

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



look for



Bringing WaterSense® to the Great Outdoors

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Outline



- Outdoor Water Use in the United States
- WaterSense & Outdoor Water Use
- Market research: What Have We Learned?
- 2012-13 WaterSense Outdoor Outreach Plans
- Looking Ahead
- Q&A/Discussion

Outdoor Water Use

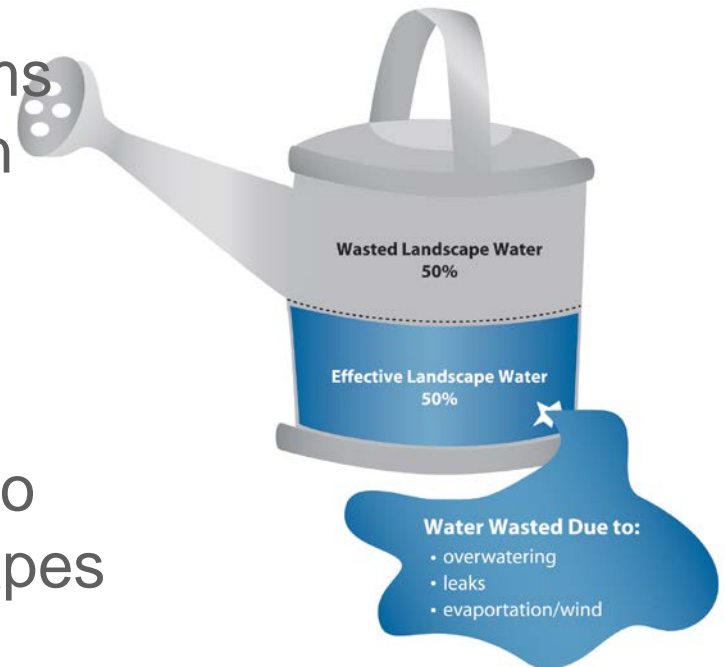


- Seven billion gallons of water per day
 - On average, 30% of residential water use
 - Up to 60% in more arid regions
- Approximately 50% of the water we use outdoors goes to **waste** from evaporation, wind, or runoff due to overwatering

WaterSense Outdoor Efforts



- Label for certification programs and partnership with irrigation professionals
- Label for Weather-based irrigation controllers
- Messages and partner tools to promote water-smart landscapes and watering behaviors
- Successful blogger outreach



WaterSense Labeled Irrigation Controllers

- First outdoor product to earn the WaterSense label
- Act like a thermostat for your lawn
- Use local weather data to tell the irrigation system when and how much to water
- Required (if irrigation is installed) as part of the revised new homes specification





Market Research: What We Have Learned



- Gallup: 75% of Americans are concerned about maintaining freshwater supplies for household needs
- Shelton/Green Gauge:
 - Individual actions matter
 - Preference for small steps
 - However, Shelton's EcoPulse survey also found that only 6% of consumers feel guilty about how long/when they water the grass
- All: Independent certification is a **must**

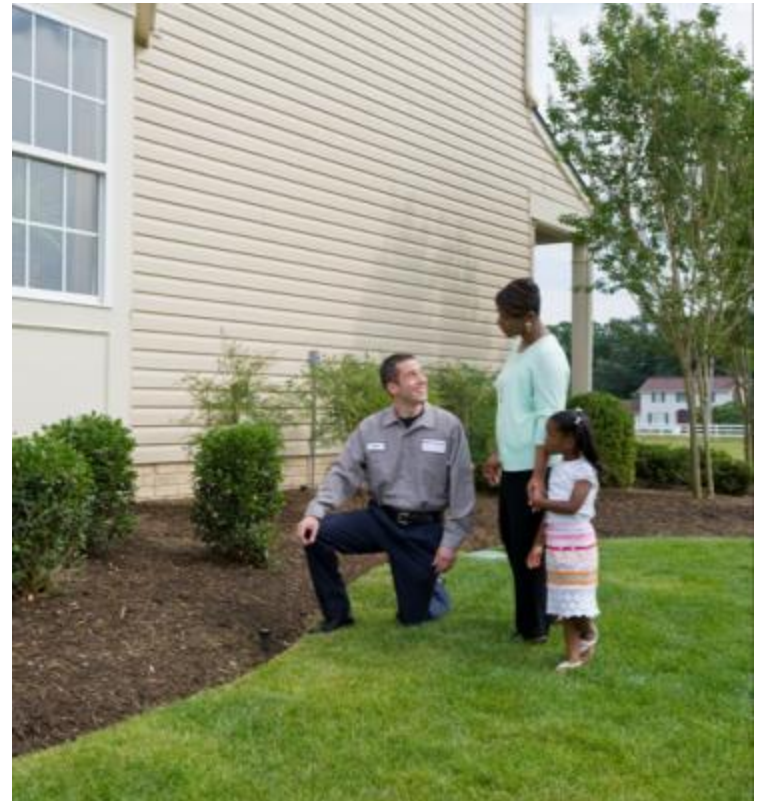
What Did We Learn About Outdoor Attitudes?



- When it comes to their lawns and gardens, homeowners care most about **appearance**.
- Homeowners often do not know how much water they use outdoors, nor how their outdoor water usage compares to average, appropriate, or recommended usage.
- Homeowners have trouble translating motivation to use water efficiently into action. They need specific and varied options.

What Did We Learn About Outdoor Attitudes?

- Homeowners believe “other people” are the water wasters—not themselves.
- Some homeowners use water efficiently to save money, but not all.
- Homeowners trust water managers, landscapers and nurseries, and friends/family to provide information on outdoor water use and efficiency.



What WaterSense Partners are Doing

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- In some regions of the country, homeowners use more water outdoors than indoors.
- Most homeowners use more water than they think they do, especially outdoors.
- Many WaterSense partners have undertaken successful outdoor water-efficiency campaigns that are specific to the local area and attitudes

Water by the Numbers

1 2 3 2 1



Water-Smart Landscapes Are...



- **Healthy** landscapes
- **Beautiful and colorful**
- **Easy** to maintain and care for

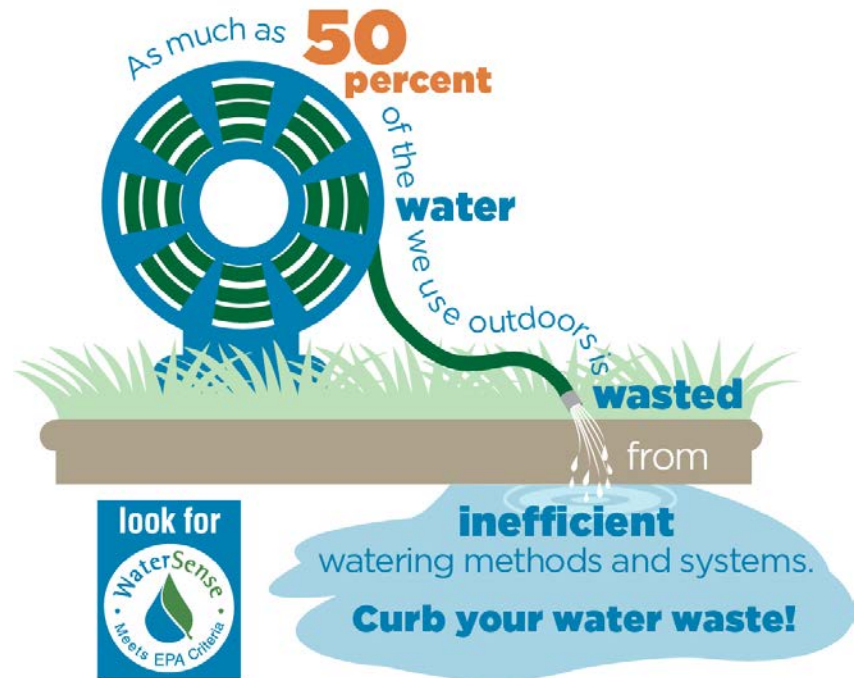


WaterSense Outdoor Water Use Facts and Tips

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- Timing is everything
- Look for the label
- Go with a pro
- Tune up your system
- Play zone defense
- Step on it
- Leave it long
- Give your hose a break



WaterSense Outdoor Water Use Partner Tools




Be the **smartest** on your block. Know how much water your yard needs to **grow**.




WaterSense
Your Yard Can Be Greener
Water Smart Landscapes Start With WaterSense

Don't let an inefficient irrigation system control your water bill!

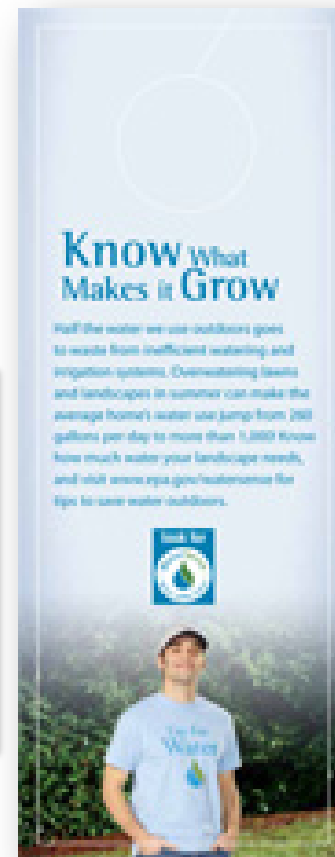
Did you know that 30 percent of the water used by the average American household is devoted to outdoor water use? In some parts of the country, homeowners use as much as 60 percent of their water outdoors. Some experts estimate that up to 50 percent of landscape water use goes to waste due to evaporation, wind, or runoff caused by overwatering!

Following are some simple tips for homeowners to reduce their outdoor water use dramatically:

- Look for the WaterSense label on irrigation components to improve the efficiency of your system.
- Replace a standard clock timer with a WaterSense labeled irrigation controller on a moderate-sized yard to save about 24 gallons of water per day.
- Irrigation system maintenance varies depending on the system, but it is always a good idea to inspect your system monthly to prevent leaks, broken or clogged heads, and other problems.
- Converting to a water smart landscape through careful plant selection and design can reduce outdoor water use by 20 to 50 percent.
- Mulch around shrubs and plants can reduce weeds, keep water where needed, and feed the plants as it decomposes.
- To reduce water waste from wind and evaporation, avoid watering during the mid-day sun or when it's windy.
- Grass doesn't need to be watered every day; step on the lawn, and if the grass springs back, it doesn't need water.




The most **boring** way to harm the environment.

Know What Makes it Grow

Half the water we use outdoors goes to waste from inefficient watering and irrigation systems. Overwatering lawns and landscapes in summer can make the average home's water use jump from 200 gallons per day to more than 1,000! Know how much water your landscape needs, and visit www.epa.gov/watersense for tips to save water outdoors.



2012-13 Outdoor Outreach Tactics



- Educate consumers on outdoor water waste, how much water plants need, etc.
- Encourage water-smart landscaping by enhancing the landscape photo gallery
- Continue to promote partner marketing tools.
- Change perceptions of “water-smart” landscaping:
 - Photo contest
 - Social media/bloggers
- Drive consumers to take the WaterSense pledge.



Influencers

- Enlist influencers who are trusted sources, including:
 - Water managers
 - Landscapers, gardeners, and nurseries
 - Retailers with garden centers
 - University experts
- Capitalize upon and promote visible success stories.



What's Next?

Looking Ahead

- Product labeling:
 - Continue to promote WaterSense labeled weather-based irrigation controllers
 - Soil moisture sensors specification under consideration
- Engage consumers with messaging on outdoor water efficiency.
- Collaborate with controller manufacturers and utility partners to strategically encourage WaterSense labeled product installation.
- Expand labeling of professional certification programs and collaboration/opportunities for certified professionals.

Questions?

For More Information:

Website: www.epa.gov/watersense

Email: watersense@epa.gov

Helpline: (866) WTR-SENS (987-7367)

Together We Can Make a Difference!