

# This presentation premiered at WaterSmart Innovations

[watersmartinnovations.com](http://watersmartinnovations.com)





Every drop counts.  
WaterSmart Innovations  
October 8, 2009

Stephanie Thornton  
Alicia Marrs



# Agenda

- Intro to WaterSense
- WaterSense Partner of the Year Awards
- 2009 Partners of the Year
  - Cobb County Water District
  - James City Service Authority
  - Kohler Co.
  - Lowe's, Inc.
  - Brian Vinchesi
- Contact Information



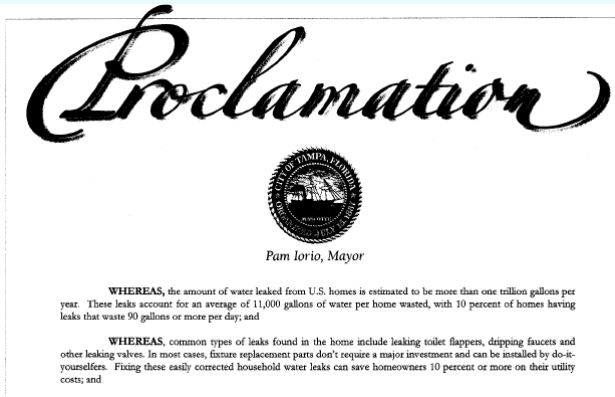
# What Is WaterSense?



- Voluntary partnership program launched by EPA in 2006
- Simple way for consumers to identify products that save water and perform well
- Labels products that use 20 percent less water
- Backed by EPA's water efficiency and performance criteria
- Independently certified products
- Nearly 500 organizations and utilities, 90+ manufacturers, 100+ retailers and distributors, and 5 certifying organizations joined as WaterSense partners, as of August 2009



# Partner Highlights



**Fix a Leak Week Proclamations**



**Cascade Water Alliance PSA**



**Georgia Sales Tax Holiday**



*Photo by Deirdre Eitel/Bozeman Daily Chronicle*

**Greater Gallatin Toilet Trade Out**





# WaterSense Partner of the Year Awards

EPA launched the WaterSense Partners of the Year awards program in early 2008 to recognize WaterSense partners who:

- Help advance the overall mission of WaterSense
- Increase WaterSense brand awareness in a measurable way
- Demonstrate overall excellence in the water-efficiency arena



When Every Drop Counts  
We Count on Our Partners.

The U.S. Environmental Protection Agency is pleased to honor our first-ever WaterSense® Partners of the Year in the following categories:

Manufacturer: Kohler Co.  
Retailer/Distributor: Ferguson  
Irrigation Partner: Timothy Malooly  
Promotional Partner: The Saving Water Partnership  
Seattle and 17 Participating Local Water Utilities



WaterSense and its partners are working to protect water supplies for future generations by offering simple ways to identify water-saving products and practices.





# Award Eligibility

In 2009, partners were eligible to apply for a WaterSense award if they:

- Joined the program prior to January 1, 2009
- Submitted annual data (except irrigation partners)
- Submitted an awards application by April 17, 2009



# Application Process

The application process is straightforward:

1. Once the nomination period is open, download the WaterSense Awards Application materials from the WaterSense Web site:  
[www.epa.gov/watersense/awards](http://www.epa.gov/watersense/awards)
2. Submit annual reporting form
3. Complete the brief application form
4. Compose a written statement addressing the evaluation criteria, including:
  - Education and outreach activities
  - Measurable results
  - Consumer incentives
  - Strategic collaboration
5. Compile supporting materials
6. Submit 2 copies of the complete award application package postmarked no later than the closing date (or submit via e-mail)





# Evaluation Criteria

All Partner of the Year awards applications are evaluated based on the following universal criteria:

- Use & visibility of WaterSense marks
- Strategic collaboration
- Promotional, educational, and outreach activities



# Evaluation Criteria by Sector

- **Manufacturers:**
  - Labeled products in the marketplace
  - Promotional efforts
  
- **Retailers/Distributors:**
  - Bring products to consumers
  - In-store/showroom promotional activities
  
- **Promotional Partners:**
  - Education and outreach activities
  - Incentive programs
  
- **Irrigation Partners:**
  - Water efficient practices in design, maintenance, and auditing of irrigation systems



# Tips and Suggestions

- Address as many of the criteria as you can
- Submit supporting materials
- Provide measurable or quantifiable results
- Highlight collaborative activities with other WaterSense partners
- Organize your written statement to align with the evaluation criteria
- **Show off! Don't leave anything out!**



# Learn from the Experts!

## **2008 Promotional Partner of the Year:**

- The Saving Water Partnership

## **2008 Manufacturer Partner of the Year:**

- Kohler Co.

## **2008 Retailer/Distributor Partner of the Year:**

- Ferguson

## **2008 Irrigation Partner of the Year:**

- Timothy Malooly





# Announcing...2009 WaterSense Partners of the Year

## **2009 Promotional Partners of the Year:**

- Cobb County Water System
- James City Service Authority

## **2009 Manufacturer Partner of the Year:**

- Kohler Co.

## **2009 Retailer/Distributor Partner of the Year:**

- Lowe's Companies, Inc.

## **2009 Irrigation Partner of the Year:**

- Brian Vinchesi





**Cobb County, GA**  
**2009 Promotional Partner of the Year**



# Let's Talk Toilets

- 2 Prong Rebate Program - \$50.00 Approved 1.6 GPF / \$100.00 WaterSense Labeled HETS
  - Established November 1, 2007
  - \$526,440 Expended So Far
  - 5,137 – 1.6 GPF
  - 2,689 – WaterSense Labeled Toilets
- WaterSense Sales Tax Holiday
- Adoption of Regional Program for 4 Million Citizen Service Area
- WaterSense Labeled Products Carried at every major retailer



# It's All About Our Partners

- **Green Industry**
  - Promote WaterSense Certifications
  - Build toward support for an IA training Class
- **GreenPlumbers USA**
  - Partnered with Other Utilities
  - Educated Plumbers on Programs and WaterSense
  - Have been able to continue the relationship
- **Retailers**
  - Promoting the Products and Programs







# Garnering Support

- Cobb County Encouraged Other Utilities to join.
  - Presentations at Planning Meetings
  - Industry Conferences
  - Informal Meetings
- National Partner Challenge
  - Cobb County Worked with State EPD
  - Met with utilities
  - Made calls
- Incorporate WaterSense and the logo into every civic presentation



# Tool for the Future

## ■ Development

- Model Development will use all WaterSense Technology available at time of build
- WaterSense Certified Irrigation Professionals must install system
- Utilized draft WaterSense Homes criteria as guide for project

## ■ Planning

- Helped to get WaterSense Certification into the Water Conservation Implementation Plan
- Get WaterSense labeled products into the Metro District Water Supply Plan



# Special Opportunities

- Active Participation in Partner Calls
- Worked with WaterSense on media events and outreach
- Submit comments on drafts specs
- Speak with other jurisdictions around the country about our efforts
- Provide materials to other WaterSense Partners to promote events and programs



# **James City Service Authority Promotional Partner of the Year**



## Promotional Efforts

- Serves approximately 46,000 people
- Only small utility in Hampton Roads, VA region to offer water conservation rebates
  - Provides wide variety of rebates, including:
    - WaterSense labeled toilets
    - Rain sensors
    - Rain barrels
    - “On-demand” hot water recirculators



## Promotional Efforts

- In 2008, expanded suite of rebates to include water-efficient landscapes
  - Customers receive \$500 rebate for hiring WaterSense irrigation partner to design, install, or audit their water-efficient irrigation system





# Promotional Efforts

- **Outdoor water use education:**
  - Established “Let’s Be Water Smart” campaign to educate consumers
  - Joint effort by 35 builders, developers, contractors, irrigation specialists, landscape designers, and landscapers
- **Indoor water use education:**
  - Partnered with James City County Citizens’ Coalition to educate consumers
  - Encouraged plumbers and retailers to provide discounts on the sale and installation of WaterSense labeled toilets



# **Kohler Co.**

## **Manufacturer Partner of the Year**





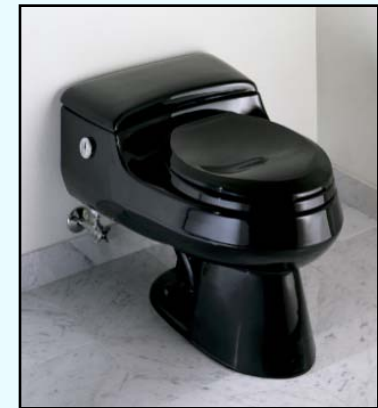
# 2007 Projects

- Initial Press release
- 32 articles, 4 TV spots;  
>\$200k media value
- New products
- Website
- *Grand Canyon Adventure*  
sponsorship
- Charmin Holiday Restrooms



**KOHLER Persuade™  
Dual Flush Toilet**

**KOHLER San  
Raphael™ Pressure  
Lite 1.0 gpf Toilet**



***Barrington 1.1 gpf Toilet featured in  
Charmin Holiday Restroom, Times  
Square, NYC***





# 2008 Projects

- IMAX events
- Retail workshops
- New products
- Website upgrades
- Local promotions
- WaterSense New Homes pilot
- Media



**G2T2** Be a part of the  
Greater Gallatin  
Toilet Tradeout!

**KOHLER Cimarron™  
Class 6 HET**



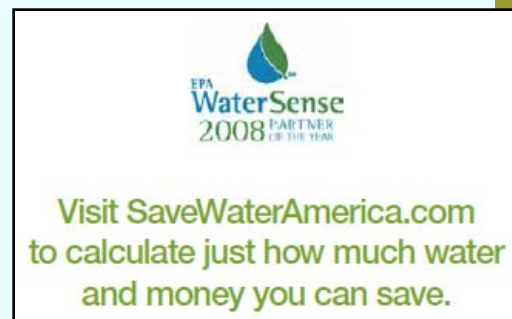


# Media

- Initial Press release
- Over 50 articles; 3.2 million media impressions
- Use in sales literature
- Use in showrooms
- [www.savewateramerica.com](http://www.savewateramerica.com)



**Ed Del Grande**





# Save Water America Events

- Partner with local water utility and Kohler distributor
- One-day general consumer event and sale
- Over 40 events in 2009



**SWA—Portland, OR**



**SWA—Waukesha, WI**



# Internal Marketing

- Capsule and PEOPLE articles
- Recognition for marketing team
- Recognition for product development teams





# KOHLER Products

- Toilets
  - 19 labeled models (Kohler and Sterling brands)
- Faucets
  - 121 labeled models
- Urinals
- Showerheads
- Find Products
  - [www.epa.gov/watersense](http://www.epa.gov/watersense)
  - [www.kohler.com/savewater](http://www.kohler.com/savewater)



***KOHLER Symbol™ 1.5 gpm faucet***



***KOHLER Saile™ Dual Flush Toilet***





# WaterSense® Program: Overview



In 2008, Lowe's . . .

- Incorporated the WaterSense brand into corporate strategies
  - Lowe's Efficient Home
- Increased the selection of WaterSense labeled products in stores
- Enhanced consumer awareness through marketing, advertising, media outreach
- Educated employees on the WaterSense program and its benefits





# WaterSense® Program: In Store

Signs and point of purchase materials to educate customers

1650+ stores across the U.S.

More than 14 million customers per week in store

**Kelston™**
**KOHLER.**

<b>Flush power Best</b>  <b>Índice de descarga Excelente</b>	<b>Save Water, Save Money</b> Uses 63% less water*  <b>Ahorra agua, ahorra dinero</b> Usa hasta 63% menos de agua*	<b>Toilet shape Elongated</b>  <b>Forma del inodoro Alargado</b>	<b>Height Chair Height</b>  <b>Altura Altura de silla</b>
--	--	--	---

**What's included:** Tank, Bowl, Seat, Wax ring & bolts  
**Overall dimensions:** 16 3/4 in. w x 30 1/2 in. h x 30 in. d  
**Rough-in dimensions:** 12 in.

**look for**

**Save Money and Water with High Performance Flush**

- Use up to 63% less water with improved flushing power\*
- Save up to \$90 a year on your utility bill\*

\*Based on information from U.S. Environmental Protection Agency (EPA)

**Ahorre agua y dinero con una descarga de alto rendimiento**

- Utiliza hasta un 63% menos de agua gracias al índice de descarga mejorado\*
- Se paga solo en aproximadamente dos años\*

\*Basado en información suministrada por la Agencia de Protección Ambiental de Estados Unidos (EPA)

**LOWE'S efficienthome**  
Life Time Smartest Choice  
 YOUR WATER AND ENERGY SAVING GUIDE

65

COMMON WATER AND ENERGY DRAINS

+

money-saving solutions

free

**Your Bathroom**

Water conservation, digital fans, Bluetooth showers, toilets and sinks account for 70% of your home's water usage. Smart choices can help save on your water bill, while also protecting America's most precious natural resource.

**WaterSense**

Look for the WaterSense logo on toilets, showers, faucets, and sinks. WaterSense products use up to 63% less water than standard products.

**Light**

Light-colored walls and ceilings reflect light, reducing the need for artificial lighting.

**Smart Faucets**

Smart faucets use motion sensors to turn water on and off, saving water.

**Bluetooth Showers**

Bluetooth showers allow you to control water temperature and flow from your smartphone.

**Microspare**

Microspare faucets use a micro-spacer to reduce water flow, saving water.

PRICE STICKER

Fairfax  
101947

**8"**

**Installs on 8 inch spread sinks**

Se instala en fregaderos con mezcladora de 8" (20,3 cm)

**Uses up to 32% less water**

Usa hasta 32% menos de agua

**+**

**Additional finishes available\***

Acabados adicionales disponibles\*

\*Not all items available in all finishes. See sales associate for details.  
\*No todos los artículos están disponibles en todos los acabados. Consulte con un asociado de ventas para más información.

Recorder: 570020  
FP00034276

# WaterSense® Program: Print



### water conservation is easy

Save up to 30% less water

**\$58 MOEN**  
Caldwell® Chrome Bath Faucet  
\*1-year limited warranty  
#1234567

Save 20% less water

**\$118 MOEN**  
Murdock® Chrome Brushed Nickel Bath Faucet  
\*1-year limited warranty  
#1234567

Save water  
According to WaterSense, upgrading to WaterSense faucets can save the average homeowner 1,120 gallons of water every year.

**10% off ALL WATERSENSE FAUCETS**  
Discount taken at register. Offer valid 9/28/08 - 10/5/08. See store for details. Prices shown do not reflect discount.

**DELTA**  
\$34.98  
Chrome Water Amplifying Showerhead  
\*1-year warranty  
#1234567

Hard to say who will be more impressed. Your houseguests or your meter reader.

With Lowe's WaterSense®-approved bathroom faucets, you can save water and money without sacrificing style. For everyday low prices on faucets in today's fashionable finishes, along with more WaterSense® solutions, visit your nearest store at [Lowe.com/Bath](http://Lowe.com/Bath).



©2008 The Home Depot. All rights reserved. Lowe's and the Lowe logo are registered trademarks of THE HOME DEPOT. \*Based on a registered trademark of the U.S. Environmental Protection Agency.

### SELECT ENERGY STAR® AND WATERSENSE PRODUCTS

# TAXFREE

GEORGIA STATE TAXES ONLY OCTOBER 2-5, 2008

**\$88 KOHLER**  
Fairfax® Polished Chrome Bath Faucet  
\*1-year limited warranty \*All-metal construction #1234567

**\$98 MOEN**  
Caldwell® Brushed Nickel Bath Faucet  
\*1-year limited warranty \*High-arc spout \*All-metal construction #1234567

**10% off ALL WATERSENSE FAUCETS**  
Discount taken at register. Offer valid 9/28/08 - 10/5/08. See store for details. Prices shown do not reflect discount.

**Reduce your water and energy bills with WaterSense faucets.**  
By installing WaterSense bath faucets, the average household can use up to 32% less water each year. And at Lowe's, you'll find a great selection of WaterSense faucets in stock to match any style.

**LOWE'S GEORGIA STATE TAXFREE EVENT OCTOBER 2-5, 2008**

## 10% off all WaterSense faucets

Offer valid 9/28/08 - 10/5/08. Discount taken at register. See store for details.

**\$118 KOHLER**  
Fairfax® Chrome Bath Faucet  
\*1-year limited warranty \*All-metal construction #1234567

**\$148 MOEN**  
Murdock® Chrome Brushed Nickel Bath Faucet  
\*1-year limited warranty \*High-arc spout \*All-metal construction #1234567

**\$138 KOHLER**  
Murdock® Chrome Bath Faucet  
\*1-year limited warranty \*All-metal construction #1234567

**\$148 MOEN**  
Murdock® Chrome Brushed Nickel Bath Faucet  
\*1-year limited warranty \*High-arc spout \*All-metal construction #1234567

### drain cleaning

**\$2.25**  
Zet-It® Drain Cleaning Tool  
\*Clears clogs  
#1234567

**\$9.95**  
Drain-Aid® Drain Cleaner  
#1234567

**\$20.95**  
1/2" x 20' Power Drain Auger  
\*Clears out small and medium household drains #1234567

**\$24.95**  
1/2" x 3' Maintenance Grade Toilet Auger  
\*Best to clear clogged toilets #1234567

### pipe wrap

**\$1.64**  
Fiberglass Thermal Insulation  
\*1/2" x 12' x 48' roll #1234567

**\$3.97**  
Self-Sealing Pipe Insulation  
\*1/2" x 12' x 48' roll #1234567

**\$1.25**  
Polypropylene Thermal Insulation  
\*1/2" x 12' x 48' roll #1234567

**\$1.25**  
Vapor Barrier Pipe Insulation  
\*1/2" x 12' x 48' roll #1234567

**\$6.12**  
Fiberglass Duct Wrap  
\*1/2" x 12' x 48' roll #1234567

**\$3.61**  
Self-Adhesive Full and Foam Pipe Insulation Tape  
\*1/2" x 12' x 48' roll #1234567

**LOWE'S EVERYDAY LOW PRICES GUARANTEED**

- ### Print executions:
- Magazine ads
  - Circulars
  - Local tax-free event ads



# WaterSense® Program: Online

www.lowes.com/efficienthome



**LOWE'S**  
Let's Build Something Together™

\$4.99 Parcel Shipping at Lowe's.com on Orders \$99 and Above.

MY STORE **Central Charlotte, NC**

Keywords or Item# Search Sign up for Lowe's email updates you@email.com

Shop by Department Shop by Room Special Offers Gift Center How-To For Your Business Help

**WaterSense**  
Meets EPA Criteria

**A New Way to Save**  
Find a variety of products that help you save more energy, water and money.  
Learn More ▶

**Shop Lowes.com** EfficientHome | Back to Home

Home Audit Tool Save Energy Save Water

**Ask the Experts**

**WaterSense®** Ask the Experts

**Ask the Experts:**  
**Stephanie Thornton, EPA's WaterSense® Program**

Stephanie Thornton manages partner support for the WaterSense program and works closely with retail and manufacturer partners to promote WaterSense labeled plumbing products. Stephanie has been with WaterSense since its inception and holds a degree in Political Science from Ohio University.

**Q Stephanie, it doesn't seem like my area has any problems with water supply. Why should I care about water efficiency?**

**A** Though it might not be obvious everywhere, across the country, our growing population is putting stress on available water supplies. Between 1950 and 2000, the U.S. population nearly doubled. However, in that same period, public demand for water more than tripled! There's a reason that water has become a national priority. A recent government survey showed at least 36 states are anticipating local, regional, or statewide water shortages by 2013, even under non-drought conditions. But by using water more efficiently, we can help preserve water supplies for future generations, save money, and protect the environment.

**Q What is WaterSense?**

**A** WaterSense is making it easy for consumers to identify high quality, water efficient products: just look for the WaterSense label. WaterSense labeled products are independently certified to meet water efficiency and performance criteria.

Keywords or item# Search Sign up for Lowe's email updates you@email.com

Shop by Department Shop by Room Special Offers Gift Center How-To For Your Business Help

**Shop Lowes.com** EfficientHome | Back to Home

Home Audit Tool Save Energy Save Water Money-saving Projects Related Products

**WaterSense®** Ask the Experts

**Lowes and Water Conservation**

**Look for** WaterSense Meets EPA Criteria

Lowes wants to help you save water and money, by incorporating some easy fixes and adjustments to your home water use, you can potentially knock off a third of the cost of your annual water and sewer bill.

Lowes is proud to offer products that bear the WaterSense® label.

**WaterSense®**  
WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency. It is protecting the future of our nation's water supply by promoting water-efficient products, programs, and practices. WaterSense helps consumers identify products that save water and perform as well as, or better than, conventional models.

Currently, you can find the WaterSense label on toilets, faucets, and faucet accessories such as aerators. Only products that have been independently tested and certified to meet the EPA's criteria for water efficiency and performance can bear the WaterSense label.

**Save a Drop, Save a Lot**  
WaterSense-labeled bathroom sink faucets can reduce a sink's water flow by 30 percent or more without sacrificing performance. According to the EPA, the average American household can save more than 500 gallons of water each year just by installing WaterSense-labeled bathroom sink faucets. That's enough water to:

- Make 8,000 cups of coffee
- Do 57 loads of dishes
- Take 29 showers
- Do 12 loads of laundry

**HOME EFFICIENCY SURVEY**  
A survey is often the first step in making your home more energy and water efficient, saving you hundreds of dollars a year.  
[Download the survey](#)

**RELATED LINKS**  
[Water-Saving Solutions](#)  
[WaterSense®](#)  
[EPA.gov/watersense](#)  
[Energy-Saving Solutions](#)

**WATERSENSE GUIDES**  
To learn more about WaterSense, download the guides below.  
[WaterSense \(1.6GB PDF\)](#)  
[Water-Efficient Fixtures \(1.8GB PDF\)](#)  
[Get Flush, Wash, Savings \(2.9GB PDF\)](#)

**WATERSENSE PRODUCTS**  
[Toilets](#)

- Ask the Experts
- Top 5 Ways to Save
- Lowe's & Water Conservation





# WaterSense® at Lowe's

**Lowe's is very excited to be the 2009 WaterSense Retail Partner of the Year.**

**This wouldn't be possible without our**

- **Store Associates**
- **Marketing and Advertising Teams**
- **Merchandising Team**
- **Store Environment Team**

**Lowe's is dedicated to growing the WaterSense Program.**

**We are looking forward to what we can do in the future with our partners at WaterSense!**





# **Brian Vinchesi**

## **Irrigation Partner of the Year**



# Promotional Efforts

- Promote WaterSense company-wide through several different venues:
  - Web site ([www.irrigationconsulting.com](http://www.irrigationconsulting.com)) - feature WaterSense pop up ads on our home page
  - WaterSense Partner logo - use on business cards, email signatures, and plans in association with certified individuals
  - Professional staff - includes seven WaterSense Partners representing eighteen WaterSense certifications, of which I have four



## Promotional Efforts

- Frequently give talks and lectures on irrigation related topics:
  - Efficient irrigation design
  - System improvement and efficiency
  - Alternative water supplies for irrigation
- In all of my talks and lectures, I speak about efficient irrigation systems and the need to use less water as well as the WaterSense program



# Recent Lectures

- 2/7/08 - New England Grows
  - Presentation - Saving Water through Improved Irrigation Techniques
- 7/29/08 - Toro Symposium Success without Excess III
  - Webinar – SWAT Presentation
- 7/30/08 - Toro Symposium Success without Excess III
  - Webinar – Reducing Golf Course Water Use
- 10/9/08 - Water Smart Conference – Las Vegas, Nevada
  - Presentation – How Catch Cup Quantity and Sprinkler Spacing Affect Auditing Results
- 11/2/08 - IA Show
  - Presentation - Minimum Cup Quantity: An Update
- 11/3/08 - IA Show
  - Presentation - Rainwater Recovery Systems for Commercial Irrigation: Do's and Don'ts



# Rainwater Recovery Systems for Commercial Irrigation: Do's and Dont's



Brian E. Vinchesi, Irrigation Consulting, Inc. – CID, CIC, CLIA, CGIA, CLCM-L

Jeffrey Bowman, Irrigation Consulting, Inc. – CID, CLIA

Illinois-Massachusetts-New Jersey-North Carolina-Virginia



# Presentations



## **Water Conservation Update**

**Irrigation Association  
Education Foundation  
Faculty Academy  
2008**

**Brian E. Vinchesi**  
*Irrigation Association Education Foundation  
Chairman*

## **SAVING WATER THROUGH IMPROVED IRRIGATION TECHNIQUES**

**Brian E. Vinchesi**  
CID, CLIA, CIC, CGIA, CLIM  
President  
Irrigation Consulting, Inc.  
Pepperell, Massachusetts

## What Is WaterSense?

- A partnership program sponsored by the U.S. Environmental Protection Agency (U.S. EPA)
- Goal: to protect the future of our nation's water supply by promoting and enhancing the market for water-efficient products and services
- Launched in June 2006



## WATERSENSE

- Using weather based irrigation scheduling on a moderate sized yard can save up to 37 gallons of water per day, reducing outdoor water use by about 15 percent.
- EPA has developed specifications for professional landscape irrigation certification programs.
- These specifications cover programs for irrigation system designers, auditors and installation/maintenance professionals.
- Use a professional for landscape irrigation that has partnered with WaterSense. Certified landscape irrigation professionals who are WaterSense partners will receive national recognition from EPA.
- I am a WaterSense Partner.

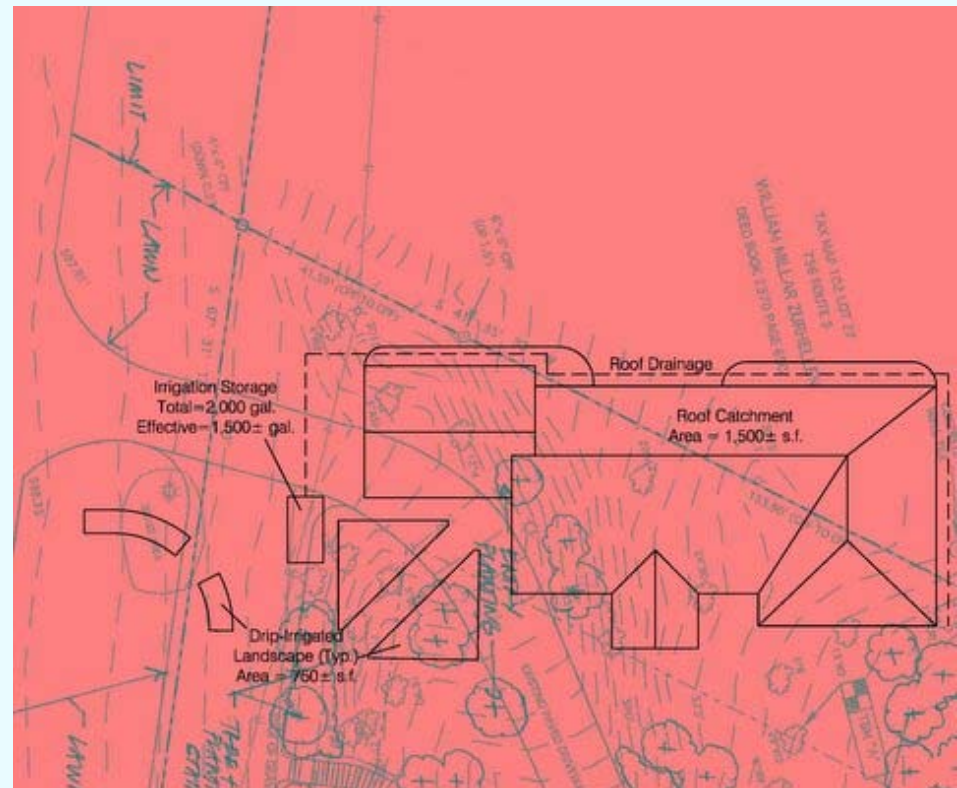




# Design

- **Residence: Holderness, NH - Project Size: 750 square feet**
- **Expected Annual Potable Water Use: 0 gallons - Irrigation Water Savings: More than 50% from Conventional Systems**

Using a 1,500 gallon storage tank fed by roof water a small drip irrigation system was supplied water. This zero net energy LEED home utilized a solar powered pump to supply water from the storage tank to the irrigation system. The drip system was approximately 95% efficient and was the only means of irrigating. No other water source is used as a back up supply.





## More Information

### ■ WaterSense Awards Information

- Web site: [www.epa.gov/watersense/awards](http://www.epa.gov/watersense/awards)
  - Applications
  - Instructions
  - Past winners and applications
- E-mail: [watersense@epa.gov](mailto:watersense@epa.gov)
- Toll-free Helpline: (866) WTR-SENS





EPA  
**WaterSense**

Every drop counts.

