



Every drop counts.

Sylvia Bienzle
EPA Region 8



Climate Change and Water

- Potential Regional Impacts
 - Changing precipitation patterns and distribution
 - Shrinking snowpacks, glaciers, reservoirs
 - Increasing stormwater runoff, water quality hazards
 - Rising sea levels, saltwater intrusion
- Consequences
 - Decreasing freshwater supplies
 - Increasing demands (e.g., landscape irrigation)
 - Increasing stress on wastewater and stormwater infrastructure





Preserving America's Water

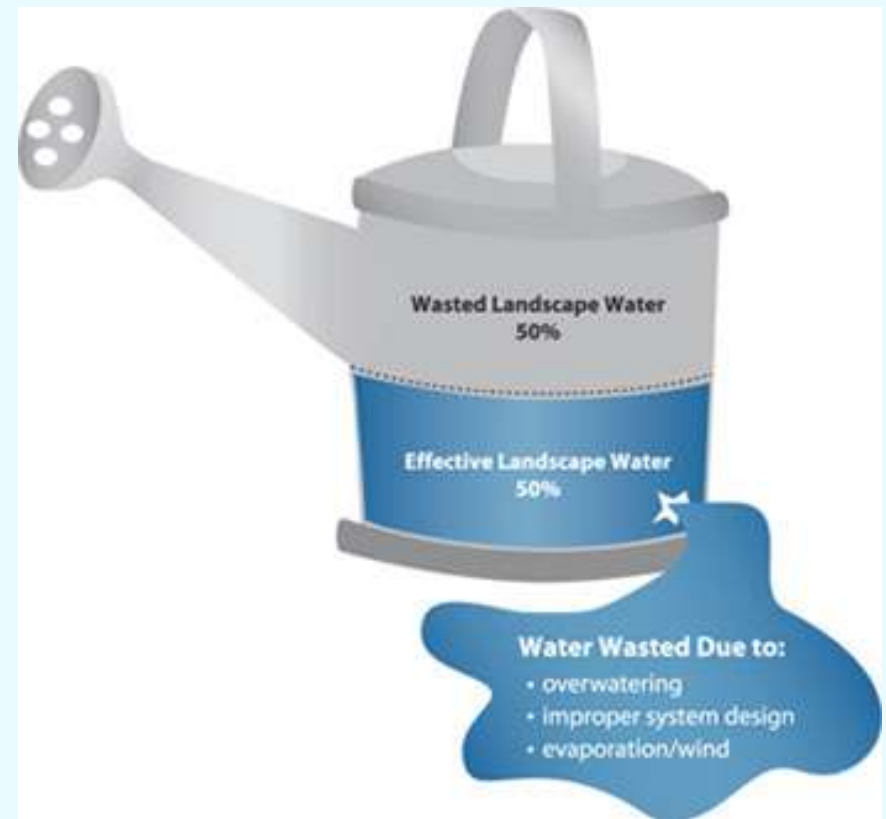
- U.S. population has increased
- Demand on public supply systems more than tripled
- GAO Survey shows States anticipating water shortages by 2013





Home Water Efficiency

- General Use of Water
- Efficient Indoor Use
 - Toilets
 - Faucets
 - Showerheads
- Efficient Outside Use
 - Landscape
 - Irrigation





What is EPA's WaterSense



- Voluntary partnership program launched in 2006
- Help consumers identify products that save water and perform well.
- Labels products that use less water
- Backed by EPA's efficiency and performance criteria
- Independently certified
- Nearly 2,000 partners as of August 2010
- More than 2,700 labeled products



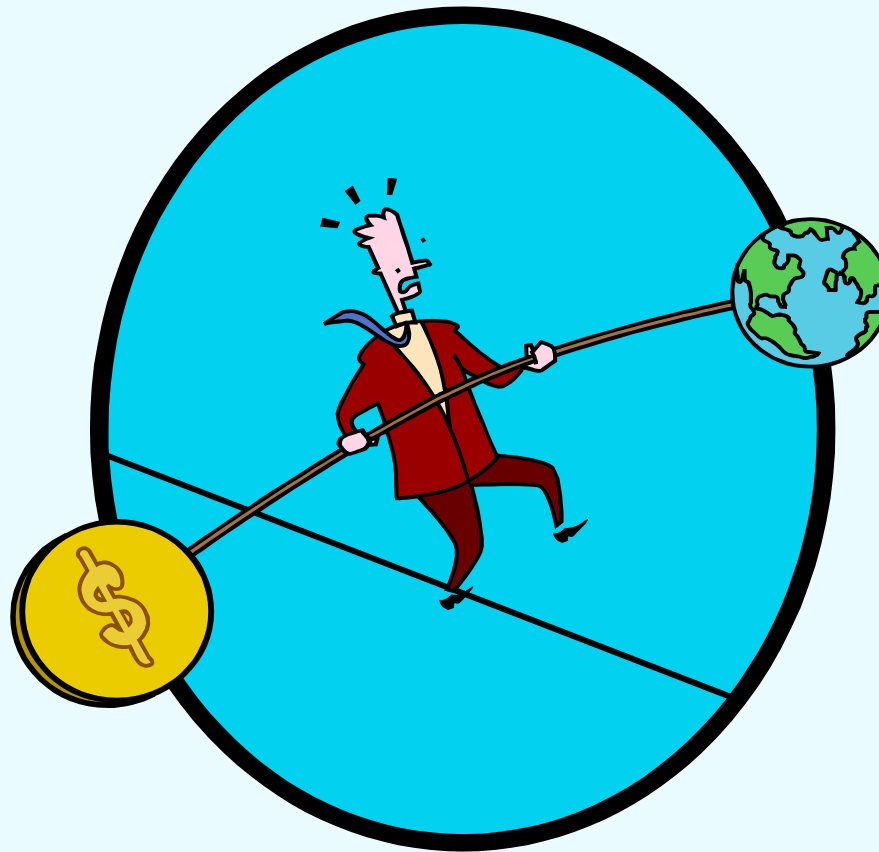
WaterSense Labeled Products

- WaterSense currently labels
 - 600 labeled toilets
 - 1,900+ labeled faucets
 - 199 labeled showerheads
 - 40+ labeled flushing urinals
- Independent certification
 - To earn the WaterSense label, products must pass independent, third-party testing
- Find products
 - www.epa.gov/watersense





WaterSense Labeled Product Benefits





Labeled Products and Services

	<i>Complete</i>	<i>2010/2011</i>	<i>2011 and Beyond *</i>
<i>Irrigation</i>	<i>Professional Certification Programs</i>	<i>Irrigation Controllers</i>	<i>Irrigation Sprinklers Moisture Sensors Drip/Micro Technology</i>
<i>Residential Plumbing</i>	<i>Toilets Faucets Showerheads</i>	<i>Water Softening Systems</i>	<i>Water Treatment Systems</i>
<i>Commercial Plumbing</i>	<i>Urinals</i>	<i>Pre-rinse Spray Valves</i>	<i>Flushometer Valve Toilets Food Disposals</i>
<i>Other</i>	<i>New Homes</i>		<i>Autoclaves Glassware Washers Additional Professional Certifications</i>

* Future-Based on budget and availability of data



WaterSense Partnerships

<i>Promotional Partners</i> -Utilities -Government -Nonprofit Organizations	<ul style="list-style-type: none">▪ Promote WaterSense labeled products and practices to customers▪ Promote the concept of water efficiency and value of water▪ Offer incentives such as rebates for WaterSense labeled products (utilities)
<i>Manufacturers</i>	<ul style="list-style-type: none">▪ Manufacture WaterSense labeled products and promote them
<i>Professional Certifying Organizations</i>	<ul style="list-style-type: none">▪ Sponsor and promote professional certification programs that highlight water efficiency (currently only irrigation)▪ Encourage certified individuals to become WaterSense partners
<i>Irrigation Partners</i>	<ul style="list-style-type: none">▪ Promote WaterSense labeled products▪ Provide water-efficient services
<i>Builders</i>	<ul style="list-style-type: none">▪ Construct WaterSense labeled new homes
<i>Retailers/Distributors</i>	<ul style="list-style-type: none">▪ Stock, promote, and sell WaterSense labeled products



WaterSense Irrigation Partners

WaterSense Labeled Programs

- IA Certified Irrigation Contractor (CIC)
- IA Certified Irrigation Designer (CID)
- IA Certified Landscape Irrigation Auditor (CLIA)
- IA Certified Golf Irrigation Auditor (CGIA)
- North Coast's Qualified Water-Efficient Landscaper
- Rain Bird Certified Residential and Light Commercial Irrigation Installer program
- California Landscape Contractors Association's Certified Water Management Program



WaterSense Irrigation Partners

(have completed certifications listed above)

- More than 1,000 irrigation partners by August 2010
- Hiring a WaterSense irrigation partner can help reduce landscape water use



WaterSense Labeled New Homes

- Specification released in December 2009.
- WaterSense labeled new homes help homeowners save:
 - About 10,000 gallons each year
 - Enough energy to run their television for four year
 - Between \$100 to \$200 on utility bills





WaterSense Labeled New Home Specification

- **Indoor**
 - Plumbing fixtures
 - Hot water distribution
 - Appliances (if installed)
 - Other equipment (if installed)
- **Outdoor**
 - Landscape design: 2 options
 - Irrigation (if installed)
- **Homeowner Education**
 - Homeowner's manual





2009 Accomplishments

- In 2009, WaterSense labeled products helped consumers save:
 - 36 billion gallons of water
 - \$267 million in consumer water and sewer bills
 - 4.9 billion kilowatt-hours of electricity
 - 1.75 million metric tons of carbon dioxide
- Partnership grew to more than 1,500
- Labeled products grew to more than 2,000



We're for
WaterSM Campaign

- New consumer campaign launched summer 2010
- Cross-country road trip and water-saving competitions
 - Flo, the campaign “spokesgallon,” traveled from Los Angeles to New York
- Educates consumers on simple changes they can make at home to save water
 - **Check** toilets for silent leaks
 - **Twist** on a WaterSense labeled faucet aerator
 - **Replace** an inefficient showerhead with one that’s WaterSense labeled





Upcoming Activities

- WSI Conference, Las Vegas, NV – Oct 5-8
 - 2010 WaterSense Partner of The Year Awards
- Ongoing Facebook and Twitter Updates
- Webinars
- Partner Outreach
- Fix a Leak Week
 - March 14-20, 2011



For More Information

WaterSense Information

- Web site: www.epa.gov/watersense
 - List of products
 - Partnership information
 - Educational fact sheets and resources
- E-mail: watersense@epa.gov
- Toll-free Helpline: (866) WTR-SENS





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