

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





A Housewarming for WaterSense

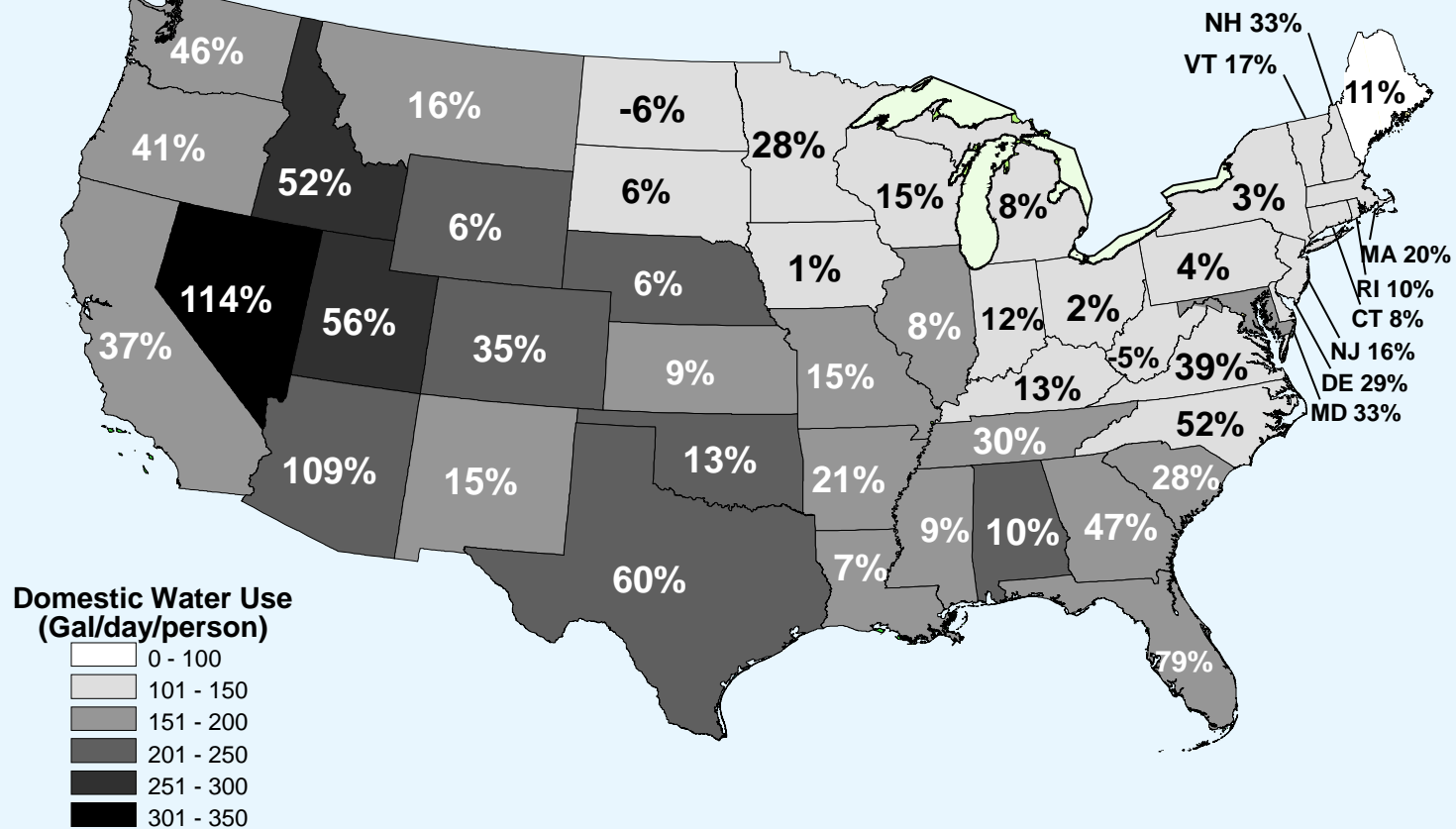
Alicia Marrs, WaterSense Program
U.S. Environmental Protection Agency
October 7, 2010



Regional Water Impacts



Domestic Water Use in Gallons per Day per Person and Projected Percent Population Change by 2030



Strained Resources

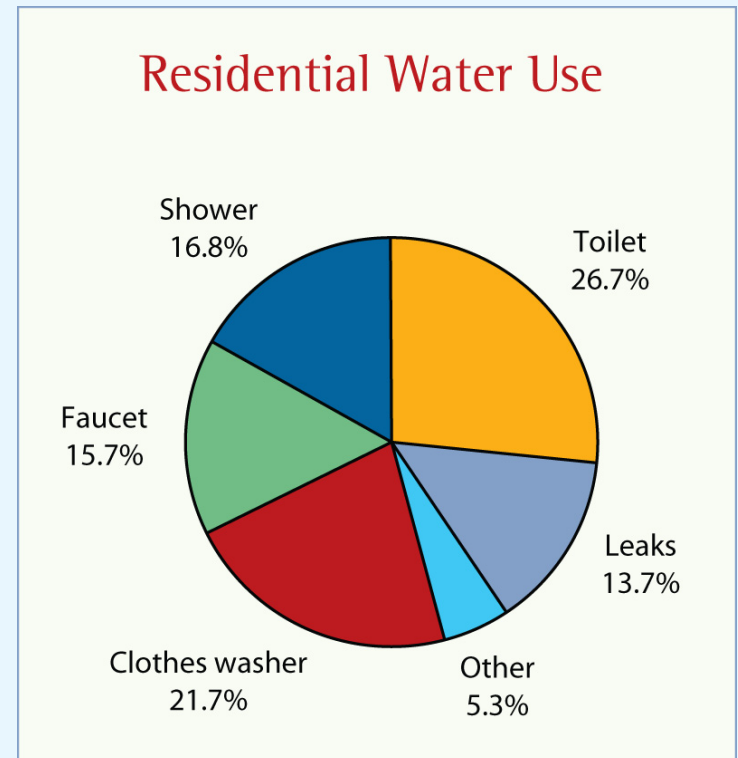


- Updating infrastructure could cost nearly \$500 billion over next 20 years
- Can delay projects by using water efficiently
- Save energy and costs associated with pumping and treating water

Water Use at Home



- About 1.27 million new homes constructed annually
- Household water use
 - 70% indoors
 - 30% outdoors
 - Outdoor use is higher in some regions
- Bathrooms largest water household water user
- Up to half of landscape water goes to waste



What Is WaterSense?



- Voluntary partnership and labeling program sponsored by the U.S. EPA
- Promotes simple changes at home to help save water for future generations
- Simple way for consumers to identify products, new homes, and services that use less water **and** perform well



WaterSense Labeled New Homes



- Long-term savings—inside and out
 - Reduce water use in single-family new homes by 20%
 - Educate homeowners about continuing water-efficient behaviors
 - Encourage community infrastructure savings



First WaterSense labeled home
in Chapel Hill, North Carolina

WaterSense New Homes Program



- First national new home labeling program for water efficiency
- Works with other green building programs
- Homes must be inspected and certified by an independent third party to meet EPA criteria



Second WaterSense labeled home built in the pilot program

Saving Indoors



- WaterSense labeled plumbing fixtures
- Efficient hot water delivery system
- ENERGY STAR qualified dishwasher and clothes washer (if included)
- Leak check
- Other water-efficient features



Saving Outdoors



- Front yard landscaped
- Design options offer flexibility
 - Option 1: Water Budget Tool
 - Option 2: 40% turf maximum
- Mulching
- Regionally appropriate plantings
- An efficient irrigation system, if included
 - Designed or installed and audited by a WaterSense irrigation partner



Why Certification?



- The WaterSense labeling program is based on independent testing and certification of product efficiency and performance
- Studies have shown consumers prefer independent certification of “green” claims
- Ensures ongoing performance and credibility

Certification & Labeling Overview



- **Inspection**
 - Conducted by a trained inspector
 - Overseen by an independent licensed certification provider
- **WaterSense label certificate**
 - Presented to homeowner after passing inspection
- **Homeowners manual**
 - Guide to understanding water-efficiency features and proper maintenance



Complements Other Green Programs



- By meeting the WaterSense new home specification, homes could earn up to a possible:
 - **21.5 points** toward LEED for Homes certification
 - **90 points** toward National Green Building Standard certification
 - Various other points in state and regional green building certification programs



Complements Other Green Programs



- One-stop inspection
 - Inspection for multiple certifications faster, easier, and cost-effective
 - Home energy raters and other home inspectors with WaterSense specification training can conduct WaterSense inspections
- Ask your local HERS raters or Accredited Rating Providers if they've been trained on the WaterSense specification.



Utility Involvement in New Homes



- Recruit builders to construct WaterSense labeled new homes
- Incentivize WaterSense
 - Reduce initial tap fees
 - Fast-track permitting
 - Tax credits
- Create interest among home buyers and local home builder associations

WATER EFFICIENCY
THE JOURNAL FOR WATER RESOURCE MANAGEMENT

Sign In | Register

Search

HOME | SUBSCRIPTION SERVICES | EDITORIAL | EVENTS | INTERACT

Browse All | Blogs | Issues | By Topic | Newsletters

May-June 2010 1 2

Bring WaterSense Home

Utilities consider incentives to encourage water efficient homes.

By Alicia Mann
Comments

Article Tools

RSS | Share | Save | Print | Email

[Create a Link to this Article](#)

Stu Feinglas knows exactly how much it costs to tap into a municipal water supply when constructing new homes—it's his job to sell the water. He also knows how much water efficient products and practices can save a water utility—it's also his job to promote water conservation. As a water resources analyst for the City of Westminster in Colorado, Feinglas spends half his time selling water and the other half trying to get customers to conserve it.

With Westminster experiencing droughts and frequently feeling the pressure of limited water supplies—the Denver region is entirely dependent on surface water—promoting water efficiency is an important facet of water conservation in that region. Building water efficient homes is one way to help address the city's growing water demands. "It's easier and more cost-effective to build more efficiently in the first place," says Feinglas.

Bringing WaterSense New Homes to Your Community



- Contact local Home Builders and Home Owners Associations
- Look to the low hanging fruit
 - ENERGY STAR builders
 - Other green builders
 - HERS raters and Accredited Rating Providers
- Use WaterSense to encourage builders to abide by or surpass local codes
 - Gives builders recognition for

WaterSense New Homes in Metropolitan Atlanta



- Urgent need for more water efficient building practices
 - Recent record setting drought
 - Floods of 2009
 - Potential loss of current water supply in 2012
- Metropolitan North Georgia Water District bringing together select group of industry experts to provide guidance to builders
- Focus is on localizing the WaterSense specification
 - Specific emphasis on outdoor recommendations

WaterSense New Homes and Cascade Water Alliance



- Hosting WaterSense workshops and webinars with local govts & HBAs
- Bringing together current and potential WaterSense partners
- Considering bundling existing rebates to encourage builders to construct WaterSense labeled new homes

KB Home WaterSense Communities



- First national production builder partner
- Has committed to building 3 entire communities to earn the WaterSense label
 - Roseville, California
 - Austin, Texas
 - Orlando, Florida

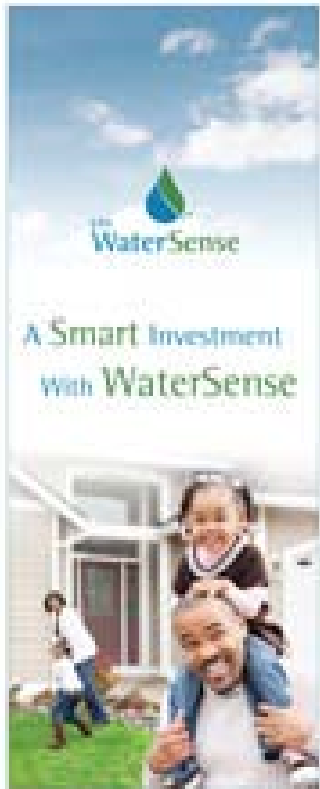


Why Purchase a WaterSense Labeled New Home?



- Do more with less by saving:
 - 10,000 gallons of water annually
 - 500 kilowatt hours of electricity—enough to power a television for four years
 - At least \$100 per year on water, sewer, and energy bills

Why Will Consumers Purchase WaterSense Labeled Homes?



- Convenience, efficiency, and confidence
 - Hot water delivered to users faster = less energy
 - Healthy, sustainable, water-efficient landscaping
 - WaterSense labeled products tested efficiency *and* performance
- Homeowners feel good about themselves every time they turn the key and pay their utility bills



Learn More

- To learn more about the WaterSense new homes specification, certification system, or program:
 - www.epa.gov/watersense/pp/new_homes.htm
- General WaterSense information:
 - Web site: www.epa.gov/watersense
 - E-mail: watersense@epa.gov
 - Toll-free Helpline: (866) WTR-SENS (987-7367)



Doing more. With less.