Homes



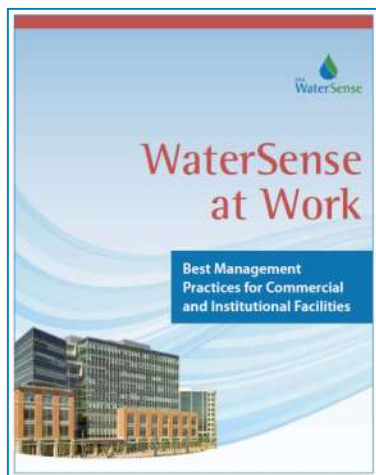
Products are independently certified for water efficiency **and** performance



look for



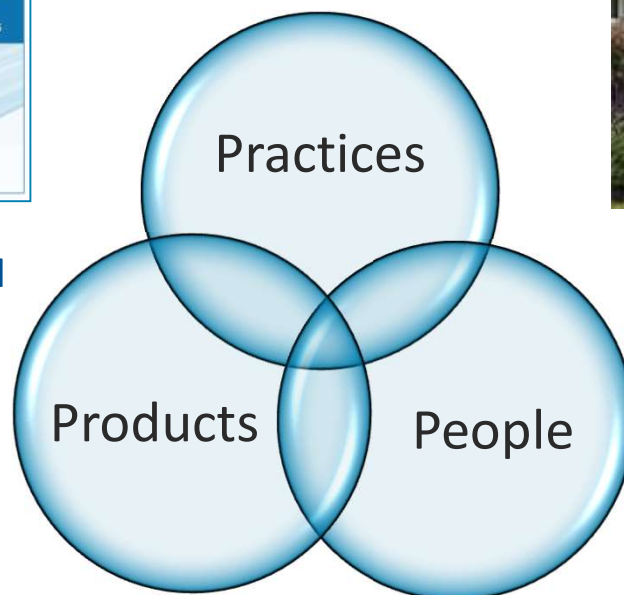
WaterSense Focus



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



WaterSense Partners Make Savings Possible



WaterSense partners with water utilities, local/state governments, non-profits, builders, and HOAs

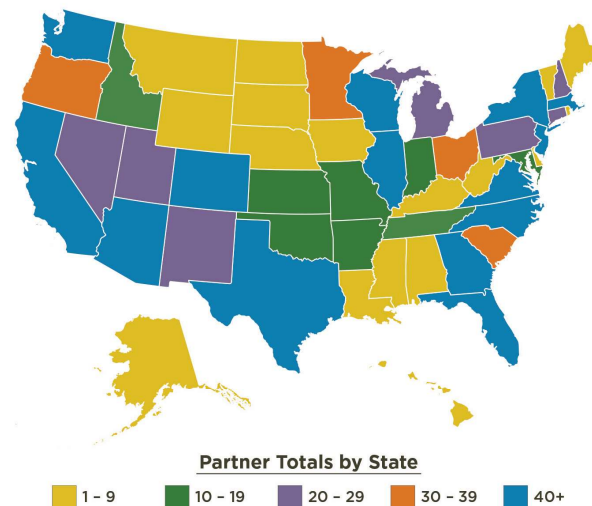


WaterSense and its partners are committed to bringing water-efficient smart water use. Search by partner type, state, and/or partner name

Partner Type	State	Partner Name?
All Partners	All	
Builder	AK	
Home Builders Association	AL	
Licensed Certification Provider	AR	
Local/State/Federal Government	AZ	

Search

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



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



Why Partner?

- EPA sets the stage & partners run with it
 - Our efforts are more powerful when partners join forces
- Support national specification for water-efficient products and services
- Access 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 is **FREE** to join!

Easy online form at <https://www.epa.gov/watersense/join-watersense>

Customizable Partner Tools



- Infographics
- Bill Stuffers
- Videos
- Sample web text
- Sample press release/ newsletter text
- Social media
- Case studies
- Spanish Tools





What's Special About WaterSense?



A label with integrity

- Third-parties independently certify that products and homes meet EPA criteria
- Backed by the credibility of EPA

Smart use of resources

- EPA provides national standardization and outreach for water-efficiency
- Manufacturers absorb product research, testing, and branding costs
- Licensed certifying bodies certify the products and police the label's use

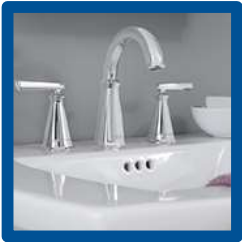


WaterSense Labeled Products

Nearly **40,000** product models have earned the label. Water factors are included in many **ENERGY STAR** certified products.



Showerheads



Lavatory
Faucets



Spray Sprinkler
Bodies



Homes



Tank-Type
Toilets



Flushometer
Valve Toilets



Flushing
Urinals



Weather-
Based
Irrigation Controllers



Soil Moisture
Sensors



In Development

Pool Covers

- In 2018, WaterSense issued a Notice of Intent to develop a specification for pool covers
- After evaluating this product category, the program is planning to instead release a guide that covers design consideration, retrofits, and maintenance practices to improve the water efficiency of pools as a system.
- Guide should be released in mid-2022.



Reverse Osmosis Point of Use (POU) Systems

- In early 2022, WaterSense issued a Notice of Intent to develop a specification for reverse osmosis POU systems
- Systems can improve water quality, but can also generate a significant amount of water waste
- Draft specification expected in late 2022






WaterSense Labeled Homes



- First national new home labeling program for water efficiency
- Applies to single and multifamily homes
- Works with other green building programs
- WaterSense labeled new homes:
 - Reduce water use in new homes by **at least 30%**
 - Educate homeowners about continuing water-efficient behaviors
 - Encourage community infrastructure savings
 - Are third-party certified

*Photo: First community of all
WaterSense labeled new homes in
Issaquah, W.A.*

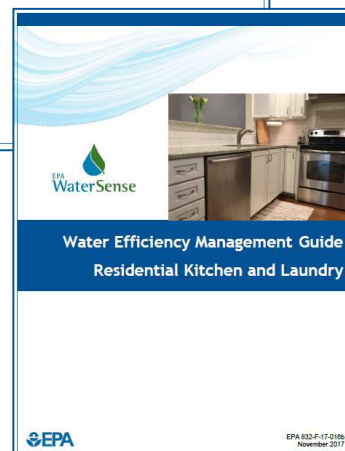
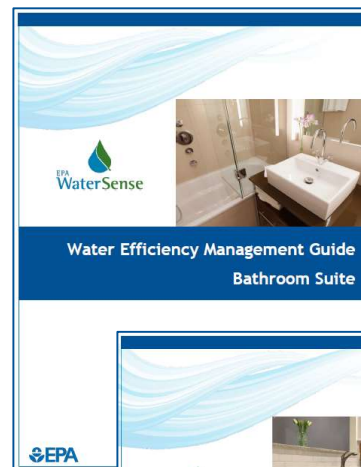




EPA Water Score for Multifamily Properties



- 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



WATER SCORECARD

56

out of 100

Uptown Lofts

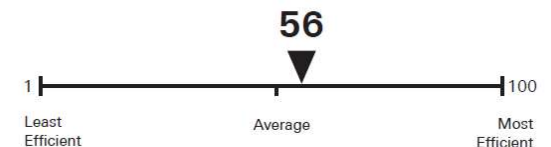
Primary Function: Multifamily
Gross Floor Area (ft²): 14,800
Built: 1960

Property Address:
123 Main Street
Anytown, CA 12345

For Year Ending: April 30, 2015

Date Generated: June 30, 2017

For the year ending May 2017, this building used 198 gallons of water per square foot. Here's how that compares to similar buildings nationwide:



About this Score

The U.S. Environmental Protection Agency's (EPA) Water Score is generated by the ENERGY STAR® Portfolio Manager® tool and supported by WaterSense. The Score offers a 1 - 100 measurement of how efficiently this property uses water, compared to similar properties nationwide, when normalized for climate and operational characteristics. Learn more at www.epa.gov/WaterSense.



Supported by EPA's WaterSense program



This scorecard was generated from EPA's ENERGY STAR Portfolio Manager tool.

VERIFICATION (Optional)

I, _____, verify that the information regarding water use and property use details is true and correct to the best of my knowledge.

Signature

Date



WaterSense Commercial Facility Resources



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



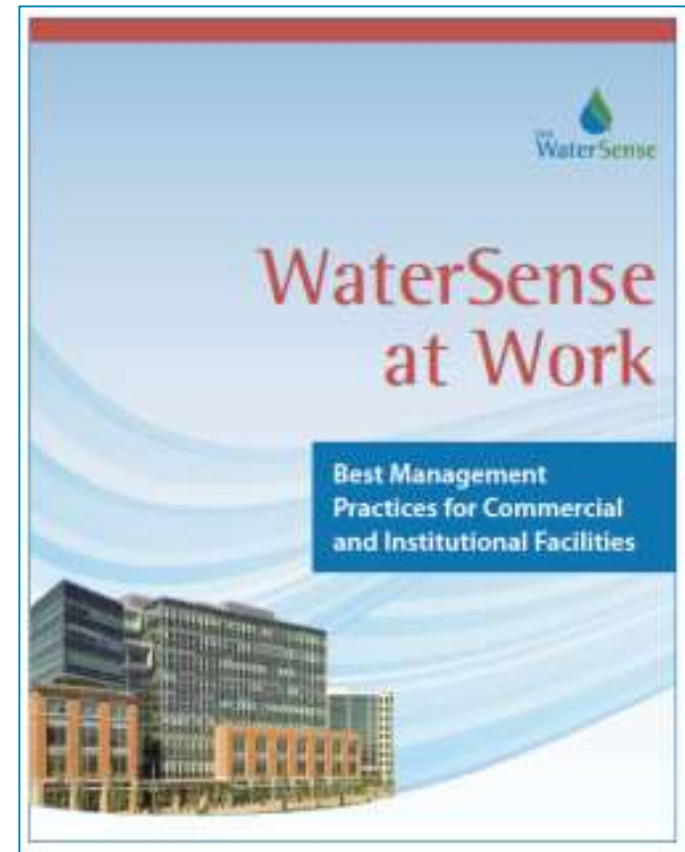
www.epa.gov/watersense/tools



Best Management Practices

WaterSense at Work is an online guide facilities can use to manage water use:

- Water management planning
- Water use monitoring and education
- Sanitary fixtures and equipment
- Commercial kitchen equipment
- Outdoor water use
- Mechanical systems
- Laboratory and medical equipment
- Onsite alternative sources of water





look for



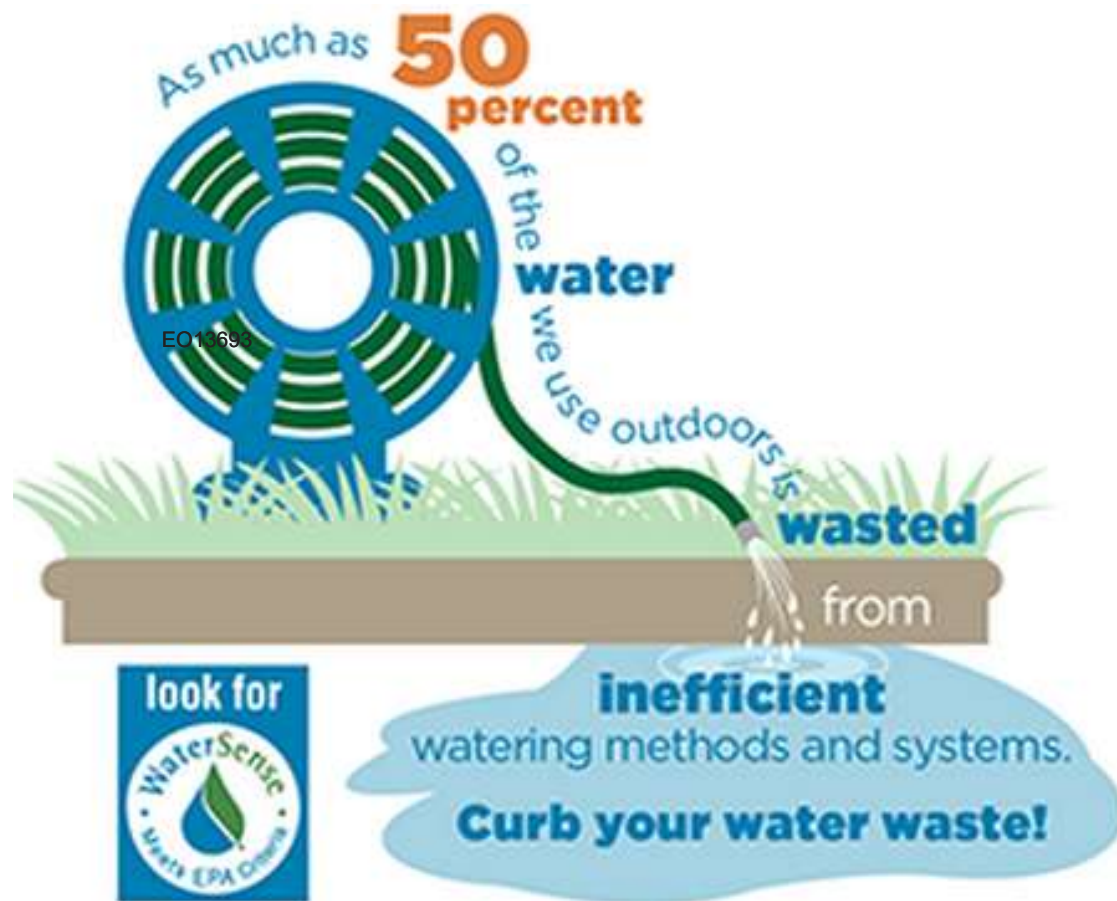
Outdoor Water Use

20-30% of a building's water can be used outdoors

Losses caused by:

- Poor irrigation system design
- Improper system installation and management
- Lack of maintenance
- Improper scheduling

Get help from an irrigation pro certified by a WaterSense labeled program



Find Outdoor Water Waste



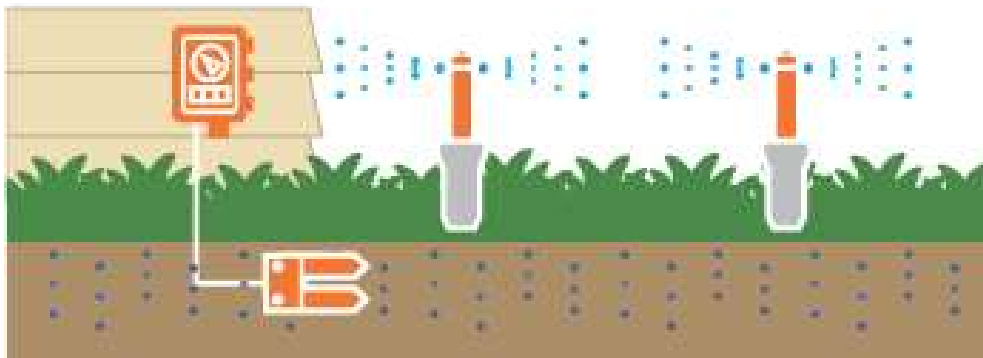
- Use regionally appropriate plants to minimize irrigation
- Check the system for broken or clogged sprinkler heads
- Move or adjust sprinkler components to avoid watering pavement
- Look for pooling and puddling
- Audit your irrigation system using an irrigation professional certified by a WaterSense labeled program



Capabilities of Irrigation Controllers



Installing a **WaterSense labeled** soil moisture sensor could save an average home with an automatic irrigation system more than **15,000 gallons of water every year.**



- Soil moisture-based irrigation controllers measure the real-time water in the soil
- If the soil water is sufficient, the sensor will “bypass” the upcoming irrigation cycle
- Wi-Fi enabled devices can connect to mobile apps to track water use in real-time



WaterSense®

Certified Irrigation Professionals



- Certified by a WaterSense labeled program
- Help reduce water consumption, save money, and maintain a healthy landscape
- Certification programs:
 - Irrigation system design
 - Irrigation system installation and maintenance
 - Irrigation system audits

Does your
Sprinkler
need a **Spruce-Up?**



Find a Pro!

epa.gov/watersense/findapro

Guides for Outdoor Water Management



Water-Smart Landscapes Guide

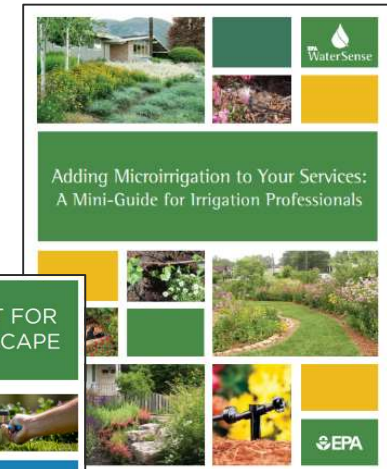
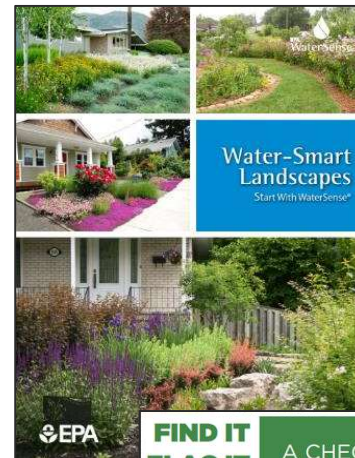
- Plan ahead
- Use regionally appropriate low-water-use plants
- Recognize site conditions

Microirrigation Guides

- Low volume, low flow rate method of irrigation
- Irrigate at the root zone of plants
- Irrigation Pros and Homeowners

Landscape Checklist

- Look through your landscape to find leaks and broken sprinklers



<https://www.epa.gov/watersense/microirrigation>



Smart Watering



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

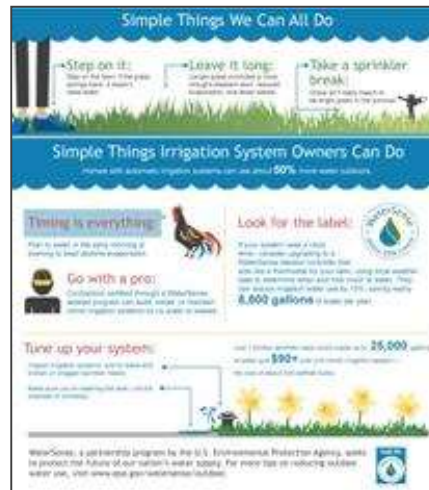
Timeframe: Anytime Materials include: bill stuffers, brochures, social media posts



Partner Tools



- Infographics
- Bill stuffers
 - English/Spanish
- Door hanger
- Web banner
- Facts and tips
- Fact sheets
 - Outdoor water use
 - Irrigation controller
- Drought materials





2022 Monthly Themes



WaterSense® 2022 Editorial Calendar

The U.S. Environmental Protection Agency's WaterSense program can provide graphics, videos, infographics, or other content for the following topics. Contact WaterSense at (866) WTR-SENS (987-7367) or watersense@epa.gov. You can also join us on social media at the addresses below!

January

Resolve to Save Water for Future Generations



Take the "I'm for Water" pledge to help reduce your water use in 2022 and beyond.

February

Love Your Bathroom by Making It Better

Upgrade your bathroom fixtures and swoon over the new look and water and money savings!

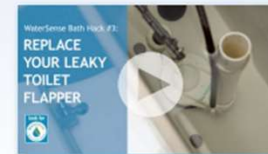


March

Fix a Leak Week

#FixALeak Week
March 14-20

#WorldWaterDay
March 22



Flip your flapper this Fix a Leak Week to stop leaking toilets in their tracks!

April

Spruce-Up Your Sprinklers for Spring

With the start of irrigation season, take a few minutes to make sure your irrigation system is in tip-top shape.

#EarthDay
April 22



May

Make May Your Better Yard Month

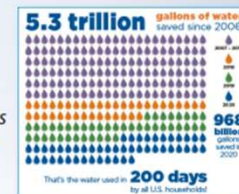
Create a better yard that matches your lifestyle and saves water outdoors.



June

WaterSense Made Savings Possible

WaterSense labeled products save consumers and businesses water, energy, and money.



Website: www.epa.gov/watersense

Facebook: www.facebook.com/EPAWatersense

Twitter: @EPAwatersense



2022 Monthly Themes



July

Celebrate Smart Irrigation Month



Upgrade to a WaterSense labeled soil moisture-based irrigation controller to avoid overwatering your landscape.

August

Be a Drought H₂erO

When conditions are dry, be a Drought H₂erO and save water.

#WorldWaterWeek
August 23-27



September

Get Schooled on a Water-Smart Landscape

Do your homework and rethink your landscape when it comes to irrigation and plant selection.



October

Shower Better With WaterSense

Swap old, inefficient showerheads with WaterSense labeled models to save water with every shower.

WaterSense Partner of the Year Awards



November

Thank a WaterSense Partner for Their Assistance

WaterSense partners are helping customers keep water affordable through water efficiency.

#WorldToiletDay
November 19



December

Bring Home Savings for the Holidays

WaterSense labeled products are the gifts that keep on giving!



10-Minute Challenge Graphics



Take the 10-Minute Leak Challenge



Check your water use this winter—if January or February is more than 12,000 gallons for a family of four, you may have a leak.

Take the 10-Minute Leak Challenge



Drop food coloring in the tank and replace the flapper if color shows in the bowl.

Take the 10-Minute Leak Challenge



Tighten showerhead connections with a wrench and pipe tape.

Take the 10-Minute Leak Challenge



Check for dripping faucets, worn gaskets or valves, and twist on an aerator.

Take the 10-Minute Leak Challenge



Check sprinkler and hose connections for leaks and direct spray to the landscape.

Take the 10-Minute Leak Challenge



Check your water use this winter—if January or February is more than 12,000 gallons for a family of four, you may have a leak.

March 15–21, 2021
Fix a Leak Week

Take the 10-Minute Leak Challenge



Tighten showerhead connections with a wrench and pipe tape.

March 15–21, 2021
Fix a Leak Week

Take the 10-Minute Leak Challenge



Check for dripping faucets, worn gaskets or valves, and twist on an aerator.

March 15–21, 2021
Fix a Leak Week

Take the 10-Minute Leak Challenge



Drop food coloring in the tank and replace the flapper if color shows in the bowl.

March 15–21, 2021
Fix a Leak Week

Take the 10-Minute Leak Challenge



Check sprinkler and hose connections for leaks and direct spray to the landscape.

March 15–21, 2021
Fix a Leak Week



Bath Hack Videos



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

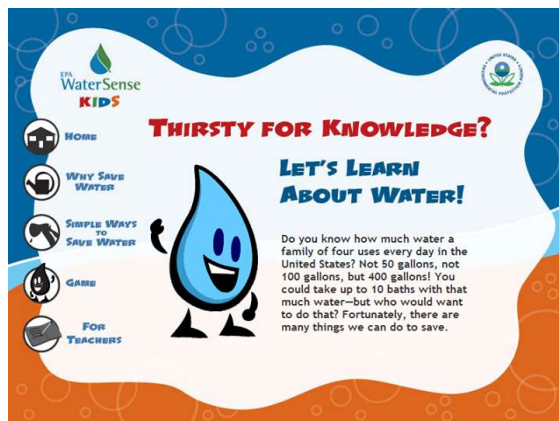
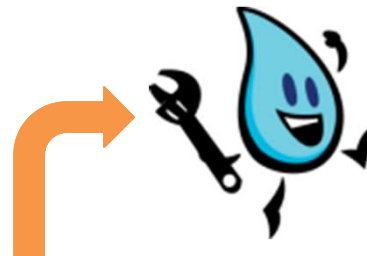
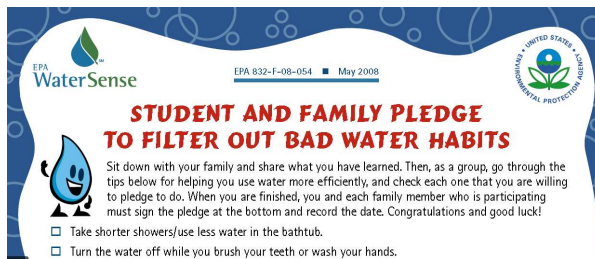


- **Short - all < 60 seconds**
- **All on EPA YouTube WaterSense Playlist**

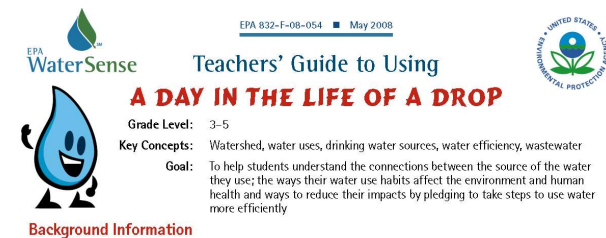


WaterSense for Kids

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



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





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





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 Community 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
- <https://www.epa.gov/system/files/documents/2021-07/ws-assistance-that-saves-efficiency-and-affordability.pdf>

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





Program Success through 2021

**Partners Help
People Save.**

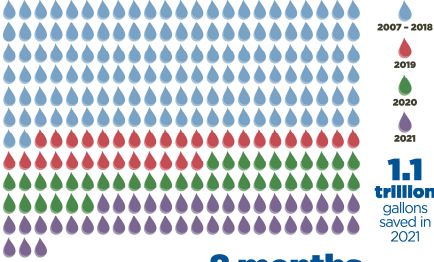


WaterSense Accomplishments 2021



WaterSense partners helped save

6.4 trillion gallons of water



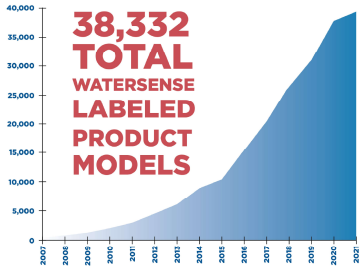
That's the water used in **8 months** by all U.S. households!

WaterSense partners helped eliminate

288 million metric tons of greenhouse gas emissions...



...the equivalent of planting **4.8 billion** trees



WaterSense partners helped consumers save



\$135 billion in water and energy bills



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
 - www.facebook.com/epawatersense
 - www.twitter.com/epawatersense
 - Toll-free Helpline: (866) WTR-SENS
 - Cary McElhinney – EPA Region 5
 - E-mail: mcelhinney.cary@epa.gov
 - Phone: (312) 886-4313

