Every drop counts . . .

Efficiency made Easy
What Is WaterSense?

- A voluntary partnership program
- Encourage simple water-saving behaviors
- Establish criteria for the labeling of high-performing, water-efficient products.
WaterSense Philosophy

- Getting the most from every drop
- Products labeled through WaterSense will:
  - Feature U.S. EPA WaterSense logo
  - Be promoted through partnerships with utilities, manufacturers and retailers
The WaterSense Label

<table>
<thead>
<tr>
<th>On…</th>
<th>Soon to be on…</th>
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</thead>
<tbody>
<tr>
<td>Toilets</td>
<td>Faucets</td>
</tr>
<tr>
<td>Landscape Irrigation Certification Programs</td>
<td>Showerheads</td>
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<td></td>
<td>Landscape irrigation control technologies</td>
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</table>
The product must:

- Perform as well or better than their less efficient counterparts
- Be about 20% more water efficient than average products in that category
- Realize water savings on national level
- Provide measurable results
- Achieve water efficiency through several technology options
- Be independently certified
Certifying Organizations and Labeled Programs

WaterSense Certifying Organization Partners
- Irrigation Association
- Professional Landcare Network (PLANET)
- North Coast Water Conservation Group

WaterSense Labeled Programs
- Irrigation Association: Certified Irrigation Contractor and Certified Irrigation Designer
More Than 500 Labeled Faucets!

- **Toilets**
  - More than 250 labeled models
  - List available online at: [www.epa.gov/watersense/pp/het.htm](http://www.epa.gov/watersense/pp/het.htm)

- **Faucets**
  - More than 700 labeled models
  - List available online at: [www.epa.gov/watersense/pp/bathroom_faucets.htm](http://www.epa.gov/watersense/pp/bathroom_faucets.htm)
Benefits of Participation

- National specifications
- Recognition from EPA
- Membership in a national network of water efficiency leaders
- Access to WaterSense materials, templates, and logo or label for promotional use
- Tools for promoting WaterSense labeled products, certification programs, and practices
Opportunities for Water Efficiency

- Water shortages expected in 36 states
- Consumers looking for ways to save on rising utility bills
- High-performing technology available
- Water efficiency has potential for significant infrastructure savings
- Opportunity to change practices—up to 50% of water used in our yards is wasted
Strained Resources

- Growing Population
- Increased Demand
- Supply shortages and uncertainty
- Aging Infrastructure:
  - Drinking water and wastewater utilities will likely need to invest between $485 billion and $1.2 trillion by 2019 in order to update aging infrastructure and keep pace with demand.
Anticipated Water Shortages

Source: GAO analysis of state water managers’ responses to GAO survey

- Extent of State Shortages Likely over the Next Decade under Average Water Conditions
- White & Light Gray states expect some shortages
Regional Water Impacts

Domestic Water Use in Gallons per Day per Person and Projected Percent Population Change by 2030

Domestic Water Use (Gal/day/person)
- 0 - 100
- 101 - 150
- 151 - 200
- 201 - 250
- 251 - 300
- 301 - 350
Program Benefits—Environmental

- Reduces water use
- Maintains the health of aquatic environments
- Reduces demand on drinking water resources
- Minimizes water pollution by decreasing the amount of runoff from landscaping and irrigation practices
- Helps mitigate the effects of drought
Program Benefits—Economic

- Reduces the need for developing new water supplies and building new treatment facilities
- Saves energy used to pump, heat, and treat water
- Provides a competitive edge for businesses as water quality regulations become stricter and the cost of water increases
Program Benefits—Global Climate Change

- Reduces greenhouse gas emissions associated with energy needed to pump, treat, and heat water
- Relieves stress on aging water and wastewater infrastructure
- Helps minimize risks associated with uncertain future climate change impacts
Partnership Opportunities

- Promotional Partners
  - Utilities
  - State and Local Governments
  - Nonprofit Organizations
- Manufacturers
- Professional Certifying Organizations
- Service Providers
- Retailers/Distributors
WaterSense Promotional Partners

- Includes more than 375 promotional partners and 24 international partners!

Utilities
- El Paso Water Utility
- City of Fort Worth
- Arlington Water Utilities
- San Antonio Water System

State and Local Governments
- Texas Water Development Board
- Texas Commission on Environmental Quality
- Lower Colorado River Authority (LCRA)
- City of Houston, P.U.D., Drinking Water Operations

Water Districts
- Beaver Water District
- Tualatin Valley Water District
- North Texas Water District

Nonprofit Organizations
- Alliance for Environmental Sustainability
- American Rivers, Inc
- Georgia Water Wise Council
- Water Conservation Alliance of Southern Arizona
- Obed Watershed Community Association
Currently, WaterSense is focusing on residential water use:

- **Green Savings Start at Home by Going Blue: EPA’s WaterSense New Homes Pilot Program.**
- **Future plans for WaterSense include products and services for commercial buildings.**
Fix a Leak Week

- March 16-20, 2009
- Goals:
  - Educate consumers on the importance of fixing leaks
  - Raise awareness about WaterSense
Fix a Leak Week

- WaterSense Tool kits Resources include:
  - Fact sheet and Fix a Leak Week logo
  - Sample Web text, animated Web banner, and widget
  - Bill-stuffers and postcards for utilities
  - Point-of-purchase materials for retailers
Every drop counts.
www.epa.gov/watersense

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