

look for

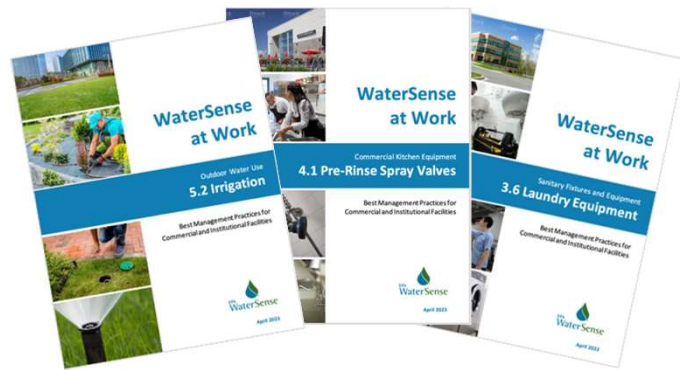


WaterSense Outreach Resources



Cary McElhinney
EPA Region 5
April 23, 2024

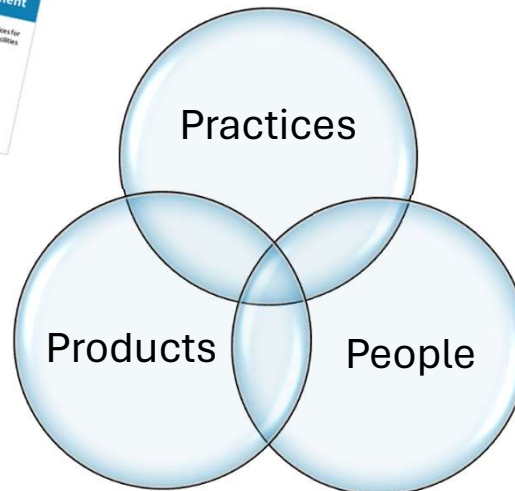
WaterSense Focus—Three Ps



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 Labeled Products

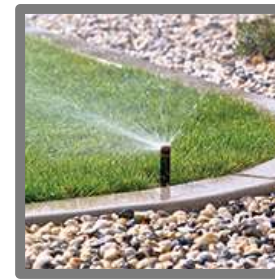
More than **42,000** product models have earned the label. Water factors are included in many **ENERGY STAR** certified products.



Showerheads



Lavatory
Faucets



Spray Sprinkler
Bodies



New Homes



Tank-Type
Toilets



Flushometer
Valve Toilets



Flushing
Urinals



Weather-
Based
Irrigation Controllers



Soil Moisture
Sensors

- In Development:**
- Reverse Osmosis Home Treatment Systems
 - Sprinkler Nozzles

<https://lookforwatersense.epa.gov/products/>

WaterSense Labeled Homes



- First national new home labeling program for water efficiency
- Helps raise awareness for homeowners on water-efficient behaviors and encourage community infrastructure savings
- 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%**
 - Are third-party certified

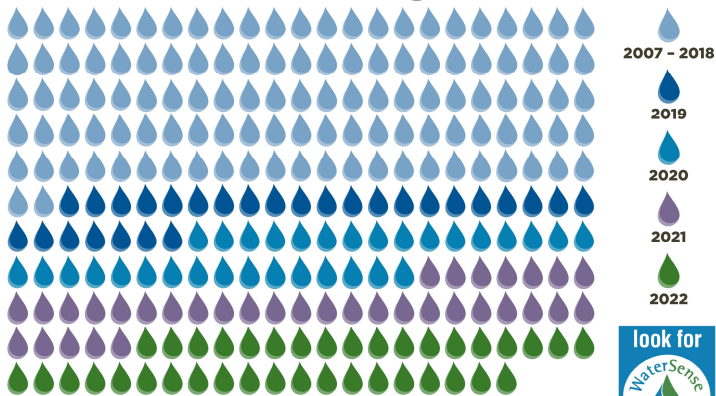


Growing Results – Impacts since 2006



WaterSense partners helped save

7.5 trillion gallons of water



That's the water used in **9.5 months** by all U.S. households!



WaterSense partners helped consumers save

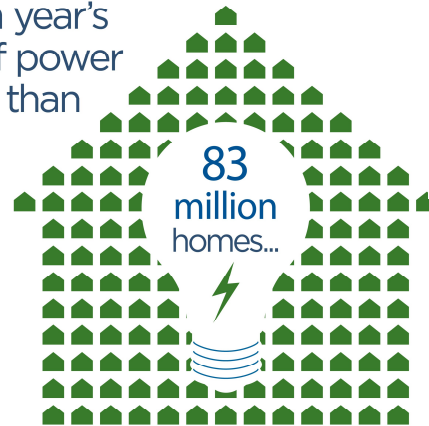


\$171 billion in water and energy bills

WaterSense has helped reduce the amount of energy needed to pump, treat, and heat water by

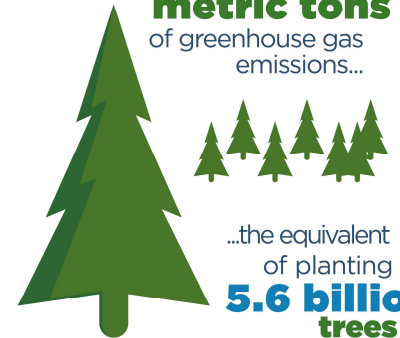
880 billion kilowatt hours, enough to

supply a year's worth of power to more than



WaterSense partners helped eliminate

337 million metric tons of greenhouse gas emissions...



WaterSense has more than **2,100** organizational partners



WaterSense Partnership



Become a **EPA WaterSense PARTNER** and Get Cool Tools

A collage of various WaterSense educational and promotional materials. The items include:

- "Simple Steps to Save Water" brochure
- "When in Drought... Use Your WaterSense" brochure
- "WaterSense at Work" brochure for commercial and professional facilities
- "Make the Drops to Watts Connection" brochure
- "Spruce Up Your Sprinkler System" brochure
- "SAVE WATER IN THE YARD THIS SUMMER" infographic
- "We're for Water" community-based social marketing workbook
- "Chase Down Leaks for Fix a Leak Week" poster
- "ShowerBetter" infographic showing savings of 2,900 gallons of water, 13 days of energy, and \$70 per year.
- "Simple Things We Can All Do" infographic

<https://www.epa.gov/watersense/join-watersense>

Social Marketing Overview



The discipline of social marketing focuses on developing a strategic marketing mix to influence behavior change for sustainable, healthy, and equitable communities.

Or

Changing behaviors for good

SOCIAL MARKETING
INFLUENCING BEHAVIORS FOR GOOD



Why Social Marketing?



Show Me

EDUCATION is enough for this group to change their behavior.

Help Me

SOCIAL MARKETING is the best return on investment for behavioral change.

Make Me

This group needs a **CONSEQUENCE** to drive behavioral change.

Community-Based Social Marketing Workbook

WaterSense® Community-Based Social Marketing Workbook



A Guide to Using Social Marketing to Help Plan and Implement a WaterSense® Behavior Change Campaign

October 2023



Social Marketing Planning Steps



- **Step 1:** What Is Success? Identify Purpose, Goals, and Objectives
- **Step 2:** Stop, Look and Listen. Defining Research Needs
- **Step 3:** The What. Identify the Desired Behavior Change
- **Step 4:** The Who. Chose Priority Audiences
- **Step 5:** Why They Do What They Do. Map Barriers, Benefits & Motivators
- **Step 6:** The How. Plan Your Social Marketing Intervention
- **Step 7:** What's the Hook? Create an Effective Message Strategy
- **Step 8:** Who Else Can Help? Identify and Enlist Partners
- **Step 9:** Chart the Right Path. Develop Your Communications Plan
- **Step 10:** Are We There Yet? Create an Evaluation Plan


2024 Partner Social Marketing Calendar



- Use this calendar to get monthly ideas for your social media efforts
- Learn about upcoming partner marketing webinars
- WaterSense widgets


2024

Watersense Partner Social Marketing Calendar



To help our partners promote WaterSense events, campaigns, and social media efforts, the U.S. Environmental Protection Agency created a marketing calendar to use all year. Use the sample posts and links below or come up with your own ideas for social media.

January 2024	
Monthly Theme	Look to WaterSense to Save All Year Long
Suggested Facebook/X Posts	<p>Early January: While 70 percent of the Earth's surface is covered with water, only one percent is available for human use. Take the "I'm for Water" pledge and commit to saving water all year long. https://go.usa.gov/xPwSs</p> <p>Mid-January: Need inspiration for finding ways to save water throughout 2024? Use WaterSense's Resolution Checklist to find easy ways to save water each month. https://go.usa.gov/xPwSs</p> <p>Late January: Saving water starts with knowing how you use water at home. Learn how to read your water bill to find new ways to cut back on water use. https://go.usa.gov/xPwS6</p>
Widget	Resolve to Save Water for Future Generations
February 2024	
Monthly Theme	Home Is Where the Savings Are
Suggested Facebook/X Posts	<p>Early February: In the market for a new home? Look for a WaterSense labeled model that's built to be at least 30 percent more water-efficient than a typical new construction home. https://www.epa.gov/watersense/homes</p> <p>February 14: Shop for a home that showers you with love. A WaterSense labeled home can save over \$700 in utility bills and reduce water use by up to 50,000 gallons annually. https://www.epa.gov/watersense/homes</p> <p>Late February: Whatever your style, WaterSense labeled faucets, toilets, and showerheads can make your bathroom upscale and downgrade your water use. https://go.usa.gov/xPwh4</p>
Winter Webinar	TBD
Widget	Love Your WaterSense Labeled Home


1
October 2023

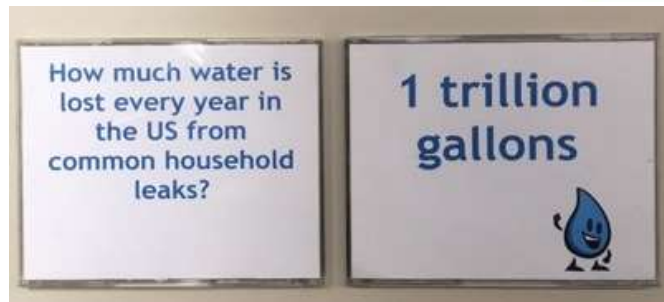
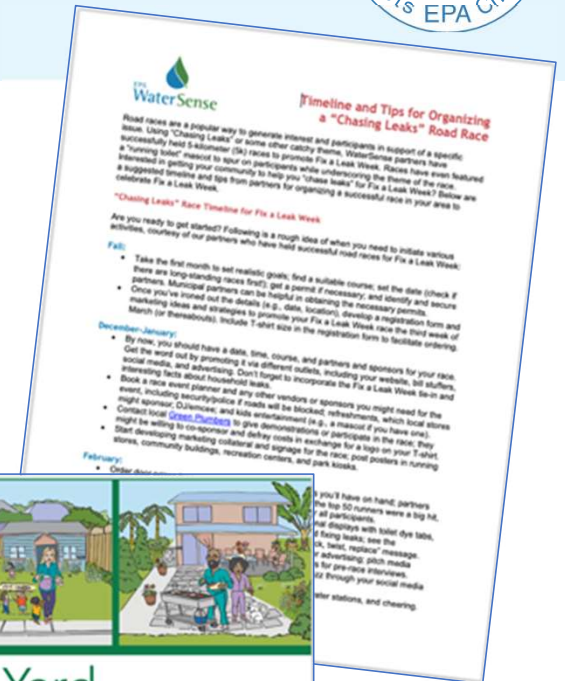
Resources for Utilities, Gov'ts & NGOs



Partner with WaterSense and make use of our free resources!



LOTERIA		TABLA 2	



Resources for Consumers



Make the switch to WaterSense labeled products



Product Search

WaterSense makes it easy to find and select water-efficient products that can help your wallet and the environment. Just look for products bearing the WaterSense label at your local retailer. Reduce your water use while enjoying exceptional performance with the following WaterSense labeled products. Select a product category below to get started.

Download a full list of WaterSense labeled product models that includes efficiency information



WaterSense guides

WaterSense



WaterSense website

Resources for Facility Managers



WaterSense at Work

Sanitary Fixtures and Equipment

3.1 Toilets (Water Closets)

Best Management Practices for Commercial and Institutional Facilities

Best Management Practices to help manage water in facilities

EPA Water Score for multifamily properties

WATER SCORECARD

56 Uptown Lofts
out of 100

Primary Function: Multifamily
Gross Floor Area (GFA): 14,500
Built: 1960
For Year Ending: April 30, 2015
Date Generated: June 30, 2017

Property Address: 123 Main Street, Anytown, CA 12345

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:

1 ————— 100
Least Efficient Average Most Efficient

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.

WaterSense logo: Supported by EPA's WaterSense program

ENERGY STAR Portfolio Manager logo: 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 _____

Don't Waste Water at Work!

What's Up With Leaks?
Dripping faucets and running toilets waste water and cost money. Most leaks can be easily fixed—but they need to be reported as soon as they occur.

What's so Important About Stopping Leaks?
One dripping faucet can waste more than 3,000 gallons of water per year. That's enough water to take 200 showers!

How Can You Spot Leaks?
Dripping faucets or puddles under pipes in kitchens and bathrooms are signs of a leak. If you hear water running in a toilet tank, it's wasting water. If you notice pooling water or soggy ground in the landscape around the building, it could be an irrigation system leak.

Find a Leak? Report It!
If you identify a leak in your workplace, contact your building manager or facilities management team so they can repair it promptly.

Contact Information:
Want to find and fix leaks at home? Visit www.epa.gov/watersense/fix-leak-week.

Tools

Training

Webinars



WaterSense Webinars

WaterSense has developed a number of webinars that address different sectors and uses of water indoors and outdoors. Register for upcoming webinars and review past sessions, many of which are available as recordings.

Saving Water and Costs in Restrooms with WaterSense

Wednesday, September 13, 2023 2:00 PM - 3:00 PM
(UTC-04:00) Eastern Time (US & Canada)

Resources for Builders

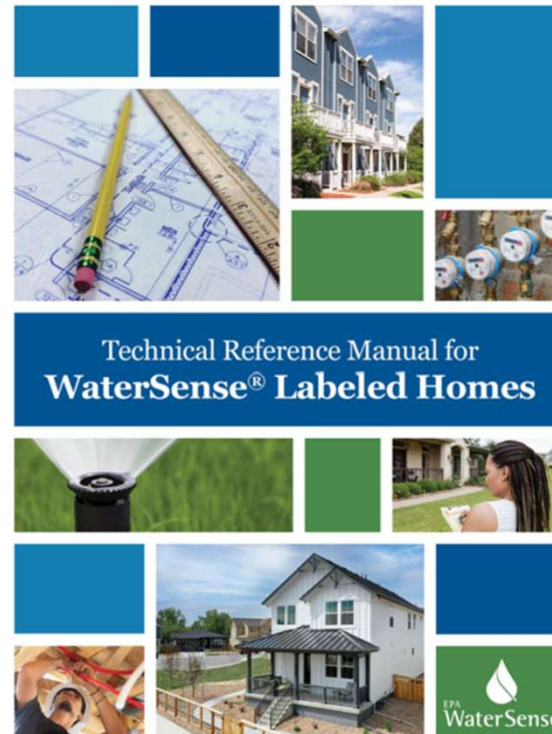


Consider building and incentivizing WaterSense labeled homes:

Reduce water use in new homes by **at least 30%**

Are third-party certified

Labeled homes can help communities that are facing water availability issues but still want/need to grow



GENERAL FEATURES

Leak Detection and Flow Monitoring Systems

Optional Water Efficiency Measure: May contribute to the 30 percent water efficiency requirement, depending on the chosen WaterSense® Approved Certification Method (WACM).

UNDERSTAND

- Leaks can be associated with toilet flappers, dripping faucets, irrigation lines, or many other sources.
- Leak detection and flow monitoring systems are devices used to identify potential leaks in water systems. If a leak is detected, these devices sound an alarm or send a notification to the homeowner, helping to limit water waste and potential water damage.
- Some insurance companies may provide premium discounts or credits for leak detection or flow monitoring systems, particularly those connected to automatic shutoff devices.
- These devices use a variety of technologies, have unique installation requirements, and offer different features and benefits. It's important to consider priorities for a particular house/project in selecting the appropriate leak detection device(s). See Potential Features of Leak Detection and Flow Monitoring Devices on the next page.

BUILD

- UNDERSTAND** product limitations from the manufacturer. Some products do not work under certain conditions (e.g., under higher water pressure) or with certain models of meters.
- SELECT** a device capable of monitoring for all water use in the home. For example, if a home has an irrigation system, select a device that can monitor for indoor and outdoor water use or leaks.
- FOLLOW** the manufacturer's installation instructions. If installing an in-line device, ensure the plumbing design has enough pipe length to accommodate the device and that the leak detection system is installed in an area that is easily accessible.
- ENSURE** the device is installed such that it will not interfere with fire sprinkler systems.
- COMMUNICATE** sign-up or subscription requirements, if applicable, to the homeowner upon turnover of the home.


VERIFY

- CONFIRM** the location and installation of leak detection devices.

*NOTE: Consult with the Home Certification Organization for specific verification protocols.

Make the Home System Ready

Not sure if the future homeowner will want a leak detection device installed? Some manufacturers of in-line systems offer pipe spacers to ensure the plumbing system is ready for easy installation of the device at a later time.



Reference manual features 20 technical fact sheets focused on specific water efficient fixtures, systems, or practices

New WaterSense Labeled Homes Study on Carbon Reduction

- KB Home's Oak Shade and Durango communities in Menifee, California
- All 219 homes in these communities are WaterSense labeled
- **Estimated Water Savings:** 13.5 million gallons per year
- **Estimated Water-Related Energy Savings:** 530,000 kilowatt hours (kWh) per year
- **Estimated Water-Related Carbon Reduction:** 331,000 pounds CO2 per year

<https://www.epa.gov/watersense/tools-and-resources>



New Maintenance Checklist for a Water-Efficient Home

Maintenance Checklist for a Water-Efficient Home



Do This Once Per Year to Save Water:

- Check your home for leaks (indoors and outdoors) and repair them promptly. Find instructions on WaterSense's website at www.epa.gov/watersense/fix-leak-week.
- Make sure your toilets aren't continuously running. Check for leaks by putting a few drops of food coloring in the tank and wait 10 minutes; if color appears in the bowl, you have a leak. Flush afterwards to avoid staining.
- Inspect showerheads and faucets for scale buildup and clean if necessary. Add new plumbing tape to ensure a tight fit.
- Add mulch as needed over landscaped areas in your yard.
- Check your irrigation system for breaks and leaks, signs of overwatering or underwatering, and areas of overspray, and repair or adjust as necessary. See WaterSense's Sprinkler Spruce-Up web page at www.epa.gov/watersense/sprinkler-spruce-up and Watering Tips web page at www.epa.gov/watersense/watering-tips.
- Test your pool's automatic refill system and fill valve.
- Winterize your irrigation system and pool to prepare for cold weather.
- Check your service water pressure and adjust or replace your pressure-regulating valve if necessary.
- Have a professional service your home's water heater and water softener (if one is installed). If you like to do it yourself, make sure to flush your water heater to reduce sediment buildup; check the water heater's temperature and pressure valve; and clean your water softener's brine tank.

Check These Areas More Frequently for Water Waste:

Daily

- Turn off faucets and hose bibbs unless you are actively using water.
- Run only full loads of laundry and dishes and skip extra rinse cycles.
- During swim season, cover your pool when it's not in use.

Monthly

- Compare your water bill to the same month of the previous year to identify leaks.
- Weed your landscaped areas so more water is available for plants.
- Allow your grass to grow two to three inches tall before mowing.
- If you don't have a WaterSense labeled irrigation controller, revise your irrigation system's schedule according to seasonal weather changes.
- Check the salt level of your water softener and break up salt bridges.

Do This Every Few Years to Save Water:

- Hire an irrigation professional certified by a WaterSense labeled program using WaterSense's Find a Pro tool at www.epa.gov/watersense/find-pro to assess your irrigation system and provide recommendations to improve its water efficiency.
- Replace old toilet flappers to ensure a good seal and avoid toilet leaks.

Learn more at www.epa.gov/watersense/home-maintenance.

To learn more about WaterSense, visit www.epa.gov/watersense.

(866) WTR-SENS (987-7367) | watersense@epa.gov



Partner Website



Network Work With Media Promote Campaigns Sell Educate Awards & Reporting

WaterSense® for Partners

An EPA Partnership Program

WaterSense Website | Product Search | Contact Us

SHOWER BETTER

Lather. Rinse. Save. Repeat.

A WaterSense labeled showerhead can save 2,750 gallons of water annually, the energy it takes to power your home for 11 days, and \$75 every year, while providing a satisfying spray.

www.epa.gov/watersense/shower-better

Shower and power your home for 11 days with the energy saved using a WaterSense labeled showerhead.

WITH NEW OUTREACH TOOLS

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



November 9, 2023: New Partner Webinar

November 15, 2023: ...

Popular Tools and Materials



New! Shower Better Tools

Updated! Fix a Leak Week Tools



Partners in Action



- WaterSense [Partner Site](#) includes a section where partners can share what they're doing
 - WaterSense [Partners in Action](#) searchable database has lots of ideas



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

Webinars and Newsletters



- Bi-monthly [webinars](#) include partner presentations (slides + recordings are available)
- [Partner Pipeline](#) and *The WaterSense Current* newsletters

WaterSense® Partner Webinar:
Community-Based Social Marketing

- 2023 Partner of the Year Award Winners
- Community-Based Social Marketing Guide Update
- Program Updates



October 24, 2023

Partner Pipeline
Fall 2023



On June 26, 2023, the U.S. Environmental Protection Agency (EPA) announced its [intent to revise its specification for tank-type toilets to earn the WaterSense® label](#). EPA is reevaluating the effective flush volume requirements, including the criteria for dual-flush toilets, due to changes in the marketplace resulting from state and local requirements, opportunities to further transform the marketplace, and potential for additional water



Meet Flo



- Flo is our “spokesgallon”
- Partners can borrow Flo for events, initiatives, and campaigns
- She’s a hit with adults and children!

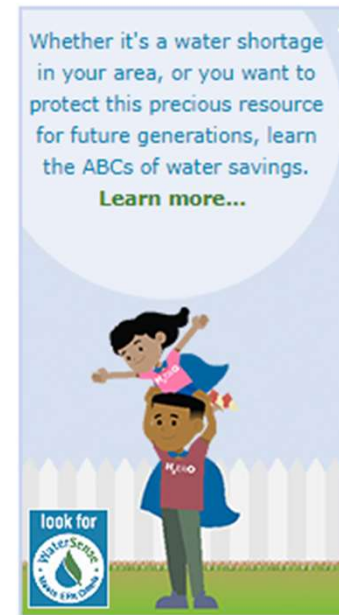


Social Media and Widgets



- WaterSense social accounts
 - Facebook and X - @EPAwatersense
- Widgets are small pieces of code for a website. We change it monthly and it changes the image everywhere the code is placed
- *We also have content on EPA's Flickr, Pinterest, and YouTube channels*

Large WaterSense Widget



<https://www.epa.gov/watersense/connect-watersense>

Campaigns



Look for 



Lather. Rinse. Save. Repeat.

A WaterSense labeled showerhead can save 2,700 gallons of water annually, the energy it takes to power your home for 11 days, and \$75 every year, while providing a satisfying spray.

www.epa.gov/watersense/shower-better




March 18-24, 2024
Fix a Leak Week

EPA WaterSense

Mulch—
because wasting water is madness.



It's Spring!
Time to Spruce Up Your Sprinkler System in Four Simple Steps

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

 **DIRECT**
spray on landscapes, not pavement.

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


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

Look for 


epa.gov/watersense/outdoors



When in **drought**, be a **H₂ERO** and install a **WaterSense** labeled fixture.



#BeDroughtAware



Find Your Better Yard

Find the **landscape** that fits your lifestyle.

Landscape Lifestyle

Your yard has a variety of annuals, perennials, and vegetables. You might consider planting a water-wise garden. Your irrigation performance from your system may not be the best.

Your Better Yard Features:

- Native or drought-tolerant plants
- Hydrozoning of plants by water needs
- A WaterSense labeled weather-based irrigation controller
- Audit by a certified irrigation pro

You're a tech-savvy DIY'er who loves to save. But if your dog likes to dig up your lawn, your sprinkler system may be an ongoing issue.

Your Better Yard Features:

- Turf replacement with hardy plants
- WaterSense labeled irrigation controller
- A WaterSense labeled weather-based irrigation controller
- Audit by a certified irrigation pro

If you own a suburban home with a large lawn, you'll want to make sure your irrigation system is low on water pressure. Your yard is mostly lawn, and you'll need to make sure you have the right equipment and maintenance.

Your Better Yard Features:

- Mulch high-traffic areas
- Low-water-use plants to reduce maintenance
- WaterSense labeled spray sprinkler heads
- Bodies that regulate water pressure
- WaterSense labeled irrigation controller

Find a place to entertain and save the planet. Your yard is mostly lawn, and you'll need to make sure you have the right equipment and maintenance.

Your Better Yard Features:


- Certified irrigation system design
- Hydrozoning plants by water needs
- WaterSense labeled irrigation controller
- WaterSense labeled spray sprinkler heads
- A WaterSense labeled irrigation controller



2024 Calendar




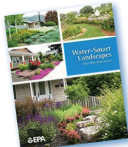
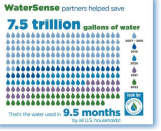


- January: Look to WaterSense to Save All Year Long
- February: Home Is Where the Water Savings Are
- March: Fix a Leak Week
- April: Sprinkle in Savings
- May: Plant Your Way to a Water-Efficient Landscape
- June: 2023 Accomplishments



WaterSense® 2024 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!



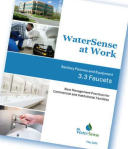



January	February	March
<p style="font-weight: bold; font-size: small;">Look to WaterSense to Save All Year Long</p>  <p style="font-size: x-small; margin-top: 5px;">Pledge to look to WaterSense more in 2024. Sign the "I'm for Water" pledge and save water, energy, and money all year.</p>	<p style="font-weight: bold; font-size: small;">Home Is Where the Savings Are</p> <p style="font-size: x-small; margin-top: 5px;">If you're in the market for a new home, a WaterSense labeled model can use 50,000 gallons of water less than a typical new home each year!</p> 	<p style="font-weight: bold; font-size: small;">Fix a Leak Week</p> <p style="font-weight: bold; font-size: x-small;">#FixALeak Week March 18-24</p> <p style="font-size: x-small; margin-top: 5px;">Go on a hunt for water waste indoors and out this Fix a Leak Week.</p> <p style="font-weight: bold; font-size: x-small;">#WorldWaterDay March 22</p> 
April	May	June
<p style="font-weight: bold; font-size: small;">Sprinkle in Savings</p>  <p style="font-size: x-small; margin-top: 5px;">Spruce up your system and install WaterSense labeled sprinkler equipment.</p> <p style="font-weight: bold; font-size: x-small;">#EarthDay April 22</p>	<p style="font-weight: bold; font-size: small;">Plant Your Way to a Water-Smart Landscape</p>  <p style="font-size: x-small; margin-top: 5px;">How does your garden grow? Choose species that are native to your part of the country and drought-tolerant plants that use less water.</p>	<p style="font-weight: bold; font-size: small;">Partners Help People Save</p> <p style="font-size: x-small; margin-top: 5px;">Our partners help consumers and businesses look to WaterSense to save water, energy, and money on utility bills!</p> 

Website: www.epa.gov/watersense
Facebook: www.facebook.com/EPAWatersense
X: [@EPAwatersense](https://twitter.com/EPAwatersense)

2024 Calendar



- July: Get Smart With How You Water Your Lawn
- August: Help Out in a Drought
- September: Back to School—and Work—With WaterSense
- October: What's Better Than a Water-Saving Shower?
- November: Tackle Your Water Waste
- December: Stuff That Stocking With Savings

July	August	September
<p>Get Smart With How You Water Your Lawn</p>  <p>WaterSense labeled irrigation controllers monitor local weather data or soil moisture—so you can relax and enjoy your yard!</p>	<p>Help Out in a Drought</p> <p>Whether you work in landscaping or fine dining, your business can save water if your area is in drought.</p> <p>#WorldWaterWeek August 23-27</p> 	<p>Back to School—and Work—With WaterSense</p> <p>Schools and other buildings can reduce their water footprint with products and process improvements. Learn about WaterSense at Work!</p> 
October	November	December
<p>What's Better Than a Water-Saving Shower?</p>  <p>A WaterSense labeled showerhead also saves the energy needs to heat water—enough to power a house for 11 days a year!</p> <p>WaterSense Partner of the Year Awards</p>	<p>Tackle Your Toilet's Water Waste</p>  <p>WaterSense labeled toilets can save your home 13,000 gallons of water and \$140 in water bills every year.</p> <p>#WorldToiletDay November 19</p>	<p>Stuff That Stocking With Savings</p> <p>What's the perfect gift for the do-it-yourselfer in your home? A WaterSense labeled product!</p> 

Website: www.epa.gov/watersense Facebook: www.facebook.com/EPAWatersense X: @EPAWatersense

Check Out Some Updated Tools!

- Mulch Madness bill stuffer
- Mulch Madness social graphics
- Drops-to-Watts brochure

Mulch—because wasting water is **madness.**



Spring into action with #MulchMadness
www.epa.gov/watersense/landscaping-tips

Mulch—because wasting water is **madness.**

Placing mulch around landscaping allows soil to retain water, which means you can water less frequently. Put a full-court press on water waste and have your landscape at the top of its water-saving game!



look for  Spring into action with #MulchMadness

Mulch—because wasting water is **madness.**

Put a full-court press on water waste this spring with #MulchMadness.



look for 

Make the Drops to Watts Connection




look for 

Drops to Watts: Saving Water Saves Energy and Money

With climate change concerns, pervasive droughts, and high energy prices across the country, nearly everyone is looking for ways to conserve resources and cut costs. By looking for the U.S. Environmental Protection Agency's (EPA's) WaterSense® label, your family can use less water, energy, and money while ensuring product performance.

Many Americans know about the importance of saving energy and water. But few know about the drops to watts connection—that it takes energy to pump, heat, treat, and deliver the water we use every day. We turn on the bathroom lights and the shower without realizing how closely related water and energy are to each other.

Did You Know? 


If every home in the United States replaced existing showerheads with WaterSense labeled models, we could save more than \$6.3 billion in water and energy costs across the country annually!

On average, the annual energy used to deliver and treat water for only 10 households could power a refrigerator for five years. In some areas of the country, that estimate is very low. Heating water for showering, bathing, shaving, cooking, and cleaning also requires a considerable amount of energy. Heating water is typically one of the largest uses of energy in a home.

How Can We Start Saving?


One of the simplest ways to save both water and energy is to install water-efficient products. WaterSense labeled products not only save water, but can help reduce your energy bills. Installing WaterSense labeled faucet aerators in your bathrooms, for example, costs just a few dollars but could save you enough electricity to dry your hair every day for a year!

You can choose from thousands of models of WaterSense labeled plumbing products. What's more, you can be sure the products will not only save resources, but will perform well. All WaterSense labeled products are tested and independently certified to ensure they meet EPA's criteria for both efficiency and performance.

Did You Know? 

It also takes water to create energy. Vast amounts of water are used to cool the power plants that generate electricity. In fact, it takes more than 3,000 gallons of water to power a 60-watt incandescent bulb for 12 hours per day over the course of a year!

Start saving both water and energy! Look for WaterSense labeled products and ENERGY STAR® certified appliances that use water. For more information, visit www.epa.gov/watersense.



Your Better Yard Photo Refresh

- In addition to drawings, adding photo versions of some campaign materials

Find Your Better Yard: Low-Maintenance Living

Are you too busy to spend a lot of time tending to your lawn? Minimize turf and replace with drought-tolerant plants in hydrozones based on water needs. Save time and water!



 **look for**
Find the landscape
that fits your lifestyle.
www.epa.gov/watersense

Find Your Better Yard: Playdate Priorities

Family priorities leaving little time for lawn maintenance? Replace turf with mulch in high-traffic play areas to save water and time!



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Find Your Better Yard: Backyard Beauty

Do you consider yourself a master gardener? Keep water savings in full bloom with native, drought-tolerant flowers and opt for a microirrigation system to avoid overwatering.



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Find Your Better Yard: Creative Curb Appeal

Do you have landscaping space between the sidewalk and street? Instead of turf, select drought-tolerant shrubs and plants. Boost curb appeal!



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Find Your Better Yard: Dog Digging Dilemma

Does your yard need protection from digging paws? Replace turf with hardy plants and place flowers in pots and fenced-in hydrozones. Protect your landscape and your water bill!



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Spruce Up Sprinklers This Spring



Note: Partner Only Tools

#FixALeak Tweets on X



Fix a Leak Week Social Media Marathon

Join us **Monday, March 18, 2024**, from **2:00-3:00 p.m. Eastern** during our social media marathon on X. Post and share Fix a Leak Week tips and events during the hour with the hashtag #FixALeak!



look for  Celebrate #FixALeak Week March 18-24, 2024! @EPAwatersense www.epa.gov/watersense

General Services @ConcordNHGS · Mar 18
Thank you, everyone, for joining us, @EPAwatersense, and others across the nation for the Social Media Marathon on X to kick off #FixALeak Week! Now, who's ready to go fix some leaks?! 🌟 If you're a #ConcordNH resident, learn how to get involved: concordnh.gov/leaks



Charlottesville City @CvilleCityHall · Mar 18
Replying to @CvilleCityHall
Thanks for joining us for this #FixALeak Week X party! Remember, to grab your leak detective magnifying glass 🔍 and Home Scavenger Hunt Worksheet to stop that running toilet and FIX A LEAK! 🚰
Charlottesville.gov/FixALeak
#CvilleWater @EPAWaterSense

Moulton Niguel Water District @MNWDWater · Mar 18
Let's potty talk! 🚽 March 3/18-3/24 is the @EPA's #FixALeak Week! Join the movement by inspecting your toilet for leaks. We're sending out toilet dye strip tests to make it effortless for our customers throughout March. Dive in with us at www.mnwd/fix-a-leak! @EPAwatersense



Metro Water District @NorthGAWater · Mar 18
Replying to @NorthGAWater
Flo the Spokesgallon came to town to hang out with us for the Water Drop Dash. She kicked off the race by yelling "Ready, Set, FLO!" #FixALeak



Monte Vista Water District @MVWDwater · Mar 18
It's #FixALeak Week! Stop by our Customer Service lobby for a free leak repair kit while supplies last (one per MVWD account). We'll also be sharing daily tips on how to find and fix leaks. #MonteVistaWater #WaterWise



ACC Water Warrior @AccWaterWarrior · Mar 18
Oh, this poor faucet is drooling! Don't let your faucet drool. Take time this week to #fixaleak.



Take the 10-minute challenge during Fix a Leak Week

March 18, 2024

Did you know that, according to the EPA, the average household loses more than 10,000 gallons of water each year through leaks? That's about 270 loads of laundry! Some water leaks are slow and difficult to detect, yet even the smallest leaks can add up quickly.



Fortunately, most leaks are easy to find if you know where to look, and many common household leaks are easy to fix, requiring only a few tools and hardware that can pay for themselves in water savings.

This Fix a Leak Week, take 10 minutes to find and fix leaks in your home.

Use EPA's [at-home checklist](#) to walk through your home and check places where leaks commonly occur.

Fix a Leak Week is a national campaign, created by the U.S. Environmental Protection Agency (EPA) and supported by WaterSense partners across the U.S. and Canada, aimed at educating residents on the importance of fixing plumbing leaks to save money on water and energy bills. Michigan will recognize [Fix a Leak Week](#) from March 18 to 24.

EGLE's Office of the Clean Water Public Advocate encourages Michiganders to find and fix leaks within their home and share information about leaks with others during Fix a Leak Week. Check out [Michigan.gov/FixALeakWeek](#) for some practical tips on finding and fixing household leaks.

FOR IMMEDIATE RELEASE: 2024-03-18
Contact: DNR Office of Communications
DNRPress@wisconsin.gov

CONSERVE WATER, FIX A LEAK THIS WEEK



Little leaks add up over time, leading to wasted water and higher bills. Take time to assess your household for water waste this Fix A Leak Week. Photo credit: iStock/AndreyPopov

MADISON, Wis. – The Wisconsin Department of Natural Resources (DNR) is highlighting the importance of preventing household water waste and practicing water conservation in recognition of the Environmental Protection Agency (EPA)'s Fix A Leak Week, March 18–24.

Water conservation matters, even in a water-rich state like Wisconsin. The United States wastes nearly 1 trillion gallons of water each year due to household leaks.

[Fix A Leak Week](#) is the perfect time to fix any leaks you've been putting off. To make it easy for residents, the EPA's [Fix A](#)

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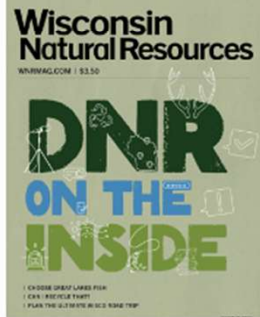
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Let's get to work.

Get ready to roll up your sleeves and dive into Fix a Leak Week! This annual event, is all about tackling those pesky leaks lurking in our homes. From drippy faucets to sneaky pipe leaks, we're on a mission to save water and save money. It's a chance for everyone to become a water-saving hero in their own home. So grab your tools, channel your inner detective, and let's uncover and fix those leaks together! With each drip we stop, we're not just saving water and money, we're making a positive impact on our environment. Join the excitement of Fix a Leak Week and let's make a splash for conservation!



Sun Prairie Utilities offers water leak fix kits

Roberta Baumann Feb 29, 2024 Updated Apr 10, 2024



Shown are some of the items included in the kits.
Sun Prairie Utilities

MORE INFORMATION



Sun Prairie Public Library announces March 2024 events

The Sun Prairie Public Library, located at 1350 Linnwood Drive, has a wide variety of activities planned for February 2024, including Groundhog Day and Valentine's Day events.

Sun Prairie BEP honors Megan Burke with Student Employee Excellence Award

Pragnya Vella wins Sun Prairie Optimist Club Essay Contest

Sun Prairie candidate Q&A: City Council District 4

Sun Prairie FFA students visit with elected officials on FFA Day

Letter to the Editor: Loan forgiveness was a positive move



Sun Prairie Utilities (SPU) has created kits that will help customers find leaks, track water usage, and learn about water conservation in honor of Fix a Leak Week, running from March 18 to 22.

Customers can pick up a free English or Spanish kit at the Main Street office or the Sun Prairie Public Library until the end of March (while supplies last).

Some of the items in the kit include:

- Dye tabs (to test for a toilet leak)
- Leak checklist
- Flow rate bag (to measure water flow rate of a faucet or shower)
- MyAccount threshold alert set up how-to
- Water conservation wheel (tips for conserving water)
- SPU pen
- 'Leak Detective' sticker



[Click Here to View Ad!](#)

Featured Weekly Print Ads

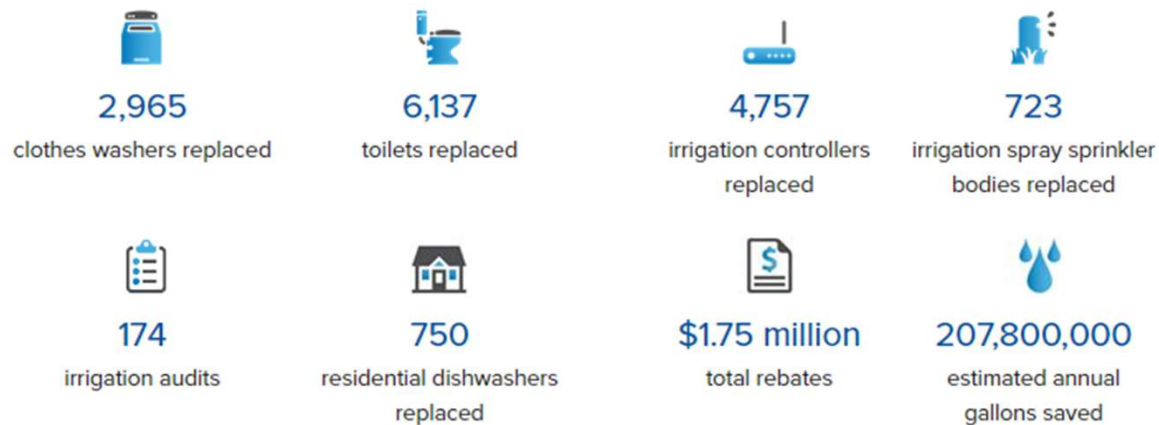


Metropolitan Council Water Efficiency Grant Program



- Since 2015 cities and townships can receive grants between \$5,000 and \$50,000
- Eligible purchases include toilets, showerheads, washing machines, dishwashers, irrigation systems, and more.

Total Water Efficiency Grant outcomes through Dec. 31, 2023





Toilet Rebate Program

Beginning January 1, 2022, the City of Verona will have a toilet rebate program for residential and multi-family properties.

1. To determine if your property is eligible for a rebate, please refer to the Toilet Rebate Policy below.
2. To find which replacement toilets* count towards the rebate, see [EPA's WaterSense website](#).
3. To apply for a toilet rebate, fill out and submit the claim form below.

*Toilets must be bought in the same year you are claiming the rebate. Past purchases do not apply.

- [Toilet Rebate Policy](#)
- [Toilet Rebate Claim Form](#)



Water Conservation



Marshall Municipal Utilities offers a **rebate of \$50** for installing qualifying WaterSense® labeled High Efficiency toilets when replacing an existing older unit, remodeling, or in new construction.

Toilets are by far the main source of water use in the home, accounting for nearly 30% of residential indoor water consumption. WaterSense, a program sponsored by the US Environmental Protection Agency (EPA), is helping consumers identify high-performance, water efficient toilets that can reduce water use in the home and preserve our precious water resources.

The WaterSense label is used on toilets that are certified by independent laboratory testing to meet rigorous criteria for both performance and efficiency. Only high-efficiency toilets that complete the third-party certification process can earn the WaterSense label. WaterSense qualified toilets use 20% less water than the current standard while still providing equal or

superior performance.

Replacing a 20 year old toilet with a new WaterSense qualified unit could save more than \$100 per year in water and wastewater costs. So whether you are remodeling a bathroom, starting construction, or simply replacing an old, leaky toilet, installing a WaterSense labeled toilet is a high-performance, water efficient option worth considering.

WaterSense Toilet rebate forms can be picked up at our office, mailed, faxed, or downloaded here: [High Efficiency Toilet Rebate form](#).

For additional information regarding WaterSense® labeled products and for a list of qualifying WaterSense toilets, visit their website at www.epa.gov/WaterSense/products/toilets.html or contact Marshall Municipal Utilities at (507) 537-7005.

Marshall Municipal Utilities also offers our customers **free** WaterSense qualified Niagara water saving showerhead and faucet aerators. Please contact Mark Antony at info@marshallutilities.com or (507) 537-7005 for more information on how to receive your free water saving showerhead or faucet aerator.

For More Information...



Website: <https://www.epa.gov/watersense>
Spanish Website: espanol.epa.gov/watersense

Email: watersense@epa.gov
Helpline: (866) WTR-SENS (987-7367)

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Phone: (312) 886-4313

