



# Fix a Leak Week Campaign Summaries 2009-2012



To put a stop to the more than 1 trillion gallons of water wasted from easy-to-fix household leaks each year, WaterSense® promotes Fix a Leak Week in March of each year. Coast to coast, WaterSense partners hold events to help people learn about how much water is wasted through simple household leaks.

## FIX A LEAK WEEK 2009

### Demonstration Project in Phoenix

EPA officially launched Fix a Leak Week on March 16, 2009, at the home of Debbie and Dennis Jobin, longtime residents of Phoenix, Arizona. One week earlier, on March 9, EPA and its partners the Arizona Department of Water Resources, City of Phoenix, and Ferguson, set up a demonstration project in the Jobin's driveway to show just how much water is lost due to leaky plumbing fixtures in seven days.

The display included two toilets, two faucets, and a showerhead, each slowly dripping. Over the course of the week, the fixtures leaked more than 200 gallons of water, enough to meet the Jobin's daily drinking water needs for a whole year!

To help prevent future leaks in the Jobin's house, the City of Phoenix replaced old fixtures with new WaterSense labeled toilets and faucets. These new high-efficiency fixtures will save them water and money in the future. The fixtures were generously donated by Ferguson, a WaterSense partner. In addition, EPA donated the water collected in the cistern to a company for use irrigating local businesses and schools.

Phoenix was an ideal community to launch the first annual Fix a Leak Week. In 2008, the Arizona Department of Water Resources won the WaterSense State Challenge, which challenged state governments to recruit utilities to join WaterSense. Arizona had impressive results by nearly quadrupling its original number of WaterSense utility partners.



City of Phoenix, and Ferguson, set up a demonstration project in the driveway of a homeowner.

### Fix a Leak Week Pledge

How long have you been ignoring that pitter patter coming from the shower? While leaks might sometimes seem like small problems, over time they can waste both valuable water resources and money. On average, a U.S. household can leak 11,000 gallons of water per year.

Household water leaks rob homeowners of 12 percent of their water bill through problems such as worn-out toilet flappers, dripping faucets, and leaking valves. In 2009, WaterSense initiated the Fix a Leak Week Pledge and asked for a commitment to repair some of these common household leaks. Homeowners across the country responded by pledging to fix leaks that totaled more than 5.5 million gallons of water! If everyone enforced their pledge that would be enough water to fill more than 550 backyard swimming pools!

## FIX A LEAK WEEK 2010

### Dallas Saves Over 2 Million Gallons!



The City of Dallas "Great Dallas Fix a Leak Roundup" gave residential water customers free WaterSense labeled products.

In order to identify the Fix a Leak Week 2010 spotlight community, WaterSense asked our partners to submit their best ideas in a competition for EPA co-sponsorship of their media event. EPA selected the "Great Dallas Fix a Leak Roundup." The City of Dallas operates a program that offers assistance with minor plumbing problems that may cause water waste and higher water bills. This program is offered to qualified low-income residential water customers and provides high efficiency toilets, showerheads and aerators in addition to making the repairs. In partnership with EPA, local plumbers, Kohler, Lowe's, and other organizations, Dallas cleared over 100 households from the program's waiting list.

### Highlights from Partner Events Nationwide:

At least 26 WaterSense partners around the country held events promoting Fix a Leak Week in their communities.

Here are a few highlights:

- The City of Greeley, Colorado held interactive workshops to teach residents how to find and fix common household water wasters such as dripping faucets, running toilets, and leaking showerheads.
- Milwaukee Metropolitan Sewerage District, Wisconsin, gave 18 classrooms the opportunity to learn the ABC's of saving water during Fix a Leak Week. Students followed the WaterSense Fix a Leak Week curriculum, a guide to teaching the importance of saving water by fixing leaks. Students also participated in an optional project about their Fix a Leak Week experience. The

resulting posters, video, and other artwork were displayed at a waterfront festival in Milwaukee.

- San Antonio Water System, Texas, challenged its local residents to check for leaks and answer questions about water savings in order to qualify for a free WaterSense labeled toilet. San Antonio residents also had the opportunity to earn a credit towards their water bill if they completed the utility's Fix a Leak Week checklist.
- As one of seven events they held nationwide, American Water teamed up with state officials and West Virginia's First Lady Gayle Manchin to educate students at J.E. Robbins Elementary School in Charleston about the importance of wise water use and finding and fixing household leaks.
- Built in 1668, the House of Seven Gables inspired Nathaniel Hawthorne to write his legendary novel by the same name and is the oldest surviving wooden mansion in New England. Local after-school programs joined EPA and the City of Salem to learn about finding and fixing leaks. A poster contest highlighting how water efficiency improvements and retrofits can be made to historic homes at a low cost was also part of the festivities.
- Cascade Water Alliance, Washington, mailed leak detection kits to 100,000 households, provided a public service announcement to local cable TV channels, and partnered with McLendon's and Sammamish Plateau Ace Hardware to offer rebates on water-efficient products.



West Virginia American Water, state officials, and West Virginia's first lady Gayle Manchin educated children at J.E. Robbins Elementary School in Charleston about the importance of finding and fixing leaks.



## FIX A LEAK WEEK 2011

### WaterSense Partners Help Spread the Word About Fix a Leak Week

Thanks to the outreach efforts of WaterSense partners across the country, more than 9.3 million people learned about Fix a Leak Week in 2011. Armed with information about finding and fixing household leaks, consumers were able to "check, twist, and replace" their way to water savings over the course of the week.

### Arizona Runners Chase Down Leaks



The Arizona Municipal Water Users Association (AMWUA), Arizona, took advantage of Arizona's mild spring weather and avid running community to craft an attention-grabbing event to host the national Fix a Leak Week kickoff for 2011.

Their hook? A professionally-timed race, lead by larger-than-life toilet mascot Leaky Loo McFlapper, to engage the community in a challenge to chase down and fix leaks.



The Arizona Municipal Water Users Association We're for Water 4-Mile Race with Leaky Loo McFlapper.

AMWUA also brought local media outlets on a tour of one of the most water-efficient homes in Phoenix, Arizona to reveal how simple projects can go a long way toward saving water and money. Homeowner Sean Pierce had transformed his home one repair at a time, fixing leaks and replacing fixtures when necessary. In doing so, he has saved about 40,000 gallons of water and about \$150 on utility bills per year.

### Partner Events from Around the Country

WaterSense partners held events in every corner of the country to promote Fix a Leak Week in their own communities. Here are a few highlights:



Katherine Yuhas (Albuquerque County Water Utility Authority) and Flo were interviewed at a Fix a Leak Week event by the local news.

- Flo, WaterSense's gallon-sized We're for Water campaign mascot, helped the Albuquerque-Bernalillo County Water Utility Authority in New Mexico promote Fix a Leak Week to residents.
- The Town of Cary, North Carolina, gave residents the chance to win WaterSense labeled toilets if they picked up and used free toilet leak detection kits. The town also sponsored workshops at local Lowe's and Home Depot stores.
- Cascade Water Alliance in Bellevue, Washington, mailed leak detection kits to its consumers.
- Flo made an appearance at the Cobb County Water System "Go Green and Save Green Workshop" in Marietta, Georgia.
- The Washington, D.C. Water and Sewer Authority hosted two consumer education events and distributed We're for Water "check, twist, replace" resource cards and faucet aerators.
- Austin Water (Texas) held a Fix a Leak Week community event at the local Home Depot with demonstrations and vouchers for free WaterSense labeled toilets.
- More than eight WaterSense partners issued Fix a Leak Week proclamations and earned media coverage for their efforts.

## FIX A LEAK WEEK 2012

### Events Around the World

EPA's fourth annual Fix a Leak Week, March 12 through 18, 2012, featured promotional and educational events across the country and virtual events across the Internet, all focused on encouraging Americans to find and fix household leaks. Fix a Leak Week 2012 also garnered significant media coverage—more than 500 broadcasts, articles, blog posts, and other "hits." WaterSense's first-ever Twitter party, held March 12, found the hashtag #fixaleak trending second in the United States that hour!

### Highlights

- For Fix a Leak Week 2012, Delta Faucet Company—in partnership with eight EPA Regional offices, Green Plumbers, United Way, Ronald McDonald House, other WaterSense Partners, and various water utilities and city governments fixed leaks in low-income households and community facilities in nine cities from coast to coast: Boston, Philadelphia, Atlanta, Chicago, Indianapolis, Dallas, Denver, San Francisco, and Seattle. Volunteers replaced leaky toilet flappers and installed WaterSense labeled faucet aerators and showerheads in more than 1,000 units, saving an estimated 7 million gallons of water per year.
- The New Mexico Office of the State Engineer launched a statewide media campaign featuring a "Bad Flapper" from the 1920's to help residents learn how to fix worn toilet flappers. The campaign included television commercials, "wanted" posters for hardware stores and customer service desks,

leak detection kits, and a local Fix a Leak Week website. Local utilities distributed materials and hosted events encouraging leak-fixing in five New Mexico cities featuring Flo, the We're for Water spokesgallon.



- Central Arkansas Water (CAW) offered free leak repairs for low-income customers identified through billing software, as well as free rain gauges and WaterSense labeled showerheads for customers who stopped by the utility offices. Local Home Depot stores hosted leak-fixing workshops. In partnership with the Arkansas Cooperative Extension service, the utility conducted home sprinkler audits and demonstrations of how to check sprinklers for leaks.
- The Public Service Commission of West Virginia organized a two-day event for fourth and fifth graders at Piedmont Elementary School in Charleston, West Virginia, to teach students about saving water. The West Virginia affiliate of American Water demonstrated how a small leak can lead to substantial water waste, and students learned how to be "Leak Detectives" in their own homes. Flo, the WaterSense spokesgallon, attended the event.
- Throughout March, Cary, North Carolina distributed dye tablets to help residents find silent toilet leaks. A Toilet Training Tutorial of common toilet leaks and tips for repairs was available online and at several community centers, and an interactive water conservation game taught kids about saving water.
- The Athens-Clarke County Water Conservation Office partnered with the University of Georgia Office of Sustainability with a "helping hands" approach to fixing leaks. Volunteers from Athens-area churches and faith-based student organizations at University of Georgia-Athens performed water conservation audits at churches, showed residents how to audit homes, and distributed free WaterSense labeled faucet aerators and other water-saving devices.
- Colorado Springs Utilities, Colorado celebrated Fix a Leak Week with programs throughout March, including a WaterSense labeled showerhead exchange event, and free WaterSense labeled faucet aerators in exchange for an old showerhead. Fix a Leak Week featured plumbing experts, free dye tabs, and a visit from the utilities' water mascot. A recycled toilet art exhibit in partnership with a local community

college highlighted a new toilet recycling program in the area.

- The Banks City Council, Oregon, issued a proclamation declaring Fix a Leak Week, and customers received a flyer about Fix a Leak Week in their February water bills. For customers who mentioned the flyer, select plumbers provided the first half hour of labor for free during that week. The city also distributed toothbrushes with WaterSense messages to elementary school students.
- The One for Water 4-Miler was the Arizona Municipal Water Users Association's second annual race to beat a running toilet. Leaky Loo McFlapper, the event's life-sized running toilet mascot, reminded participants to find and fix leaks. Following the race, a Family Fun Festival featured leak-fixing demonstrations provided by Lowe's.
- Irving Water Utilities, Texas, has an ongoing leak detection program that reads residential meters to identify leaks. Once a leak is detected, the homeowner can receive a free water audit. The city provides replacement toilet flappers and faucet gaskets at no cost, as well as instructions on how to install these replacements and make minor repairs.
- The City of Monroe Water System, Louisiana, has an ongoing repair program to help low-income residents identify and fix leaks. The water system has installed water meters and used leak detection features on its software to identify household leaks. Interactive workshops during Fix a Leak Week taught residents how to fix dripping faucets, running toilets, and leaking showerheads.



2011 Partner of the Year Delta Faucet, 2-time Partner of the Year Cobb County Water System and Green Plumbers teamed up to find and fix leaks in low-income households.

### A Texas Round Up of Events

The City of Laredo Utilities Department kicked off a new WaterSense labeled toilet rebate program during Fix a Leak Week. Qualifying customers receive up to two \$100 rebates for replacing old toilets with WaterSense labeled models. The Utilities Department also gave away a free water conservation kit to the first 1,000 customers. Allen, Texas, provided free toilet dye tabs to test for leaks and water efficiency educational materials to area fifth graders. Forney, Texas, celebrated Fix a Leak Week through a proclamation at the City Council meeting, advertising, a Landscape "Surviving the Drought" class, and door hangers for area homes. Dallas promoted the importance of fixing leaks through the Delta Faucet Company event and on the Save Dallas Water website, billboards, radio, and through the Lawn Whisperer campaign.

## Simple Steps to Big Savings



Drip. Drip. Drip. The average American household wastes more than 10,000 gallons each year from easy-to-fix water leaks—that's the amount of water needed to wash 270 loads of laundry. If that doesn't seem like a lot, consider that across the country, easy-to-fix household leaks can add up to more than 1 trillion gallons of water lost every year.

Fixing household leaks not only saves water but reduces water utility bills—by about 10 percent. Be for water and start saving today with three simple steps: Check. Twist. Replace.

Learn more about Fix a Leak Week and fixing leaks any time of year at [www.epa.gov/watersense/fix-leak-week](http://www.epa.gov/watersense/fix-leak-week).

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