

This presentation premiered at WaterSmart Innovations

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WaterSense Still in Jeopardy: *Saving the EPA Water Labeling Program*

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President and CEO

2018 Water Smart Innovations Conference



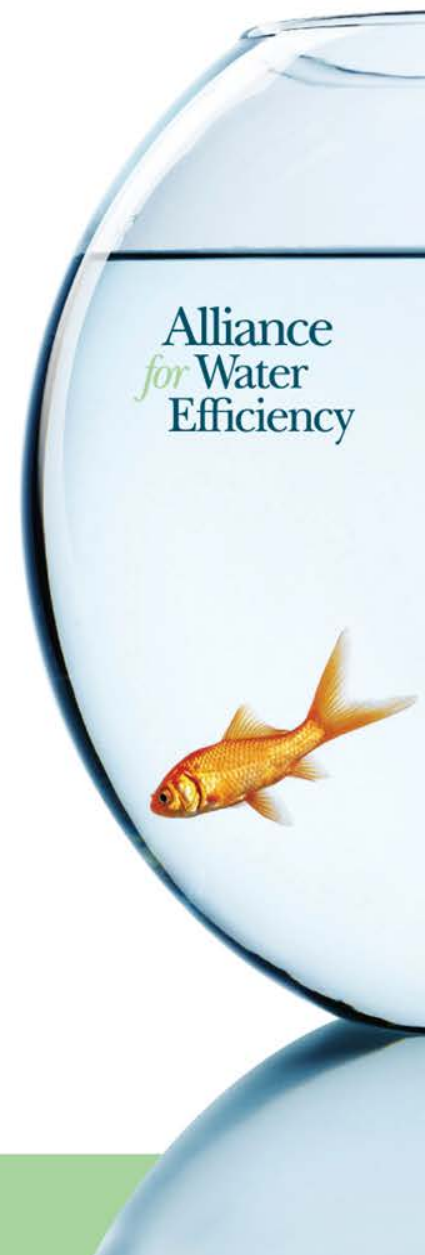
Alliance *for* Water Efficiency

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

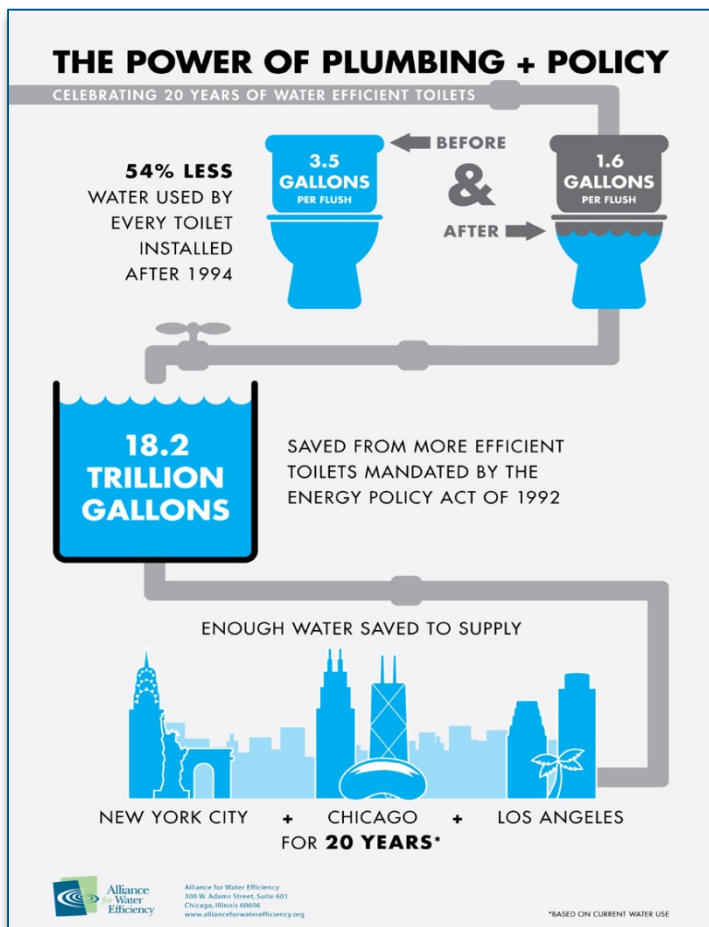


Starting from the Beginning

- The 1992 Energy Policy Act: flow volume standards for plumbing fixtures at the federal level
- 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



- For 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 saved since 1994**
- Enough to supply New York City, Chicago, and Los Angeles for 20 years

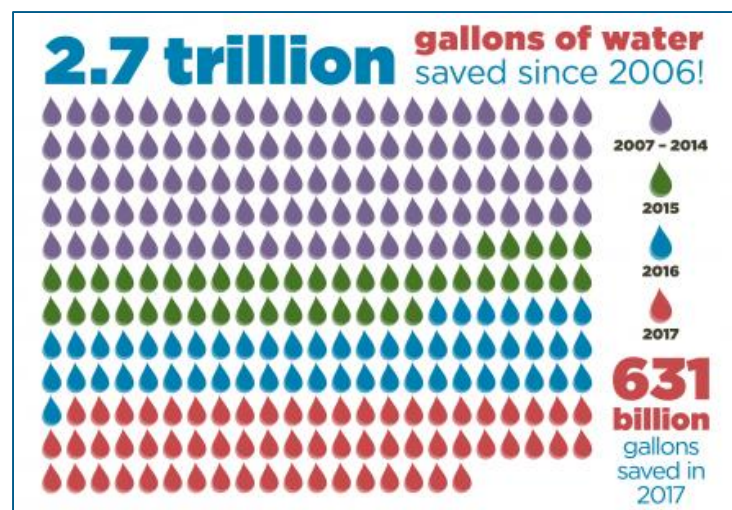
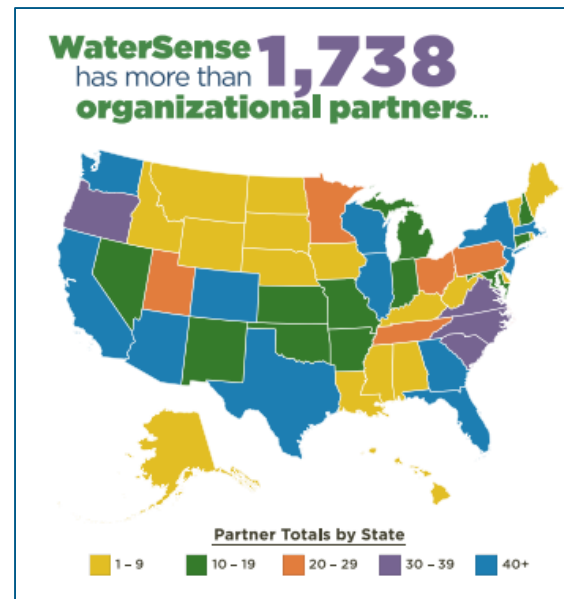
Launching the WaterSense Program

- 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?



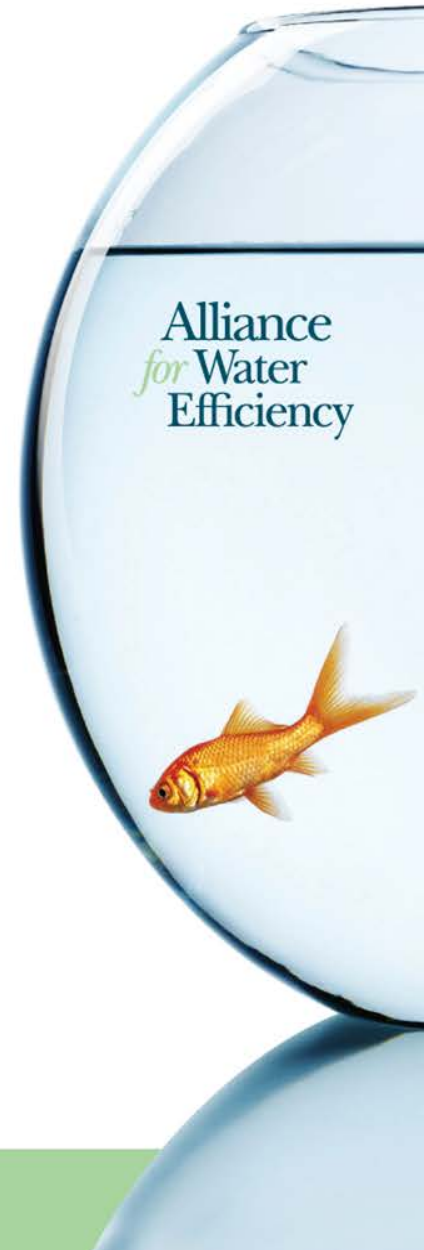
WaterSense Benefits

- 1738 organizational partners
 - Manufacturers, retailers, distributors
 - Local and state governments
 - Utilities and Water districts
 - Trade associations
 - Nonprofits
 - Professional certifying organizations
 - Licensed certification providers
 - Builders
- 2.7 trillion gallons of water saved through end of 2017
- \$63.8 billion in water & energy bills saved
- 367 billion kilowatt-hours of electricity saved



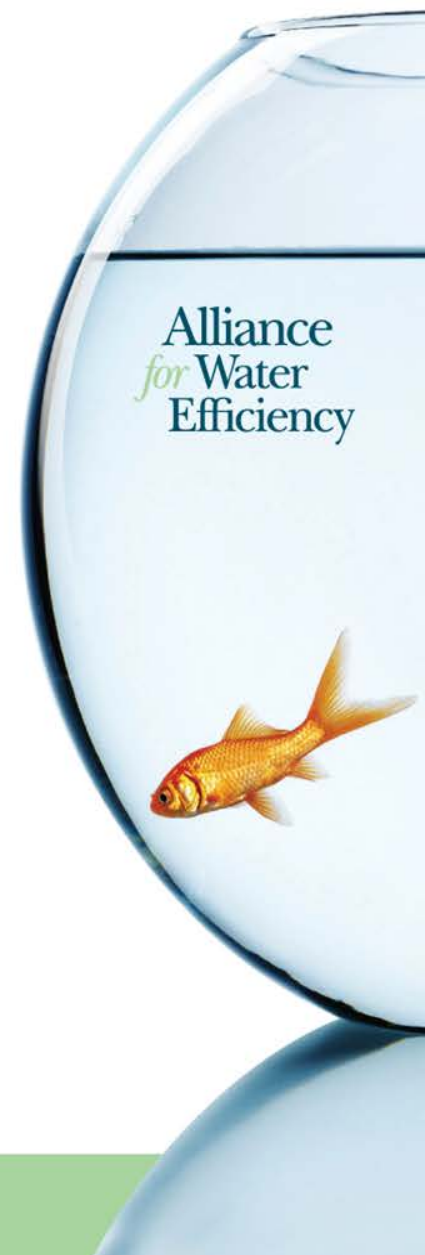
March, 2017

- WaterSense program suddenly in jeopardy for the first time
- 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



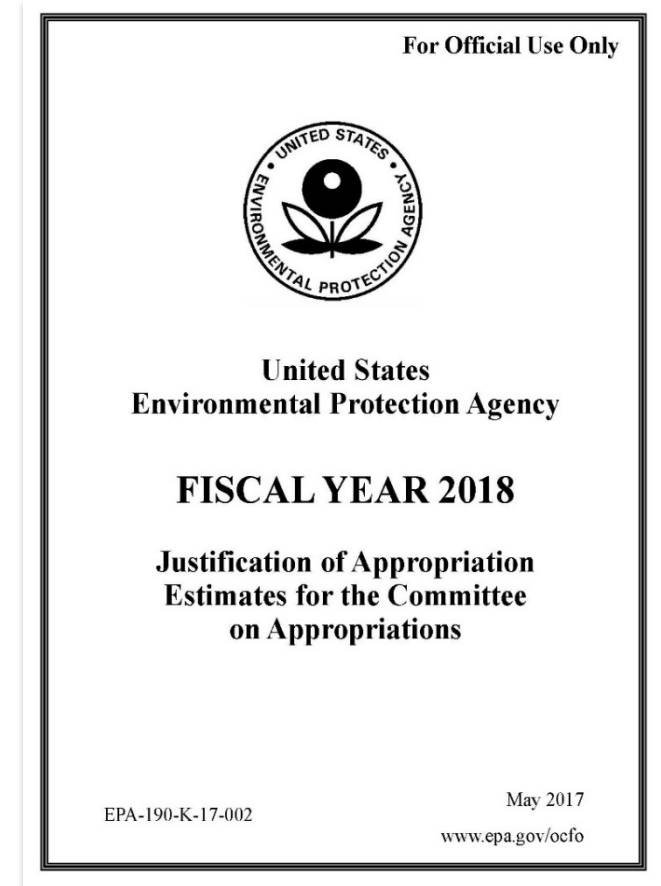
April, 2017

- 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
- Asked AWE members to help


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

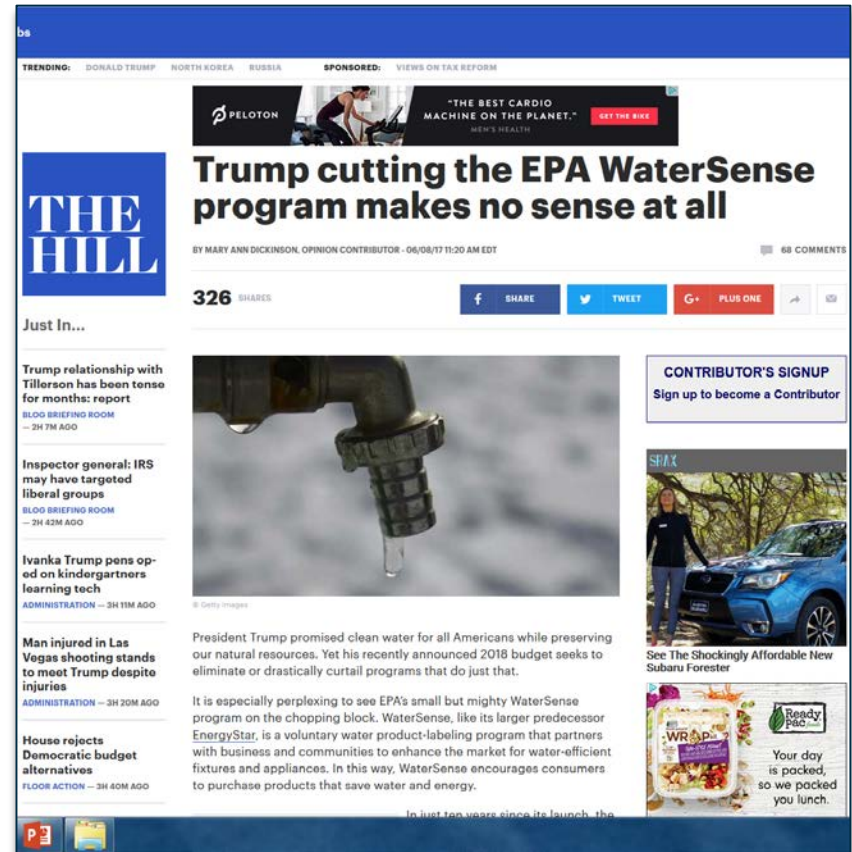


Start now at www.a4we.org

Toilet made by Nikita Golubev from www.flaticon.com
Faucet made by MadebySilver from www.flaticon.com
Showerhead and plant made by Freepik from www.flaticon.com

June 8, 2017

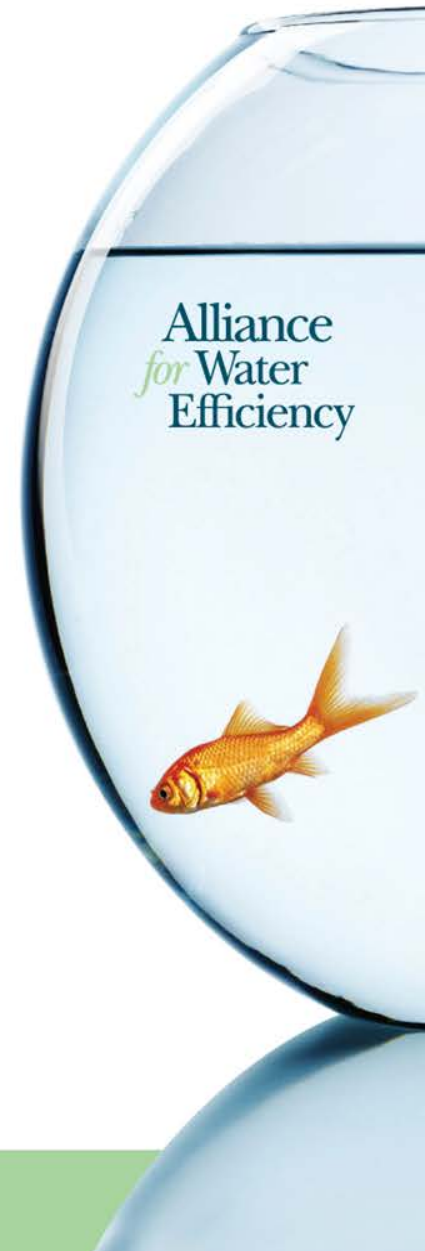
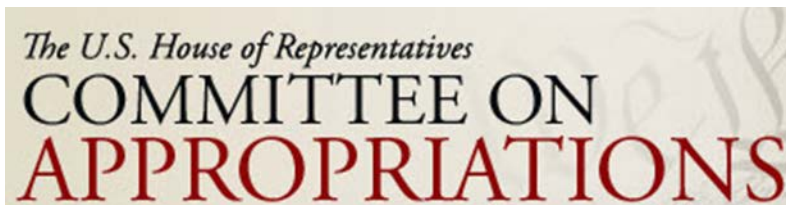
- AWE published Op Ed in The Hill, a top US political website, read by the White House and lawmakers
- Island Press assisted us getting it placed
- Subsequently entered in the Congressional Record by Congressman Jared Huffman



July, 2017

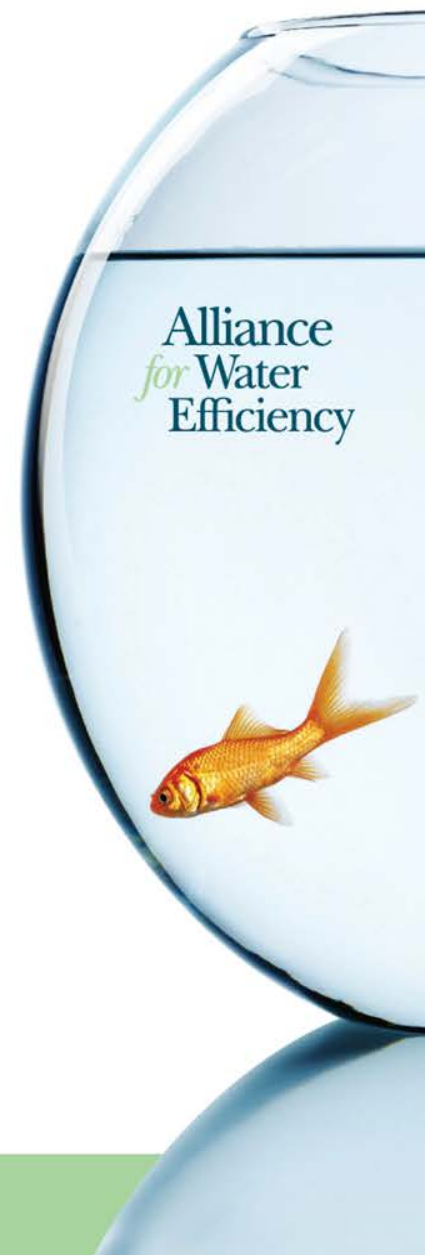
- U.S. House Interior Appropriations Subcommittee oversees funding for EPA
- In July issued its Fiscal Year 2018 agency funding report rejecting the proposed elimination of the WaterSense program on page 58:

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



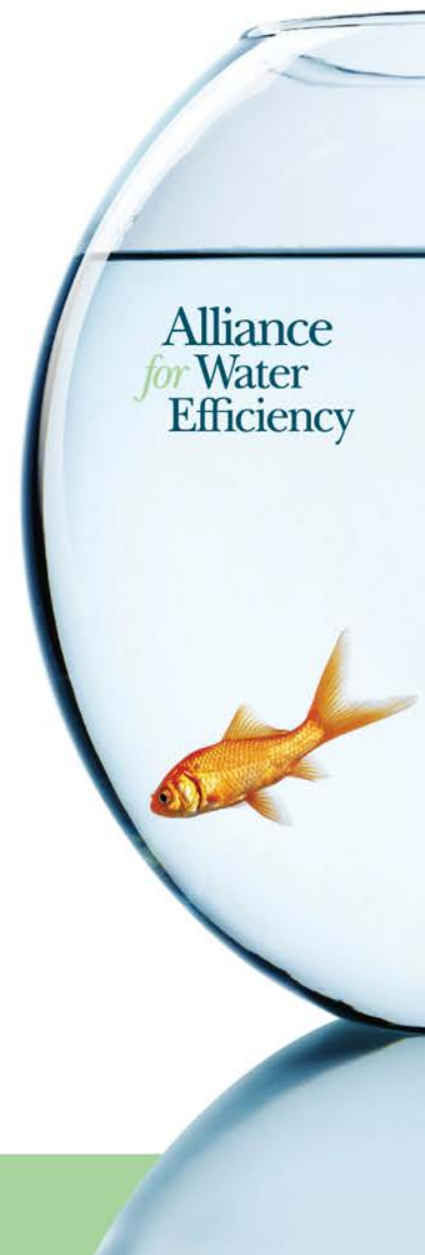
Result

- Congress passes HR 601, a short-term continuing budget resolution for the FY2018 budget
- President Trump signs it on September 8
- Funds the government through Friday, December 8
- More discussions
- Congress passes and the President signs the FY 2018 Federal Budget on March 23
- \$1.3 trillion omnibus appropriations bill to fund the federal government for the remaining six months of **fiscal year 2018**



WaterSense Still in Jeopardy

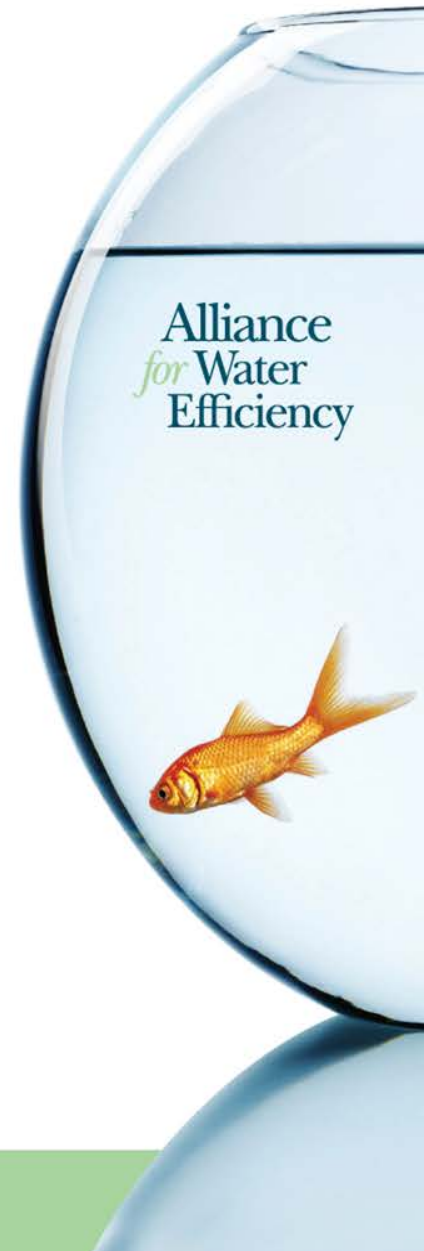
- Trump FY19 Budget still zero funds WaterSense
- \$2 million a year in EPA funding in Administrator's discretionary budget
- Congressional authorization necessary to allow Congress to directly fund it with a budget line item
- As of January 1, best option was S 1137: The Clean Safe Reliable Water Infrastructure Act
- Bipartisan negotiations underway to add authorization to Water Resources Development Act amendments



115TH Congress

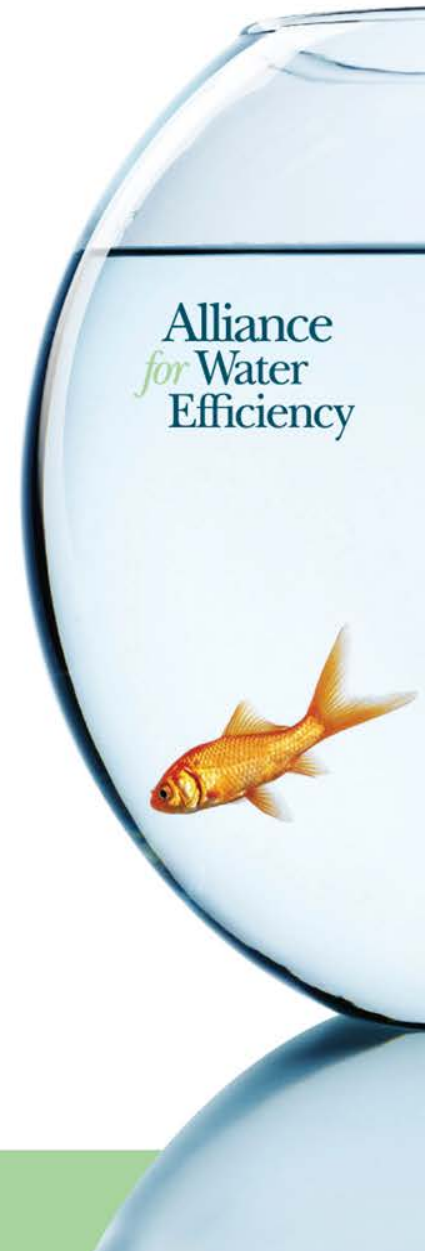
WaterSense authorization attempts:

- HR 3248 (Cartwright, PA)
- HR 3275 (McNerney, CA)
- S 1137 (Cardin, Inhofe)
- S 1460 (Murkowski, AK)
- S 1700 (Udall, Portman)
- S 2800 (Barrasso, WY)



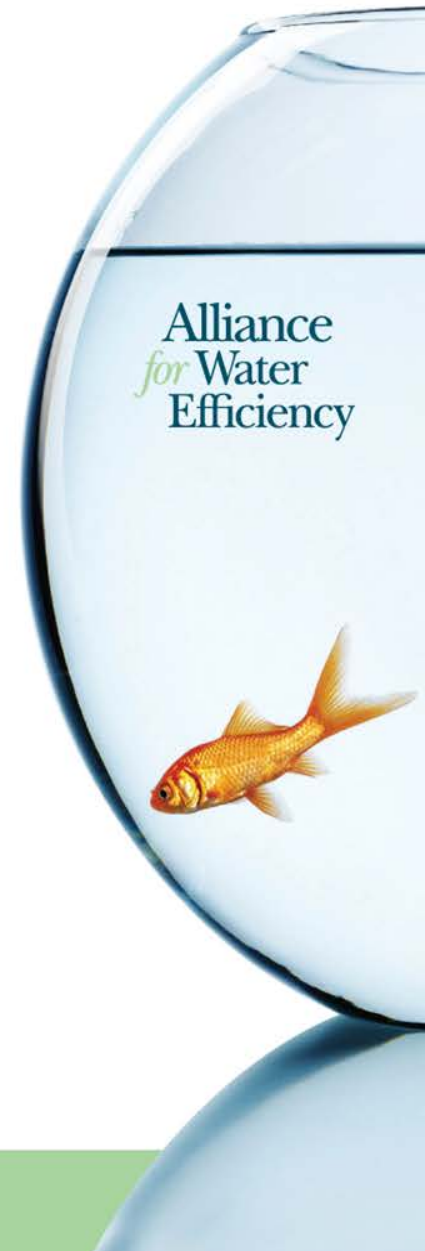
March 22, 2018

- Administration continues to assert that WaterSense should be eliminated
- AWE sent another letter to EPA Administrator Scott Pruitt urging continued funding of the WaterSense program and outlining its numerous benefits
- Letter signed by 169 manufacturers, businesses, water providers, academic institutions, and efficiency advocates
- No small irony that March 22 was World Water Day



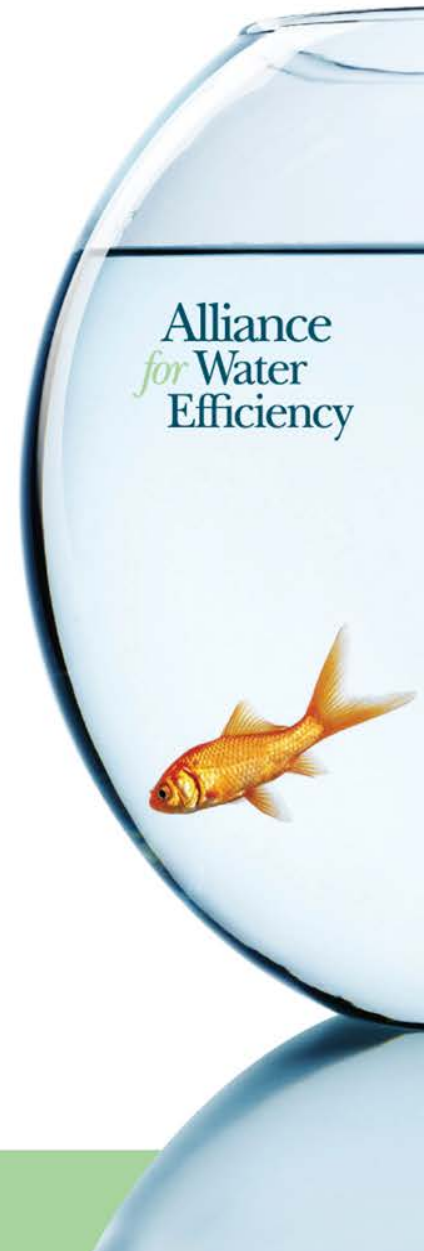
May, 2018

- S 2800 introduced May 8
- America's Water Infrastructure Act of 2018
- Included an amendment by Sen. Ben Cardin (D-MD) to authorize the WaterSense program
- Approved by the Senate Environment and Public Works committee on May 22 and sent to the full Senate
- House passed its own version of this legislation without authorization of WaterSense
- What was the likely outcome?



FY2019 Appropriations

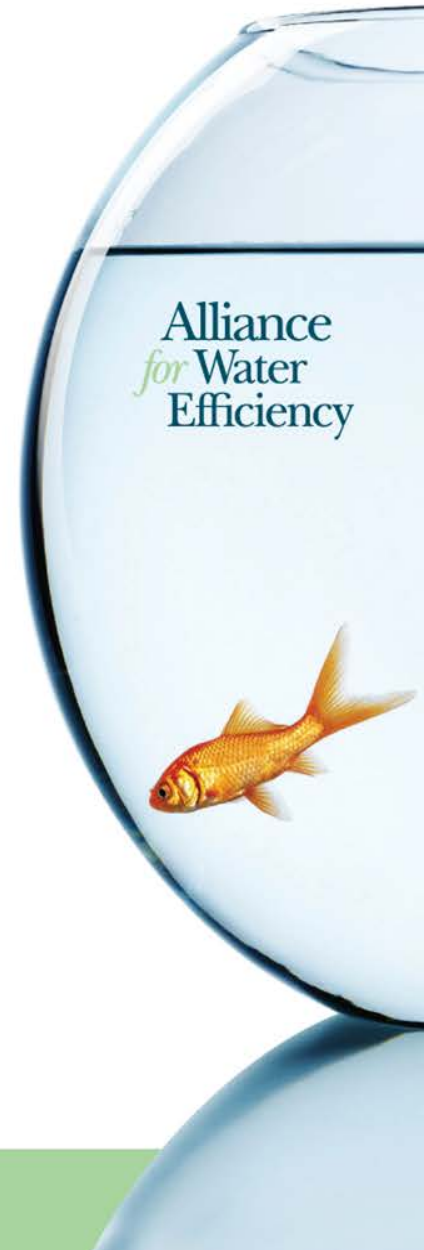
- Because the EPA indicated it does not plan to continue WaterSense beyond this year, both the House and Senate appropriations committees included language in their committee reports
- Report Language instructed the EPA Administrator to continue operating the WaterSense program using his discretionary funds account
- Excellent chance that EPA will continue to operate WaterSense through the end of fiscal 2019, which ends on Sept. 30, 2019



House Instructions

Report of the House Appropriations Committee
accompanying HR 6147, making appropriations for
the Department of Interior, the Environmental
Protection Agency and Related Agencies

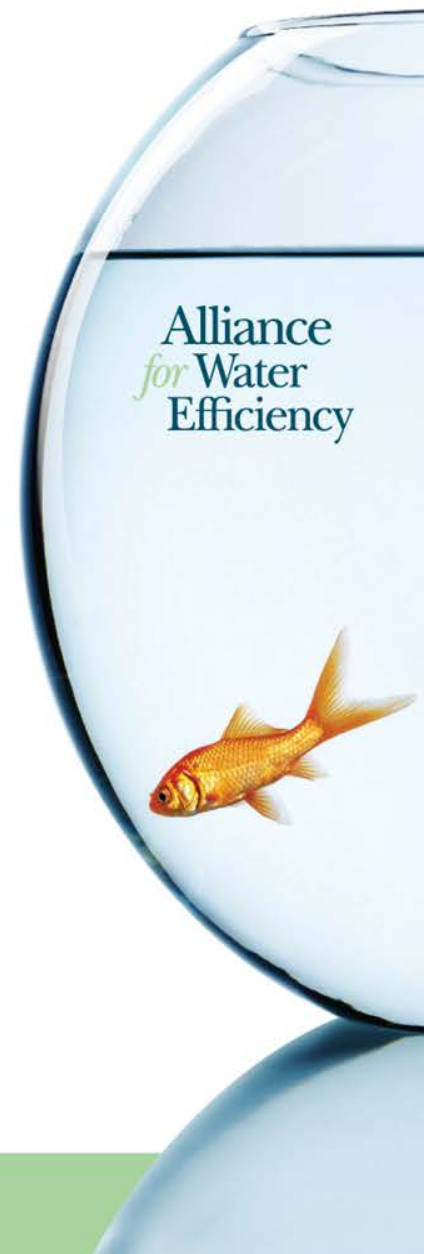
***“Water Quality Protection.—The Committee
recommends \$187,271,000 and supports
continued funding for the WaterSENSE program”***



Senate Instructions

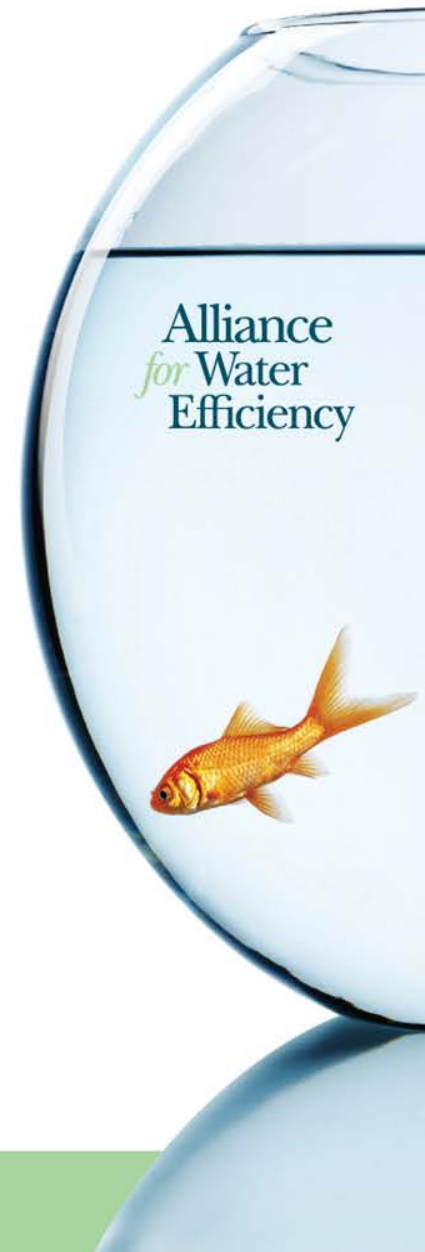
Report of the Senate Appropriations Committee accompanying **S 3073**, making appropriations for the Department of Interior, the Environmental Protection Agency and Related Agencies

“Water Quality Protection.*—\$210,417,000 has been provided for water quality protection. **The Committee rejects the proposed elimination of the WaterSENSE program, and provides not less than the fiscal year 2018 level.”*



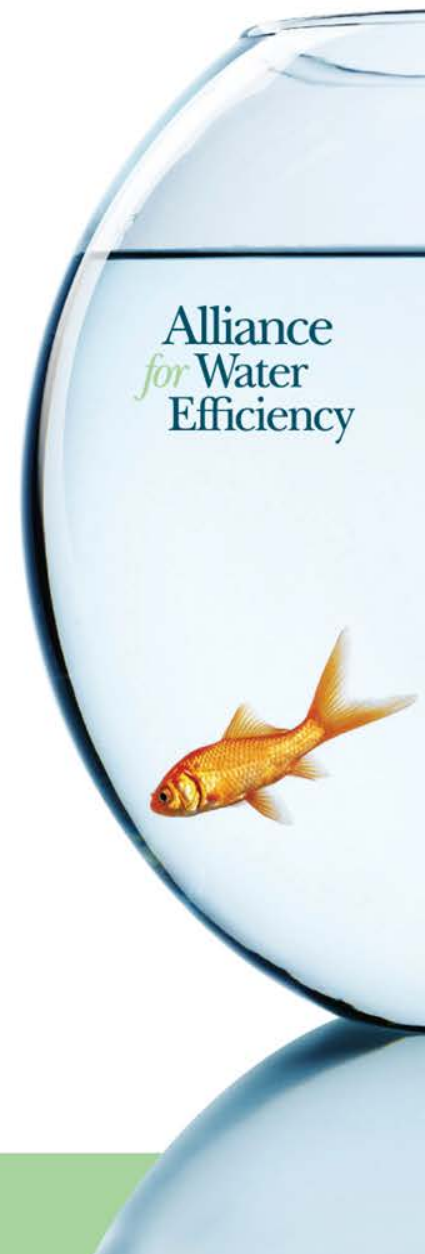
S 3021 (formerly S 2800)

- America's Water Infrastructure Act of 2018
- Amendments to Water Resources Development Act (WRDA) and Water Infrastructure Finance and Innovation Act (WIFIA)
- S 2800 was merged into S 3021
- Passed the Senate September 4 with WaterSense authorization language
- House passed S 3021 with minor amendments on September 13
- Back to the Senate and is expected to be approved at any moment within the next 3 weeks
- OUR BEST SHOT IN 12 YEARS!!!



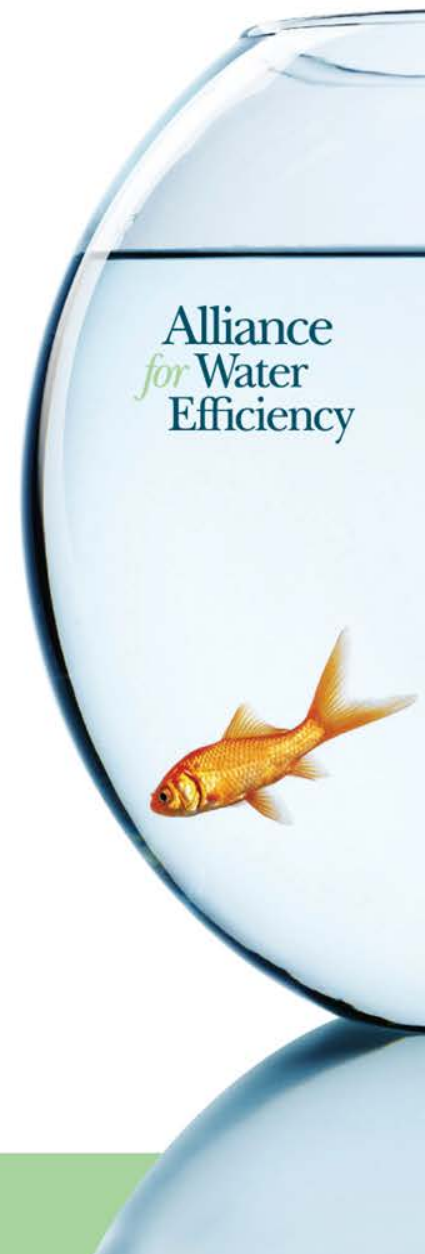
S 3021 Authorization Provisions

- New Section 324B of The Energy Policy and Conservation Act (42 U.S.C. 6201 et seq.)
- No funding indicated
- Coordination with the Secretary of Energy
- 3rd party testing and certification
- Appropriate public notice and comment
- Annual water and energy savings
- Use technical specifications and testing protocols established by voluntary consensus standards organizations



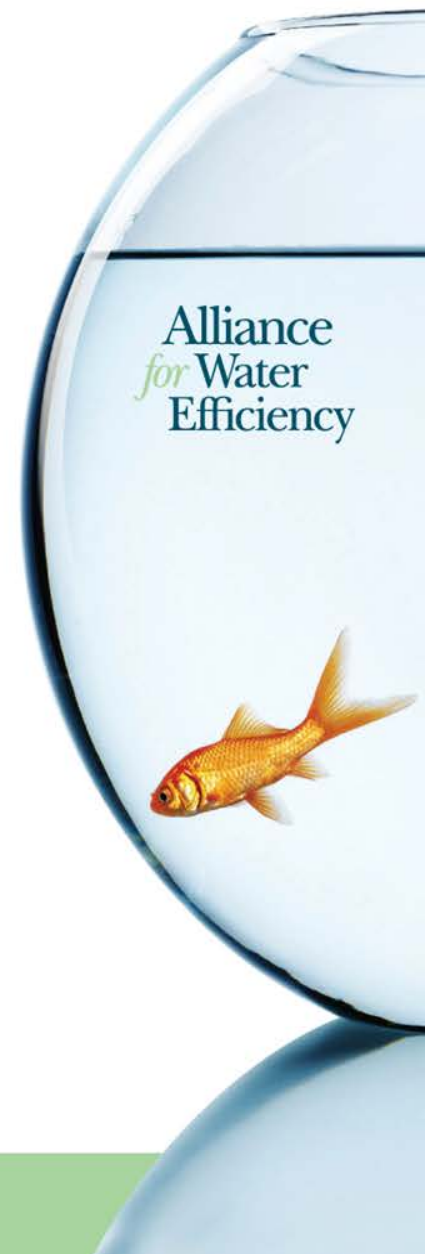
S 3021 Authorization Provisions

- Products, buildings, landscapes, facilities, processes, and services that may be included:
 - ✓ (A) irrigation technologies and services;
 - ✓ (B) point-of-use water treatment devices;
 - ✓ (C) plumbing products;
 - ✓ (D) water reuse and recycling technologies;
 - ✓ (E) landscaping and gardening products, including moisture control or water enhancing technologies;
 - ✓ (F) xeriscaping and other landscape conversions that reduce water use;
 - ✓ (G) whole house humidifiers; and
 - ✓ (H) water-efficient buildings or facilities



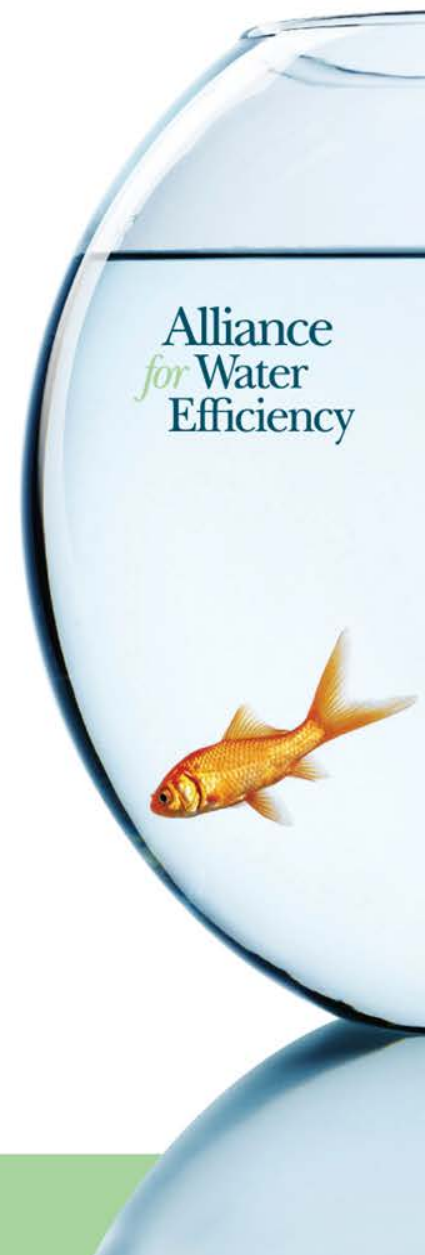
S 3021 Authorization Provisions

- Not more frequently than every 6 years after adoption or major revision of any WaterSense performance criteria, review and, if appropriate, revise the performance criteria to achieve additional water savings
- Not later than December 31, 2019, consider for review and revise, if necessary, any WaterSense performance criteria adopted before January 1, 2012 (all would be reviewed except showerheads and commercial toilets)



So What Can You Do?

1. Watch for news from AWE
2. Sign on to letters if needed to support a budget line item
3. Send your own letters to your Congressional delegation explaining the benefits of the WaterSense program and the need for a budget line item
4. Talk about Saving WaterSense on social media
5. Distribute Saving WaterSense Fact sheets





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