



The WaterSense® Blueprint



Issue IX, Spring 2016

IN THIS ISSUE

- Find a Pro to Help Your Homes Meet the WaterSense Outdoor Criteria
- Use Our Tools to Promote Your Labeled Homes
- In the News
- Calendar of Events

FIND A PRO TO HELP YOUR HOMES MEET THE WATERSENSE OUTDOOR CRITERIA

Across the United States, residential outdoor water use accounts for 9 billion gallons of water each day, mainly for landscape irrigation. Experts estimate that as much as 50 percent of this water is wasted due to overwatering caused by inefficiencies in irrigation methods and systems. But WaterSense Labeled Homes are designed to help reduce this type of preventable water waste by requiring builders to utilize the expertise of **irrigation professionals certified by a WaterSense labeled program.**

Why Go With a Pro?

For homes with irrigation systems installed, an irrigation professional certified by a WaterSense labeled program brings maximum value by minimizing water waste and boosting landscape efficiency and performance. That's why the **WaterSense specification for homes** requires that irrigation systems be designed or installed and audited by professionals certified by a WaterSense labeled program. These certified professionals provide custom irrigation solutions and account for local climate conditions. They work with builders to select and service appropriate equipment, design system layout, and ensure proper installation of **WaterSense labeled weather-based irrigation controllers.** Gain peace of mind, and improve customer satisfaction—go with a pro!

Find a Pro

Since WaterSense labeled certification programs are offered across the United States, the list of certified professionals continues to grow. To help builders find certified professionals in their area, WaterSense maintains a Web-based **Directory of Certified Professionals**, which is updated quarterly and is searchable by location and name.

Other Outdoor Criteria

WaterSense labeled homes must also meet important landscape design requirements and WaterSense labeled irrigation controller requirements, where relevant:

Landscape Design Requirements

To help builders and contractors design regionally-appropriate landscapes that meet the WaterSense home specification, EPA developed the **WaterSense Water Budget Tool.** All homes that earn the WaterSense label must have landscapes that meet the water allowance requirements of this easy-to-use Web-based resource.

The Water Budget Tool helps homeowners avoid water-wasting and high-maintenance landscapes while still providing flexibility in plant and irrigation choices. Best of all, the three-step Water Budget Tool only requires basic information, such as zip code and general plant type.

WaterSense Labeled Weather-Based Irrigation Controllers

If an irrigation system is installed, a **WaterSense labeled weather-based irrigation controller** or approved soil moisture sensor-based controller must be incorporated to meet the outdoor criteria for WaterSense labeled homes.

WaterSense labeled controllers, which act like a thermostat for your sprinkler system by telling it when to turn on and off, use local weather and landscape data to tailor watering schedules to actual onsite conditions.

In this tool, you'll also find certification search filters to identify the type of professionals needed to meet the WaterSense specification. **WaterSense labeled certification programs** are offered in the following specialties:

- **Irrigation System Design:** Irrigation professionals who earn a WaterSense labeled certification in system design know how to tailor irrigation systems to match the surrounding landscape and local climate conditions.
- **Irrigation System Installation and Maintenance:** Irrigation professionals who earn a WaterSense labeled certification in installation and maintenance know how to select the appropriate equipment, lay out the site, and ensure proper scheduling for optimal irrigation system performance.
- **Irrigation System Audits:** Irrigation professionals who earn a WaterSense labeled certification in audits can identify systems that are distributing water unequally or inefficiently and determine how to improve performance.

The certified professionals in our **directory** deliver effective irrigation system design, installation, maintenance, and audits that builders trust and your customers will value.

USE OUR TOOLS TO PROMOTE YOUR LABELED HOMES

All WaterSense builder partners, licensed certification providers, and other partners have access to a suite of password-protected **tools and resources** to help promote WaterSense labeled homes. By using the materials and key messages we've already developed for you, you can educate prospective homebuyers and other stakeholders about the benefits of high-performing, water-efficient, WaterSense labeled homes. If you are not yet a WaterSense partner, learn **how to join now** to access the helpful resources describe here.

We handpicked a few tools highlighted below to help you promote the benefits of WaterSense labeled homes to your customers.

Infographics

Use **infographics** on websites and in social media to promote WaterSense labeled homes. Partners can choose from several different options that either focus on different aspects of the home—from the efficient hot water distribution system to the low-maintenance, water-efficient landscape—or illustrate the many benefits that WaterSense labeled homes offer.



Illustrate the many benefits of a WaterSense labeled home.



Highlight the benefits of efficient hot water distribution systems featured in WaterSense labeled homes.

Key Messages, Fact Sheets, and Brochures

Use these **key messages and ideas** from EPA to explain WaterSense labeled homes and what they mean for consumers. Include them in your print and electronic materials, as well as in media, to communicate how your WaterSense labeled homes meet EPA criteria for efficiency and performance and allow residents to do more using less water, time, and money on utility bills. EPA also offers materials you can print, such as brochures and fact sheets, to keep on hand to educate customers and stakeholders.



Let our key messages help you communicate the benefits of WaterSense labeled homes to customers and stakeholders.



Have this brochure handy to give to homebuyers interested in buying your WaterSense labeled homes.

We Build Promotional Label



The **“we build” promotional label** advertises that a builder constructs homes that meet the WaterSense specification for homes; only builder partners may use this label. Other partners should use the “look for” promotional label to promote their partnership with WaterSense and encourage consumers to look for WaterSense labeled homes and products.

For a longer look at all the tools and resources available to WaterSense partners, be sure to check out the **password-protected WaterSense partner website**. Not a partner? It’s easy to join! **Learn more** about partnering with WaterSense and eligibility requirements.

IN THE NEWS

Read highlights about WaterSense and its partners, as well as news about trends and issues affecting the green building industry.

WaterSense News

- January 15, 2016: New Jersey Hills Media Group, **“Residents from Mendhams, Chester, Long Valley, Harding Can Apply for Subsidized Home”**
- January 14, 2016: Green Industry Pros, **“Eye on Regulations in 2016”**
- December 12, 2015: Times of San Diego, **“KB Home Opening 44 Houses for First-Time Buyers in El Cajon”**
- December 9, 2015: KOB 4 Albuquerque, NM, **“Six Important Upgrades to Make as Soon as You Buy a Home”**
- December 7, 2015: Contractor Magazine, **“PMI-Supported WaterSense Legislation Approved by U.S. House”**
- November 28, 2015: Qualified Remodeler: **“WaterSense Taps Award Recipients”**

Trends and Issues Affecting Green Building

- January 6, 2016: The Desert Sun, "**Sunnylands Revered for Water Conservation Efforts**"
- December 28, 2015: Alice Echo News Journal, "**Landscape water conservation**"
- December 21, 2015: CBS Sacramento, CA, "**Water Conservation Targets Could Be Extended Through October 2016**"

CALENDAR OF EVENTS

March 22-24: 2016 NFMT Conference and Expo

The **National Facilities Management and Technology (NFMT) Conference and Expo** will take place March 22 to 24, 2016, at the Baltimore Convention Center in Baltimore, Maryland.

April 29, 2016: Q1 2016 WaterSense Quarterly Reporting Deadline

Make sure your licensed certification providers **report** to WaterSense on any of your homes that earned the WaterSense label during the first quarter (Q1) of 2016. The Q1 2016 reporting deadline is Friday, April 29, 2016. Visit the **WaterSense partner website** to learn more.

June 19-22, 2016: AWWA ACE16

Save the date for the **American Water Works Association (AWWA) Annual Conference and Exposition (ACE16)**, which will take place in Chicago, Illinois. The program presents solutions to water sector challenges in defined tracks of professional sessions. **Register** by April 8, 2016 to save on fees, and stop by booth #974 to say hello to WaterSense!

As a reminder, we want the *Blueprint* to cover the topics you're most interested in, so please don't hesitate to suggest future topics. Email those and other comments to watersense@epa.gov.