

# This presentation premiered at WaterSmart Innovations

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



# WaterSense in Jeopardy: Saving the EPA Water Labeling Program

Mary Ann Dickinson  
President and CEO



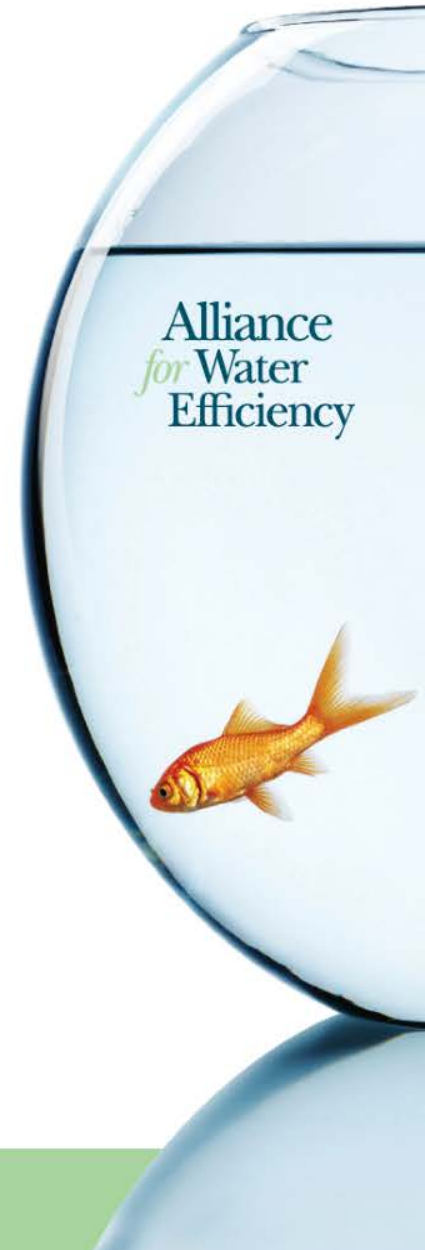
A VOICE AND  
A PLATFORM  
PROMOTING THE  
EFFICIENT AND  
SUSTAINABLE  
USE OF WATER



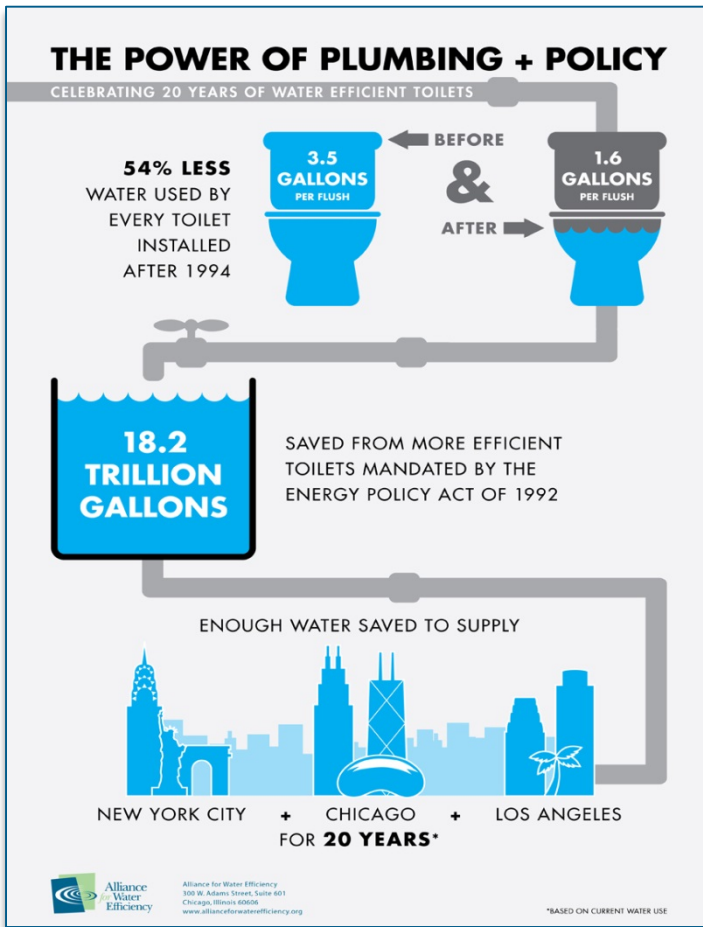
Alliance *for* Water Efficiency

# Starting from the Beginning

- The 1992 Energy Policy Act: standards for plumbing fixtures for the first time
- Toilets, Urinals, Showerheads, Faucets
- Plumbing standards then embedded in national codes (UPC, IPC)
- 4 States have enacted more stringent state water efficiency standards:
  - California
  - Texas
  - Georgia
  - Colorado)



# Savings From National Standards



- Toilets alone, assuming a 4% change-out rate
- Free savings occur without cost to the water utility
- Savings are permanent over the life of the fixture
- **18.2 trillion gallons**
- Enough to supply New York City, Chicago, and Los Angeles for 20 years

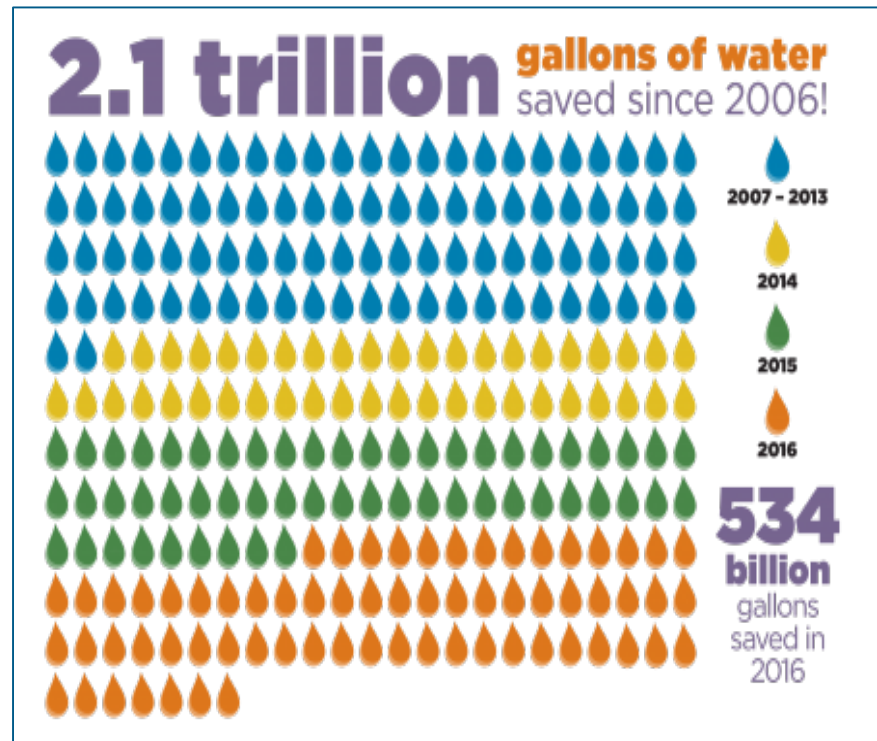
# Launching the WaterSense Program

- We had Energy Star Envy and lobbied EPA for a water labeling program
- Announced in San Antonio in June 2006
- Voluntary program, not regulatory
- Despite minimal funding, it has transformed the market and been remarkably successful
- How much has it saved?



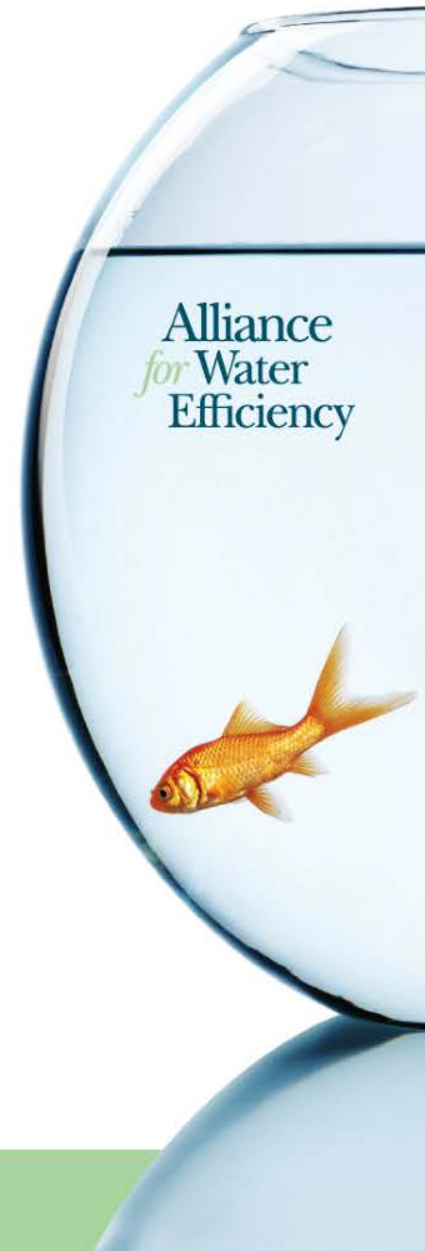
# WaterSense Benefits

- 2.1 trillion gallons of water saved
- \$46.3 billion in water & energy bills saved
- 284 billion kilowatt-hours of electricity saved
- 1700 Partner organizations participating



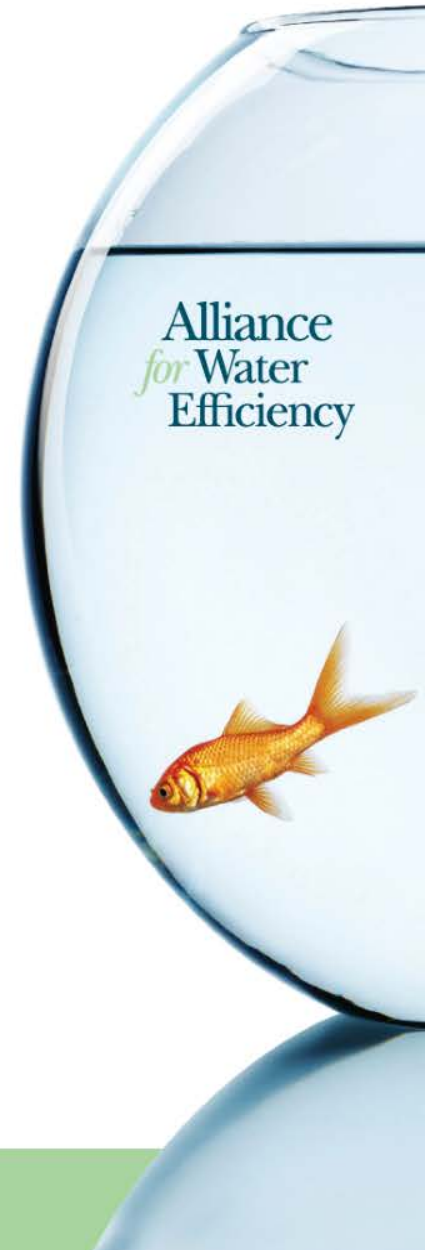
# March, 2017

- WaterSense program suddenly in jeopardy
- Has never been authorized by Congress, despite 10 years of attempts
- Funding only discretionary in the EPA Administrator's budget
- The Trump administration's FY2018 "skinny budget" listed 50 programs to be zero funded
- EPA's CFO memo proposed to cut all 8 FTE positions in the WaterSense program as well as \$1.9 million in extramural funding



# April, 2017

- AWE sent letter to EPA Administrator Scott Pruitt urging continued funding of the WaterSense program and outlining its numerous benefits
- Letter signed by 187 manufacturers, businesses, water providers, academic institutions, and efficiency advocates
- Response back from Administrator Pruitt:  
*“The President’s budget also reflects the EPA’s priority to ease the burden of unnecessary federal regulations that impose significant costs for workers and consumers without justifiable environmental benefits.”*





# May, 2017

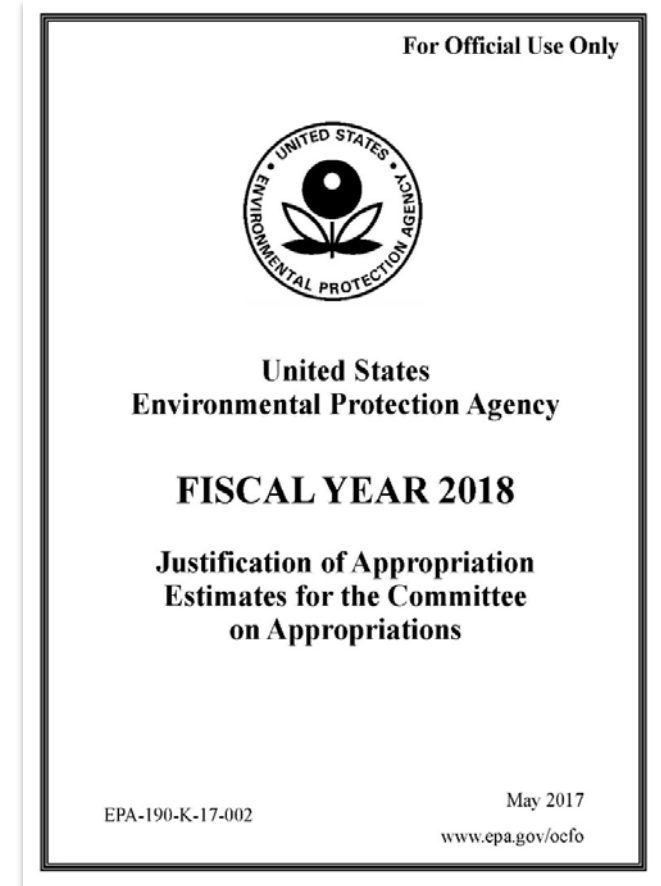
- EPA released “Justification of Appropriation Estimates for the Committee on Appropriations”

- Page 303:

***FY 2018 Change from FY 2017  
Annualized Continuing Resolution  
(Dollars in Thousands):***

***(-\$24,900.0 / -86.8 FTE)***


***This streamlines the Surface Water Protection program, including the elimination of the \$3.075 million WaterSense program and also activities under the Urban Waters program.***







# Coalition!

- AWE and numerous industry partners (PMI, IAPMO, Kohler, IA, AWWA) begin launching advocacy efforts on the Hill
- AWE created Fact Sheet, Infographic, and social media messages

## SAVE WATERSENSE!




The Trump Administration wants to eliminate the EPA WaterSense® program, a vital part of our strategy to achieve a sustainable water future! Here are six reasons to save it:

- 1. IT SAVES TAXPAYER MONEY**  
U.S. households have saved **\$32.6 billion** on utility bills thanks to WaterSense labeled toilets, showerheads, faucets, and irrigation products 
- 2. IT SUPPORTS JOBS**  
More than **2,200 WaterSense-certified irrigation pros** can help design a water-wise landscape
- 3. ITS GOOD FOR BUSINESS**  
**1700+ partners** rely on WaterSense to help them differentiate their products, innovate through efficiency, and pursue sustainability goals
- 4. IT PROVIDES CHOICES**  
Consumers can choose from **16,000+ labeled products** to help save up to \$350 per year 
- 5. ITS A SMART INVESTMENT**  
Annual budget of **less than \$2 million** makes it cost-effective 
- 6. IT PROTECTS OUR WATER FUTURE**  
**1.5 trillion gallons saved** for our communities, businesses and the environment! 

### What Can YOU Do to Save WaterSense?

1. Share this graphic and spread the word!
2. Join our email list to be a WaterSense Ambassador
3. Tell your members of Congress you support WaterSense
4. Get your organization to sign our letter to Administrator Pruitt
5. Donate to the Alliance for Water Efficiency to support our efforts



Start now at [www.a4we.org](http://www.a4we.org)

Tilet made by Nikita Golubev from [www.flatiron.com](http://www.flatiron.com)  
Faucet made by MadebySilver from [www.flatiron.com](http://www.flatiron.com)  
Showerhead and plant made by Freepik from [www.flatiron.com](http://www.flatiron.com)

# June 8, 2017

- AWE published Op Ed in The Hill, a top US political website, read by the White House and lawmakers
- Island Press assisted us getting it placed
- Subsequently entered in the Congressional Record by Congressman Jared Huffman

The screenshot shows a news article on the website 'THE HILL'. The article title is 'Trump cutting the EPA WaterSense program makes no sense at all' by Mary Ann Dickinson, an opinion contributor. The article features a large image of a water faucet with a single drop of water falling from it. The article text discusses President Trump's promise of clean water and the impact of the 2018 budget on the WaterSense program. The article has 326 shares and is accompanied by social media sharing buttons for Facebook, Twitter, and Google+. There are also several sidebar widgets, including a 'CONTRIBUTOR'S SIGNUP' box, a 'SPAX' car advertisement, and a 'Ready Pac' advertisement.

**THE HILL**

## Trump cutting the EPA WaterSense program makes no sense at all

BY MARY ANN DICKINSON, OPINION CONTRIBUTOR - 06/08/17 11:20 AM EDT 68 COMMENTS

326 SHARES

SHARE TWEET PLUS ONE

**CONTRIBUTOR'S SIGNUP**  
Sign up to become a Contributor

**SPAX**  
See The Shockingly Affordable New Subaru Forester

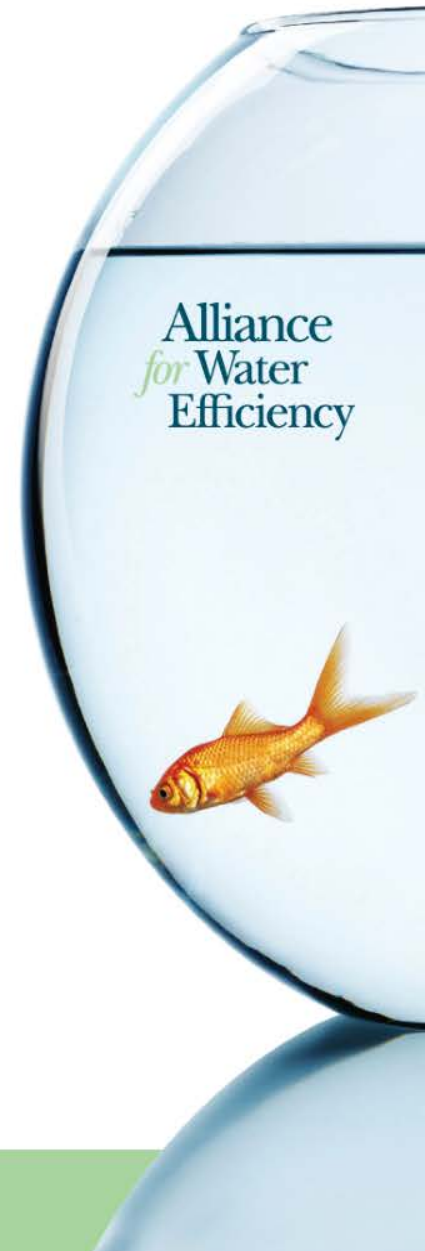
**Ready Pac**  
Your day is packed, so we packed you lunch.

# July, 2017

- U.S. House Interior Appropriations Subcommittee oversees funding for EPA
- In July issued its Fiscal Year 2018 agency funding report rejecting the proposed elimination of the WaterSense program on page 58:

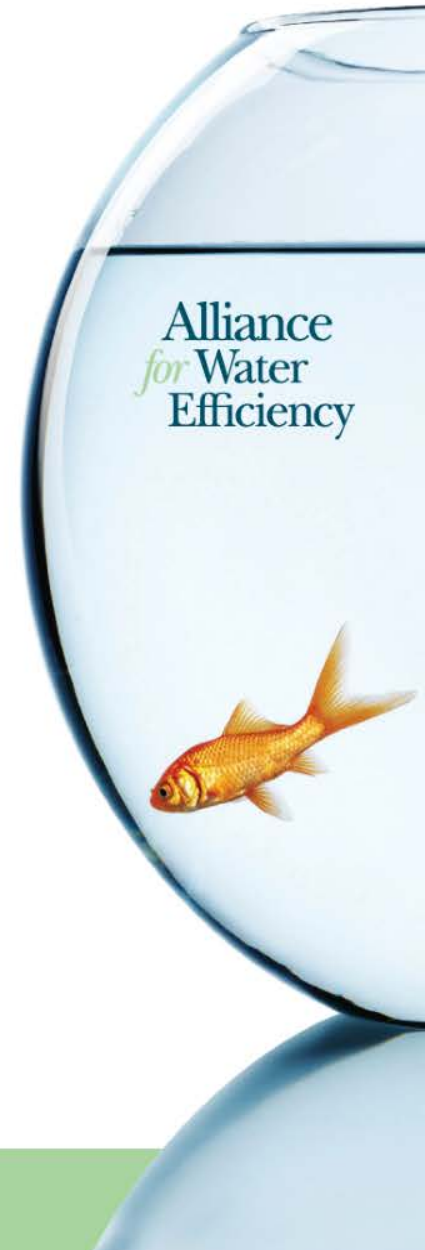
*“Water Quality Protection: The Committee recommends \$178,855,000 and rejects the proposed elimination of the WaterSENSE program.”*

*The U.S. House of Representatives*  
**COMMITTEE ON**  
**APPROPRIATIONS**



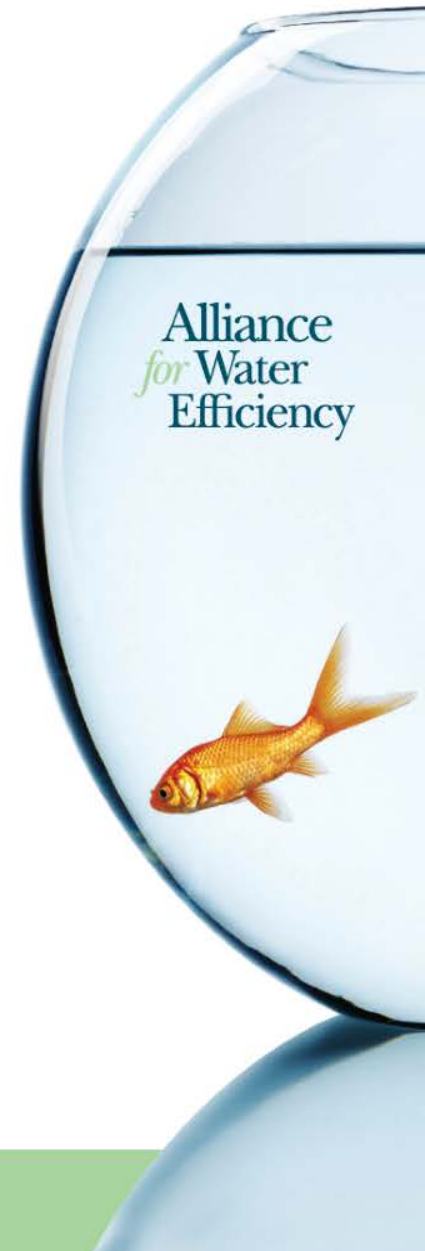
# September, 2017

- Congress passes HR 601, a short-term continuing budget resolution for the FY2018 budget
- President Trump signs it on September 8
- Will fund the government through Friday, December 8 when a new CR or budget must be passed
- WaterSense funding appears to be OK through February if another CR is passed
- Meanwhile, bills for authorization were introduced



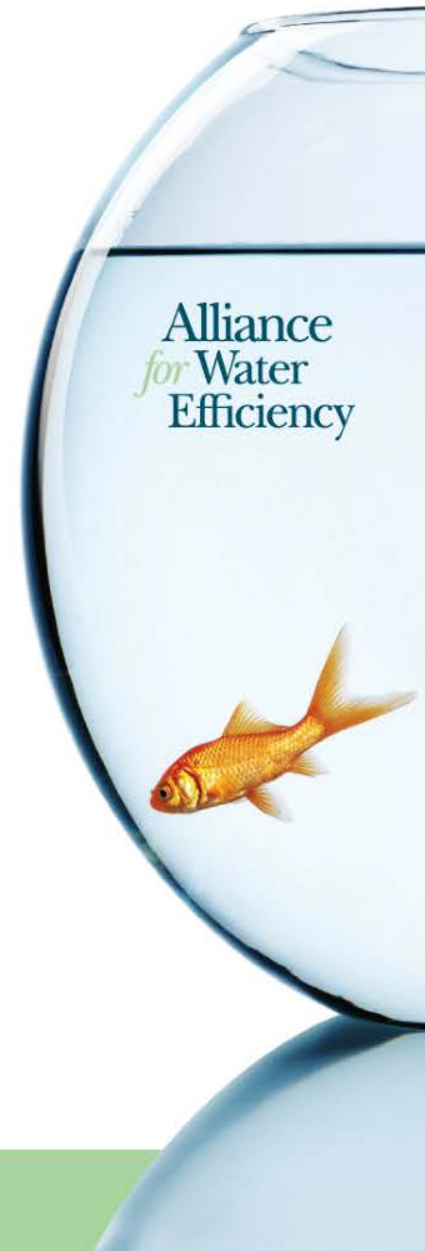
# HR 3248 (Cartwright)

- AWE Sent support letter on September 1 with 62 organizations signed on
- Authorizes a WaterSense program at EPA
- Does not provide any funding for administration
- Mandates a preference for WaterSense products in federal procurement
- Creates a program of incentives for early adopters of WaterSense products: \$450 million over the 5 years
- Changes the tax code so that any rebates received by individual early adopters would not be taxable
- Directs the EPA to publish estimated aggregate industry statistics regarding WaterSense to “the reasonable extent practicable”



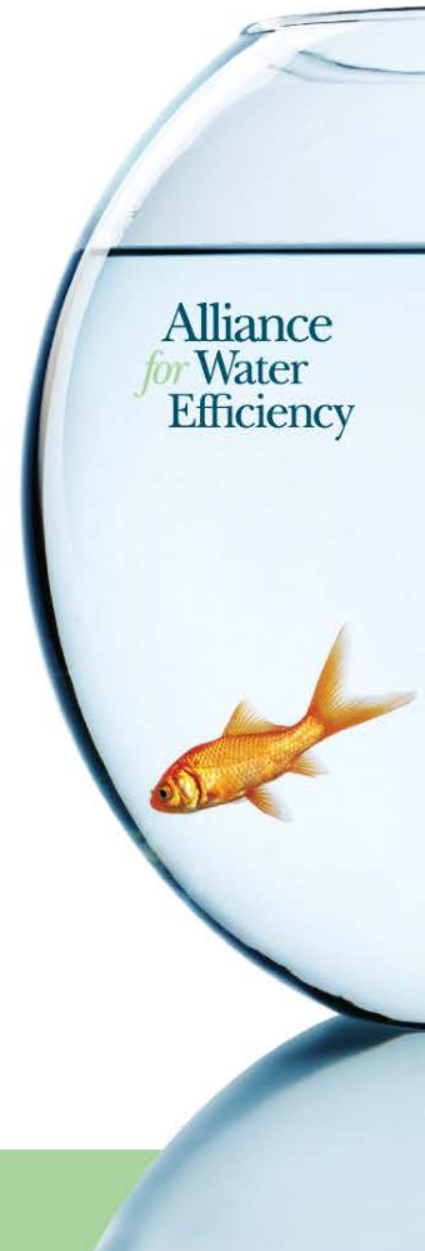
# S 1137 (Cardin, Inhofe)

- AWE sent support letter on September 5 with 86 organizations signed on
- Authorizes a WaterSense program at EPA
- Does not provide any funding for administration
- Amends the Drinking Water revolving loan program



# S 1700 (Udall, Portman)

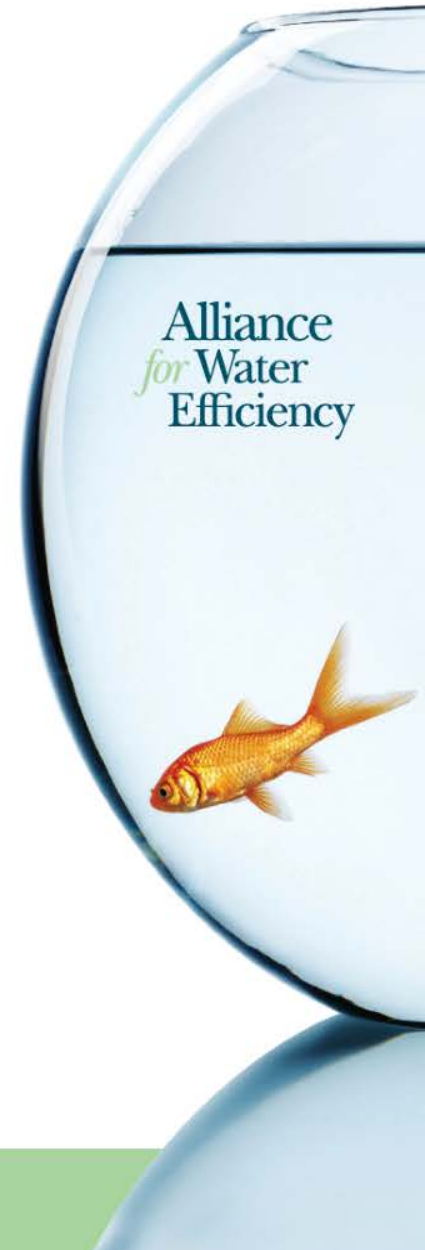
- AWE sent a support letter on September 1 with 49 organizations signed on
- Authorizes a WaterSense program at EPA
- Does not provide any funding for administration
- Directs EPA to publish estimated aggregate industry statistics regarding WaterSense to “the reasonable extent practicable”
- Restricts landscape labeling to “building landscapes”
- Removes language in other authorization bills that will allow labeling of “xeriscapes and other landscape conversions that reduce water use”





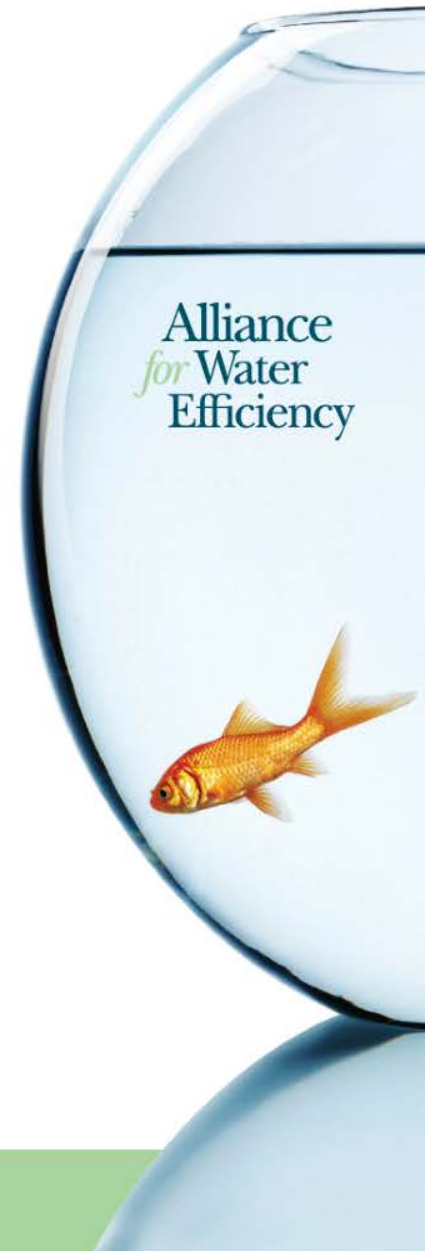
# S 1460 (Murkowski)

- AWE sent a support letter on August 30
- Authorizes a WaterSense program at EPA
- Does not provide any funding for administration
- Includes provisions to encourage more water conservation in multi-family housing and in federal buildings and Improved standards for water efficiency in green-building certification
- 892 page bill establishing numerous energy programs, including:
  - ✓ Creating a new inter-agency Nexus of Energy and Water Sustainability (NEWS) Office to coordinate research and projects across multiple government agencies.
  - ✓ Creating a Smart Energy and Water Efficiency Pilot program to provide federal grants to encourage energy/water conservation projects.



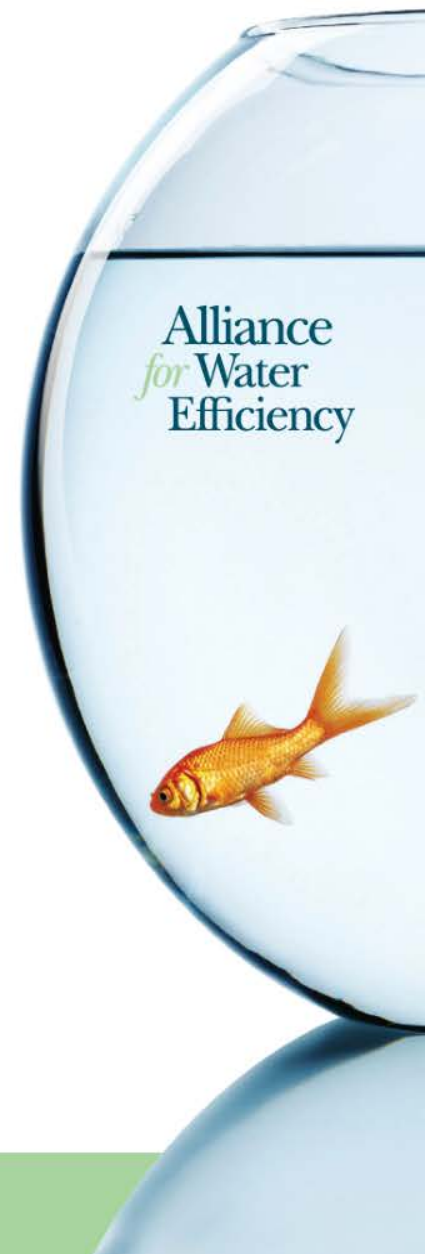
# What's Next?

- The Senate Interior/EPA Subcommittee may soon vote on their own appropriations bill
- Coalition urging the Senate subcommittee to add similar language to the House Interior/EPA Appropriations Report
- Looking for a bill to attach WS authorization legislation as an amendment, such as an infrastructure bill



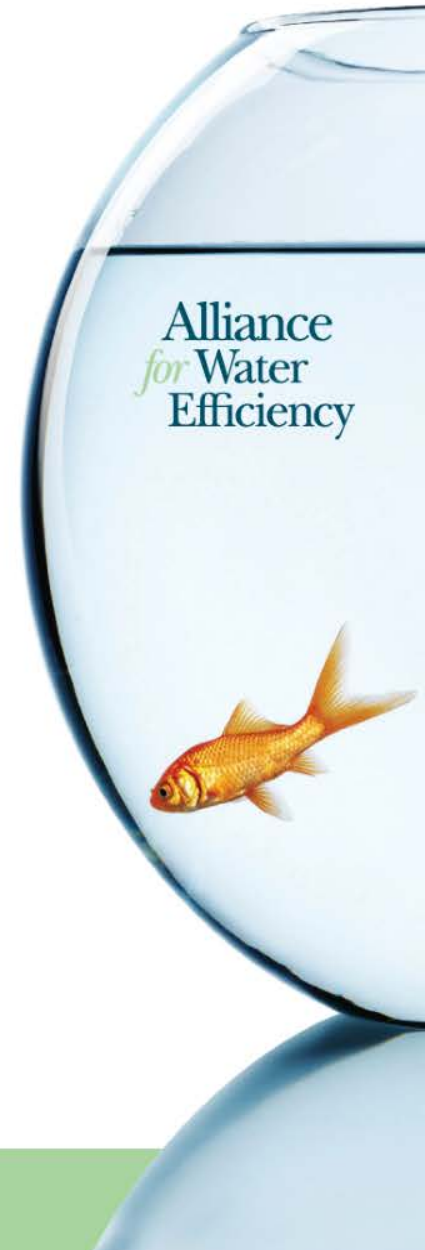
# EPA Office of Water

- David P. Ross nominated for Assistant Administrator for Water
- Former Wisconsin state assistant attorney general
- Nomination must be confirmed by the US Senate
- Once confirmed, we will need to meet with him and send him letters about the importance of saving WaterSense



# So What Can You Do?

1. Watch for news from AWE
2. Sign on to letters as requested
3. Send your own letters to your Congressional delegation explaining the benefits of the WaterSense program
4. Talk about Saving WaterSense on social media
5. Distribute Saving WaterSense Fact sheets





# Alliance *for* Water Efficiency



**[www.a4we.org](http://www.a4we.org)**

**(773) 360-5100**

**CHICAGO**

A large, clear glass fishbowl is the central focus of the image. It is filled with clear blue water and contains a single, vibrant orange-goldfish swimming near the bottom left. The background is a light, clean white, and the lighting creates soft reflections on the glass and water.

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