

2016 WaterSense Accomplishments



2006

WaterSense Program Launch
WaterSense Labeled
Certification Programs

2007

WaterSense Labeled
Toilets, Bathroom Faucets
and Faucet Accessories



2008

1st WaterSense
Partner of
the Year Awards



2009

1st Annual Fix a Leak Week,
WaterSense Labeled
Flushing Urinals, Homes



2011

WaterSense Labeled
Irrigation Controllers



2012

WaterSense at Work
Best Management
Practices



2013

WaterSense Labeled Multifamily Homes,
Pre-Rinse Spray Valves

2010

WaterSense Labeled
Showerheads



2014

H₂Otel Challenge



2015

WaterSense Labeled
Flushometer-Valve Toilets

10 Years of Saving Water Together



2016

10 Years



WaterSense Turns 10

It started with a request in 2003 from more than 100 stakeholders, including manufacturers, retailers, water utilities, states, local governments, and non-governmental organizations. They saw a need for water efficiency in the face of growing population, infrastructure needs, increasing costs, and drought. In view of the successful ENERGY STAR® program, these stakeholders approached the U.S. Environmental Protection Agency to develop a similar public-private partnership program for water. In 2006, EPA launched the WaterSense program.



“Americans today are embracing products that are fuel-efficient and energy-efficient—and now there will be products that are water-efficient.”

—Stephen L. Johnson, former EPA Administrator

Together with its partners, WaterSense has helped to transform the marketplace for water-efficient products and services that use water indoors and out. This helps to conserve water resources and reduce water and wastewater infrastructure costs by helping communities provide safe water to a larger population without having to expand their infrastructure.

“WaterSense is the symbol for water conservation.”

—Shaw Air Force Base (South Carolina)

WaterSense Mission and Vision

Our **mission** is to:

- Transform the marketplace for products and services that use water
- Promote a nationwide ethic of water efficiency to conserve water resources for future generations and reduce water infrastructure costs

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.

Over the years, WaterSense has become a symbol of water efficiency and a trusted resource for both partners and consumers. This trust is built on the foundation of independent third-party certification of products, backed by the credibility of EPA. Consumers know that the WaterSense label provides added peace of mind that the products they purchase will perform as well as or better AND use at least 20 percent less water than standard models.

“It [the label] provides an easy-to-understand and uniform visual cue to consumers who are looking for water-efficient products.”

—Kohler Co.



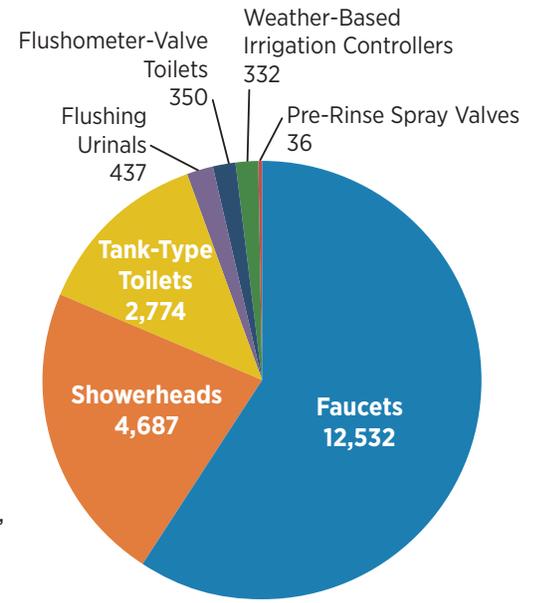
WaterSense is...

- ...a label for water-efficient products
- ...a resource for helping Americans save water
- ...a way to reduce water and wastewater infrastructure costs
- ...a catalyst for innovation in manufacturing.

WaterSense Labeled Products

In less than a decade, WaterSense has sparked market transformation across the United States and Canada for plumbing and irrigation products that save water, energy, and money. Since 2007, more than 21,000 product models of toilets, faucets, faucet accessories, showerheads, irrigation controllers, flushing urinals, and pre-rinse spray valves have earned the label by being tested and independently certified to meet EPA’s criteria for efficiency and performance. Better yet, products come in a variety of styles and price points that can meet design and cost needs.

More than 5,000 new models earned the label in 2016, and nearly 68 million individual WaterSense labeled products were shipped. Faucets and faucet accessories, such as aerators, are the leading labeled product, followed by showerheads and toilets. And for the first time in 2016, the flushometer-valve toilets found in commercial and institutional facilities could earn the WaterSense label; 350 models earned the label in 2016.

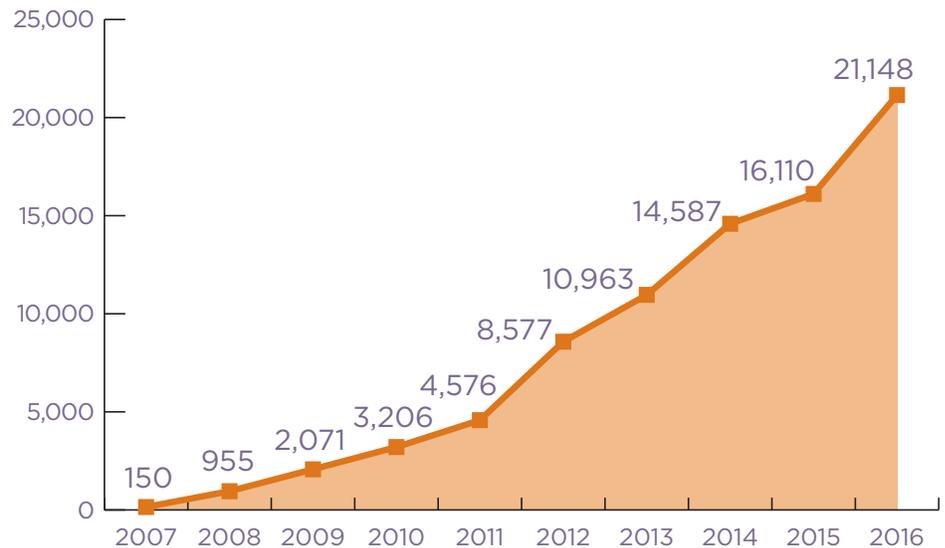


Labeled Models as of December 31, 2016

“WaterSense provides us with a performance-based standard to promote water efficiency and conservation throughout the United States.”

—Delta Faucet Company

Total WaterSense Labeled Product Models



WaterSense Labeled Programs

The WaterSense label was first earned in 2006 by certification programs that focus on water-efficient techniques and technologies, including those for certified irrigation system designers, auditors, and installation and maintenance professionals. Since then, thousands of pros have been certified and gained an edge in the competitive marketplace. To find an irrigation professional certified by a WaterSense labeled program, homeowners and businesses can use the Directory of Certified Professionals, which WaterSense launched in 2016 at www.epa.gov/watersense/find-pro.

Celebrating a **Decade** of **Save**

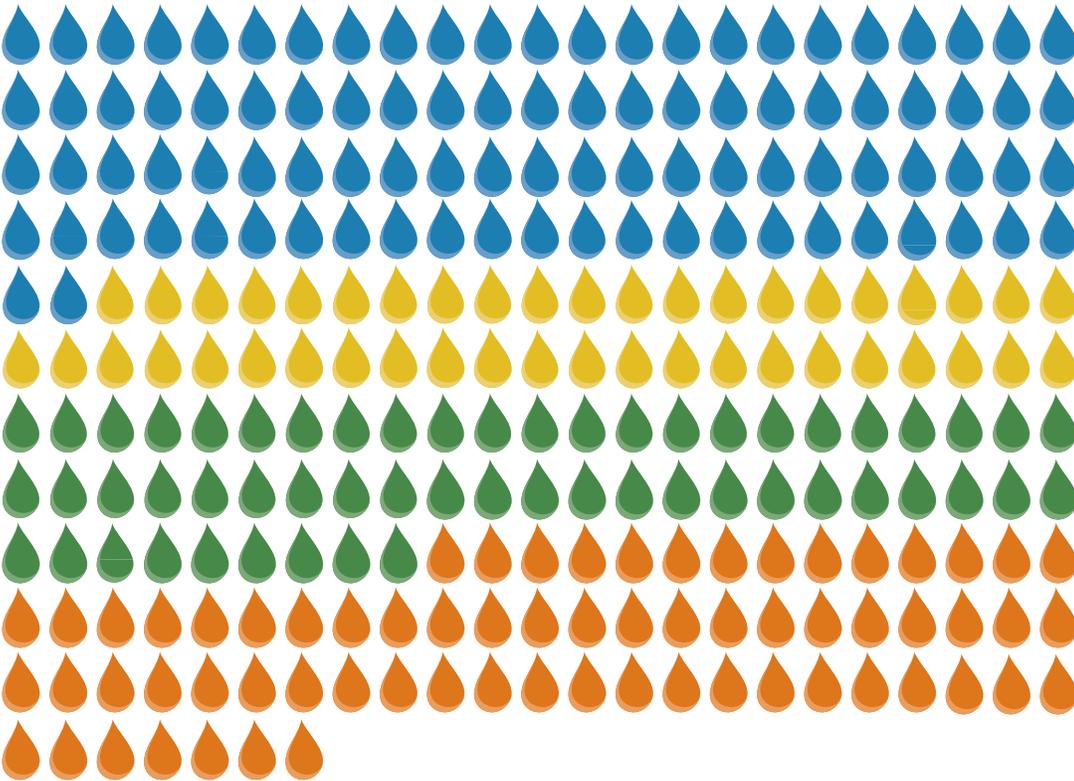
In addition to promoting innovation in plumbing and manufacturing design at all price points and styles, WaterSense is helping millions of consumers and businesses save water, energy, and money with high-performing products. More than 1,800 WaterSense partners create sustainable jobs for thousands of Americans, from delivering clean water to consumers and promoting water conservation to producing, promoting, and selling efficient plumbing fixtures. More than 2,600 certified professionals are designing, installing, maintaining, and auditing smarter irrigation systems.



WaterSense labeled products don't just save water—with their efficient design, they reduce the amount of energy needed to heat water used for cleaning up, washing dishes, showering, and shaving. And those savings add up to dollars saved on utility bills by consumers and businesses every month!



2.1 trillion gallons of water saved since 2006!



534 billion gallons saved in 2016

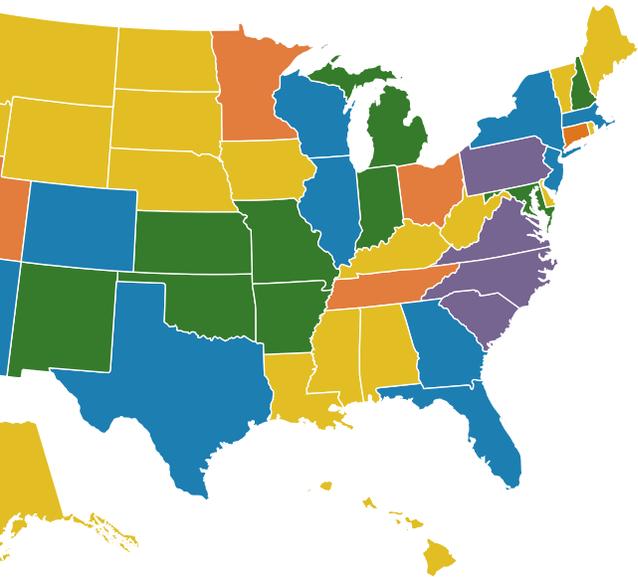
That's **more than** the amount of water used by **all** U.S. households **for 75 days!**



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Saving Water, Energy, and Money

WaterSense has more than **1,850** organizational partners...

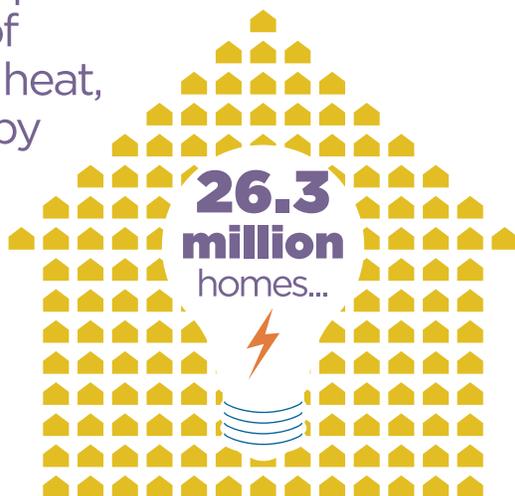


Partner Totals by State



...and more than **2,625** irrigation pros certified WaterSense labeled programs

WaterSense has helped reduce the amount of energy needed to heat, pump, and treat water by **284 billion** low watt hours, enough to supply a year's worth of power to more than



WaterSense Awards

Athens-Clarke County Public Utilities Dept.
American Standards Brands
The Home Depot
HydroPoint Data Systems
Kohler Co.
John Taylor
Brian Vinchesi
Murray City Corp.
Judy Benson
Ferguson
City of Charlottesville
Texas A&M AgriLife Research & Extension Center
Sonoma-Marín Saving Water Partnership
Moen Inc.
Colorado Springs Utilities
Cobb County Water System
Timothy Malooly

KB Home
Saving Water Partnership
Metro North Georgia Water Planning Dist.
The Toro Company
Citrus County Utilities
Christopher Curry

Delta Faucet Company
Irrigation Association
James City Service Authority
Cascade Water Alliance
Niagara Conservation Corporation

Energy Inspectors Corporation
Lowe's Companies, Inc.

WaterSense recognizes partners that go above and beyond to advance and promote WaterSense and water efficiency through its annual awards program. Since 2008, 55 partners have been recognized—some multiple times. In 2016, the program gave nine Excellence, seven Partner of the Year, and four Sustained Excellence awards. These Sustained Excellence Award winners have demonstrated commitment to WaterSense for multiple years: Kohler Co., a four-time winner; and Delta Faucet Company, The Home Depot, and KB Home, which have each received the honor twice. Sustained Excellence awardees and all Partners of the Year since 2008 are shown above, with 2016 winners in orange.



...and **saving consumers** **\$46.3 billion** in water and energy bills

Saving in Homes



WaterSense labeled homes are designed for water efficiency and performance, making it easy for homeowners in single- or multi-family homes to save water, energy, and money. Two-time WaterSense Sustained Excellence winner KB Home continues to lead the way in building WaterSense labeled homes, completing 265 in 2016 alone, including an entire community in West Covina, California (pictured at left).

With water-efficient showerheads, ENERGY STAR certified appliances, and efficient hot water distribution systems that decrease the time it takes to deliver hot water, WaterSense labeled homes save both water and energy. To bring this energy and water savings to residents of apartments and condominiums, WaterSense and ENERGY STAR initiated work on a water benchmarking score for multi-family homes in 2016.

Saving Outdoors

To help reduce outdoor water waste, WaterSense promotes three “Ps”—products, practices, and people. Designing water-smart landscapes that are well-suited for the local climate, installing WaterSense labeled irrigation controllers, and hiring irrigation professionals certified by WaterSense labeled programs help reduce peak water demand and stress on existing water supplies in summer and year-round.

In 2016, a new #WaterSavingYard EPA Pinterest board showed ways to be water-smart outdoors by including native plants and grouping plants by water needs. In 2016, the number of WaterSense labeled weather-based irrigation controllers grew to 332, a 63 percent increase from the previous year. New, innovative models allow users to adjust their systems simply by opening an app on their smartphone. WaterSense also released a draft specification for pressure-regulating spray sprinkler bodies for public comment in 2016 and began a joint webinar series with the Alliance for Water Efficiency on a range of outdoor water efficiency topics.



Saving for Business



WaterSense provides commercial and institutional (C&I) facility managers, building owners, and designers with a variety of resources to help them save water, energy, and operating costs. In 2016, WaterSense coordinated with ENERGY STAR on a series of webinars focused on different aspects of commercial water use and efficiency, called “Tackling WaterSense.” These recorded webinars, best management practices, and case studies are available on the WaterSense website to help facilities be more water-efficient.

“I teach a community college class on water supply, and the (C&I) case studies that WaterSense collected are very useful.”

—Castaic Lake Water Agency (Santa Clarita, California)

WaterSense and Partner Campaigns

In addition to labeling products, homes, and programs, WaterSense partners with utilities, retailers, and other organizations to educate the public about ways to reduce water use by providing the framework, tools, and topics for educational campaigns. Following are just a few of the efforts undertaken in 2016:

- **Fix a Leak Week:** During the third week of March, WaterSense partners across the country encouraged consumers to be “leak detectives” and chase down the more than 1 trillion gallons of water wasted through leaks.
- **Sprinkler Spruce-Up:** During the first weekend in May, partners promoted the WaterSense message to inspect, connect, direct, and select their way to a more efficient landscape irrigation system.
- **Go With a Pro:** EPA reminded consumers and organizations to select a professional certified by a WaterSense labeled program with a series of graphics and an animated video. Colorado Springs Utilities’ Water Smart Landscaper ProSeries, for example, trained landscapers while introducing and promoting WaterSense.



Chasing Leaks 5K Run/Walk in Fort Worth, Texas



Athens-Clarke County, Georgia, Sprinkler Spruce-Up promotional material



Niagara Conservation Corporation's drought billboard

- **When in Drought...or Not:** WaterSense materials and video demonstrated how to make every drop count in California and other areas impacted by drought. Manufacturer partner Niagara Conservation Corporation’s #WhatTheFlush campaign encouraged the switch to WaterSense labeled toilets.
- **Shower Better:** During Shower Better month in October, the states of Georgia and Virginia provided a statewide sales tax holiday on all WaterSense labeled products, giving consumers a double win on water and energy savings.



Metropolitan North Georgia's Showering Better video

“We couldn’t do what we do without WaterSense.”

—City of Atlanta Department of Watershed Management

Spreading the Word

In 2016, WaterSense received 3 billion media impressions with a corresponding ad value of \$3 million. More than half of the program’s media hits mentioned the WaterSense label, helping to spread the word to look for and find WaterSense labeled products while increasing consumer awareness of the brand. Consumers searched more than 100,000 times for WaterSense labeled products through the program’s product search tool. WaterSense was mentioned in the *Chicago Sun-Times* and magazines, *Money* and *Consumer Reports*, just to name a few.

13,984 MEDIA HITS

3 BILLION
MEDIA IMPRESSIONS

\$3 MILLION AD VALUE

8,616 MEDIA HITS
MENTIONING WATERSENSE LABEL

WaterSense for the Future

If you're new to the program or want to become WaterSense-savvy, remember these points:

- WaterSense is both an informational resource and a label for products that are independently certified to use at least 20 percent less water and perform as well or better than standard models.
- WaterSense is a voluntary partnership program that works with thousands of organizations to promote innovation, jobs, and savings from water-efficient products, homes, and programs.
 - Our utility and promotional partners use WaterSense campaigns and communications to enhance their water conservation efforts and reduce the need for infrastructure investments.
 - Our manufacturer partners research, develop, and create products that save Americans water, energy, and money.
 - Our retail partners promote and discount WaterSense labeled products and educate customers about the value of water efficiency.
 - Our builder partners construct the smart homes of tomorrow that are certified to save water inside and out.
 - Our organizational partners educate and certify professionals on water-saving irrigation technologies and techniques.
 - Facility owners, operators, and designers can have *WaterSense at Work* with the program's commercial and institutional best management practices.



“We see such value in the WaterSense mark that we have moved to 100 percent WaterSense labeled toilets, lavatory faucets, and showerheads in our 1,978 U.S. stores.”

—The Home Depot

What's **Next**?

In 2017, WaterSense is focused on product labeling in two new product categories—pressure-regulating sprinkler bodies and bath and shower diverters. When spray sprinklers operate under higher-than-normal pressure, they can waste large amounts of water, but regulating the pressure can save water in landscape irrigation systems. Because the diverters that switch water from the tub spout to the showerhead can also leak large amounts of water, WaterSense is looking into labeling these products to minimize water waste. In the multi-family housing arena, the program is looking to develop a water-use benchmark for these buildings in conjunction with the ENERGY STAR program. Stay tuned for more savings opportunities!



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