

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





Ask, Listen, Learn, and Share with WaterSense®



Laurel Loftin
WSI 2021
October 7, 2021

Hello from WaterSense

- I am sorry that I cannot make it to WSI to see you because of EPA restrictions on travel.
- But the great thing about our program is our partners!
- I'm happy that Laurie Loftin from the **5-time** Sustained Excellence award winning Athens-Clarke County Public Utilities Department has agreed to pinch hit for me 😊.
- I hope to see you all next year!



Beth Livingston, EPA WaterSense
livingston.beth@epa.gov

What is WaterSense?

- WaterSense, a voluntary partnership program sponsored by the U.S. Environmental Protection Agency (EPA).
- The WaterSense label makes it simple to find water-efficient products, new homes, and programs that meet EPA's criteria for efficiency and performance.
- Our partnerships encourage innovation in manufacturing and support sustainable jobs for American workers.





Our Vision

WaterSense offers people a simple way to use less water

- All Americans will **understand** the importance of water efficiency
- Reduce their water use **by taking actions** at homes, outdoors, and at work
- **Transforming the marketplace** for products and services that use water
- **Promoting a nationwide ethic of water efficiency** to conserve water resources for future generations and reduce water infrastructure costs

Partners Ask, WaterSense Listens



During annual reporting, WaterSense asks partners what types of resources they need

2020

Social media content

Infographics

Short videos

Instagram and all other platforms

Customizable outreach materials

Fliers, graphics, bill stuffers, etc.

Pre-written announcements for newsletters

Outdoor water savings tools

Educational tools for kids at different grade levels

2021



Kids Materials

Five Things This Earth Day to Save Water



If you want to celebrate the Earth this year, don't forget to include water. More than 70 percent of the surface of our planet is water, but almost all of that is ocean water so full of salt, so we can't drink it! Because water is such a precious resource, we all need to do our part to save it. Here are five ways you can start saving water on Earth Day—and every day:

1. **Stop the flow.** Water doesn't need to be flowing while you are busy brushing your teeth, so why not turn it off and save a couple gallons? Also, be sure that the faucet is turned off tightly when you're done washing your hands...those drips become wasted gallons.



2. **Lose the hose, reuse those drops.** If you don't drink all the water in your glass, use it to water houseplants or flowers in the garden. Leftover ice cubes can go right into small plant pots; as they slowly melt, they will give the roots just the water they need.

3. **Scrap the rinse, scrape instead.** If you're cleaning up after meals, scrape food scraps into the trash before loading the dishwasher. Washing and rinsing dishes in the sink uses a lot more water than the dishwasher, but only run the washer when it's full.



4. **Take a shower instead of a soak.** A shower uses less water than filling the bathtub; just don't stand under the spray for too long! If you shorten your shower by just a minute, it will save two gallons of water. Use less shampoo, so it doesn't take long to rinse.

5. **Don't use the toilet for trash.** Used paper towels and tissues belong in the garbage. Only flush the three Ps—pee, poop, and (toilet) paper. When you use the toilet as a trash can, you waste anywhere from one gallon of water to three gallons or more!



For more information, fun activities, and even a game you can play while you learn to save water, visit www.epa.gov/watersense/watersense-kids.

Be a Detective for Earth Day!

Word Search

Find the water-saving words listed below.

ERWSECEPUMRTSWA
LPWOHZXJCYEHNOX
EMACPGKYHCOELUN
IPECKAELUWDWHTZ
IVAVSCYAERLYBEU
LWRRCDFRATQCWLM
BNTACONGSKAATIO
USHFFSQAYXTXPXOO
VSBURUSHKLEGVHTR
VSRAWHPERFAVSIH
REHSAWHSIDSNCAT
EEXCVPLQLQWBIISOA
WJQIIEULOQXUECB
QTHUODQUVHXSXBPK
EBMUNXNRSXBFC

bathroom brush dishwasher
earth faucet garden
shower leak scrape
water tap toilet
Bonus word: landscape

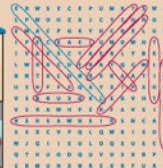
Find the Differences

Circle 10 things that have changed between the top house and the bottom house.



Answer Key

1. Black hair
2. Image on TV
3. Shoe color
4. Blonde hair
5. Bar of soap
6. Green T-shirt
7. Toilet seat down
8. Trash change
9. No drawer
10. Emptier dishwasher



Don't use the toilet for trash.



Used paper towels and tissues belong in the garbage. Only flush the three Ps—pee, poop, and (toilet) paper. When you use the toilet as a trash can, you waste anywhere from one gallon of water to three gallons or more!



Scrap the rinse, scrape instead.



If you're cleaning up after meals, scrape food scraps into the trash before loading the dishwasher. Washing and rinsing dishes in the sink uses a lot more water than the dishwasher, but only run the washer when it's full.



Stop the flow.



Water doesn't need to be flowing while you are busy brushing your teeth, so why not turn it off and save a couple gallons? Also, be sure that the faucet is turned off tightly when you're done washing your hands...those drips become wasted gallons.



Save at Home Tools

Save Water at Home
coloring book



Save Water at Home
handout



Save Water at Home
social media graphics



Multilingual Tools

接受 10 分钟的 WaterSense 挑战

检测 和 找出 渗漏

你是否知道

从收集线索开始

1 检查你的水表

2 检查你的水表

3 做一个马桶测试

维修渗漏就是省钱！

检查

拧紧

替换

更多维修资源小贴士，浏览 <https://www.epa.gov/watersense/espanol>

WaterSense PARTNER

Reemplaza el aireador de la llave de agua en 4 pasos fáciles

1: Cubre el drenaje.

2: Quita el aireador viejo.

3: Quita la arandela de goma si está atascada.

4: Enrosca al aireador nuevo certificado WaterSense y de ser necesario, aprieta con llave inglesa.

WaterSense PARTNER

<https://espanol.epa.gov/watersense>

你的 浇灌 是否 在控制 焕然一新了！

是时候 开始给 洒水喷头 定向

检查 连接



为什么越湿越浇水？

如果你用浇水定时器控制户外浇水 不要设置然后搁置！

无论干旱与否 适时关闭浇灌系统。 夏季的草坪并不一定要绿草如茵。

WaterSense

www.epa.gov/watersense

Consejos de baño WaterSense #1:

REEMPLAZA TU CABEZA DE DUCHA

WaterSense

Thank you to the Upper San Gabriel Valley Municipal Water District in California

Smart Irrigation Tools

look for



Smart Watering With Weather-Based Irrigation Controllers



To promote water-smart irrigation, many landscapes feature a weather-based irrigation controller (WBIC). WBICs use current local weather data to adapt landscape irrigation schedules, only watering plants when they need it. The U.S. Environmental Protection Agency's (EPA's) WaterSense® program labels WBICs that have been independently certified to meet performance criteria detailed in the [WaterSense Specification for Weather-Based Irrigation Controllers](#). A WaterSense labeled WBIC can save water and reduce the need for manual intervention. A WaterSense labeled WBIC can also provide a level of convenience, reducing the need to change irrigation schedules as the seasons change. Furthermore, with the growth of app-based interfaces, some labeled WBICs allow users to control irrigation right from their mobile devices. This added convenience allows consumers to track their irrigation water use, increasing their awareness of how much water they use outdoors. Additionally, some labeled models integrate their app-based software into smart homes' systems, allowing the user to operate all smart devices from one location.

Background

At the core of an irrigation system is the controller, or a timer where irrigation schedules are set, determining the frequency and amount of water applied to the landscape. The controller is the key interface between the irrigation system and end user in charge of operating that system. Homeowners, maintenance staff, and irrigation professionals can control when and how much water is applied to the landscape by programming their irrigation controllers.

In addition to water savings, WaterSense labeled SMSs also provide a level of convenience, reducing the need to change irrigation schedules as the seasons change. Furthermore, with the growth of app-based interfaces, some labeled SMSs allow users to control irrigation right from their mobile devices. This added convenience allows consumers to track their irrigation water use, increasing their awareness of how much water they use outdoors. Additionally, some labeled models integrate their app-based software into smart homes' systems, allowing the user to operate all smart devices from one location.

Photo (above left) courtesy of Hunter Industries, Inc.
PHONE (866) WTR-SENS (987-7367)



Smart Watering With Soil Moisture-Based Irrigation Controllers



To save water outdoors, many homeowners and businesses with in-ground irrigation systems also install soil moisture-based irrigation controllers, also known as soil moisture sensors (SMSs). SMSs detect the amount of moisture in the ground beneath the landscape and schedule irrigation when plants don't need water, reducing water waste and improving plant health. The U.S. Environmental Protection Agency's (EPA's) WaterSense program labels SMSs that have been independently certified to meet performance criteria detailed in the [WaterSense Specification for Soil Moisture-Based Irrigation Controllers](#). A WaterSense labeled SMS can reduce outdoor water use by up to 30 percent, saving an average home thousands of gallons of water annually. This added convenience allows consumers to track their irrigation water use, increasing their awareness of how much water they use outdoors. Additionally, some labeled models integrate their app-based software into smart homes' systems, allowing the user to operate all smart devices from one location.

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Photo above courtesy of Hunter Industries, Inc.
PHONE (866) WTR-SENS (987-7367) WEBSITE www.epa.gov/watersense EMAIL watersense@epa.gov

FIND IT FLAG IT FIX IT

A CHECKLIST FOR YOUR LANDSCAPE

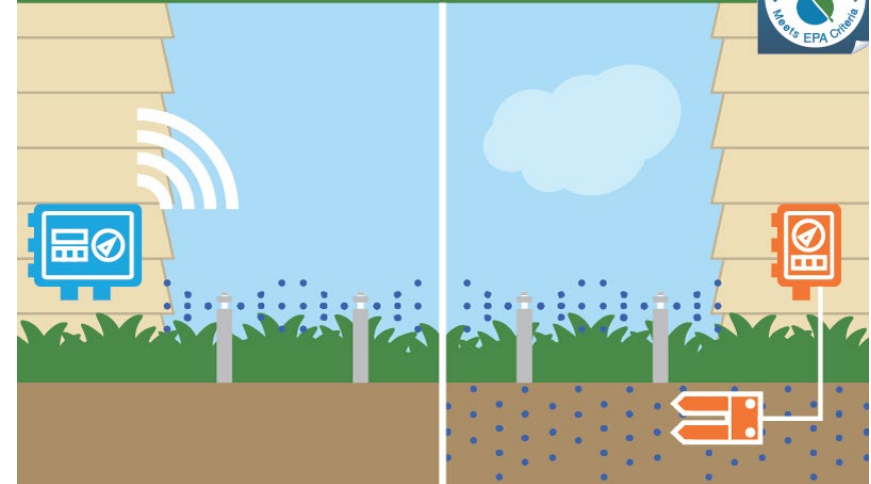


A simple walk through
your landscape can help
you save water outdoors



PHONE (866) WTR-SENS (987-7367) WEBSITE www.epa.gov/watersense EMAIL watersense@epa.gov EPA-832-F-20-004 April 2020

WaterSense labeled irrigation controllers
can take direction from the sky or the soil
- you make the call on how to save water.



Weather-Based (WBIC)

- Use local weather data to estimate landscape conditions and determine if an irrigation cycle should be allowed or skipped.
- One WBIC can store information for multiple irrigation zones.

Soil Moisture-Based (SMS)

- Sensors take in-ground readings of soil moisture to determine if the irrigation cycle should be allowed or skipped.
- Depending on the uniformity of the landscape you may need multiple SMSs for a single landscape.

You Asked for It...



You **know**
what to do when
the **weather**
changes.

Your **irrigation** system should too.

Let a smart irrigation controller do the thinking
for you...and **save water.**

Did you know that homes with automatic irrigation systems use 50 percent more water than those without them? But a WaterSense labeled irrigation controller cancels scheduled watering based on local weather or soil conditions. Models that have earned the WaterSense label have been independently certified for efficiency and performance.

Some even link to your smart phone or smart home system, to provide more control.

Save thousands of gallons of water each year. Look for a WaterSense labeled irrigation controller to replace a clock-based controller, and stop wasting water outdoors.



WaterSense labeled irrigation controller photo courtesy of Rachio.



Mulch—
because wasting
water is
madness.



Got Mulch?



Cover open ground
with wood chips or
yard clippings to
hold moisture
in the soil and
save on watering.



#MulchMadness

Seasonal Smart Watering Tools



Why water when it's wetter?



If you use a clock timer for outdoor watering, **don't** set it and **forget** it!



#SaveWaterOutdoors

Soak up the sun, not your water bill!



If you use a clock timer for outdoor watering, **don't** set it and **forget** it!



#SaveWaterOutdoors

Don't get blown away by water waste.



If you use a clock timer for outdoor watering, **don't** set it and **forget** it!



#SaveWaterOutdoors

Don't fall into a pattern of watering all winter!



As temperatures drop, it's time to **update** your irrigation schedule.




#SaveWaterOutdoors

Outdoor Graphics

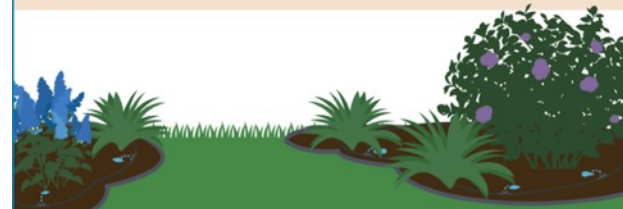
look for  **SAVE OUTDOORS WITH WATERSENSE**

Combining a **smart irrigation controller** and **spray sprinkler bodies** that have earned the WaterSense label can save **water, time, and money** on water and sewer bills.



look for  **GET RIGHT TO THE ROOTS**

Microirrigation provides water directly to plant roots at a **lower flow rate**, allowing the water to soak into the soil and **reducing runoff**. Consider hiring an **irrigation professional** to help design your microirrigation system.



look for  **KEEP YOUR CONTROLLER IN CHECK**

Establishing **new plants** in your landscape requires more water. Don't forget to **reset your irrigation controller** to a more efficient setting after plants are established to **save water** and keep plants healthy.



look for  **使用WATERSENSE产品节省户外用水**

使用WATERSENSE标签的浇灌控制器和喷灌系列产品可以为你省水省时并节省水费和污水费



look for  **把水直接浇到植物根部**

微浇灌可以直接向植物根部供水，使水渗入到土壤中，并且**减少径流**。请考虑**雇佣专业人士**设计你的微浇灌系统



look for  **及时检查浇灌控制器**

植物刚种下时需水量较大。植物正常生长了，就要**重新设置浇灌控制器**，以期**省水**并使植物健康生长



Your Better Yard

Alerts
 Jobs
 Payments
 Notify Me®
 Report a Problem

Athens-Clarke County
UNIFIED GOVERNMENT

ABOUT US DEPARTMENTS SERVICES GET INVOLVED

NEW: H2GrOW

NEW: Your Better Yard

Conserving Water Outside

Find It, Flag It, Fix It: Landscape Checklist

Hydro-zoning

Irrigation Systems

Outdoor Watering Tips

Rain Barrels

Sprinkler Spruce Up

Home > Departments > Departments & Offices I - Z > Public Utilities > Water Conservation > Home & Landscaping > Saving Water Outside > NEW: Your Better Yard

NEW: Your Better Yard

Are you looking to save water while maintaining a beautiful landscape? Whether you are a master gardener or have little patience for lawn care, you can make your yard more attractive and functional while saving water. Enhance your landscapes with water-saving techniques and technologies that fit your lifestyle and yard type.

Check out the eight different landscape types below to see which one might match your yard and lifestyle. Once you have found your better yard, learn how to upgrade your landscape and save water with [WaterSense](#) labeled product and smart practices.

Landscape Lifestyles

Backyard Beauty

Are you a master gardener with a variety of annuals, perennials, and vegetables in your yard? Is your landscape lush, and do you require efficient irrigation performance in a variety of climates? If you're going for Backyard Beauty, consider these tips for your better yard:

- Plant flowers that are native to your region and don't require much watering beyond normal rainfall.
- Group plants in [hydrozones](#) by watering needs.
- Consider installing a microirrigation system that delivers water slowly and over a longer period of time.

- Help homeowners find the landscapes and practices that fit their lifestyle!
- Attractive and functional yards can save water and time
- WaterSense labeled products and water smart practices can help

Your Better Yard Campaign Brief

look for



Your Better Yard

Help Customers Find a Landscape to Fit Their Lifestyle and Save Water

WaterSense has created the Your Better Yard campaign to help homeowners enhance their landscapes with water-saving techniques and technologies that fit their lifestyles and yard type. Built off the aspirational appeal of the Your Better Bathroom campaign, Your Better Yard starts with the idea that consumers want to improve their lawns and gardens by making them more attractive and better suited to their needs. And, while doing so, they can also save water and money on utility bills by adding WaterSense labeled products and tips into their landscape and irrigation plans and activities.

WaterSense partners can promote Your Better Yard in their communities in one of two ways:

1. Use WaterSense promotional tools on websites, in social media, and at events to encourage various ways to make yards better by linking to tips and technologies on the WaterSense website.
2. Use the graphics and suggested text provided to create a customized Your Better Yard campaign on their websites to promote specific landscape and irrigation tips, incentives, and programs.

WaterSense has a variety of tools available that can be used as is or tailored with organizations' logos and outdoor savings messages to post online or use in live or virtual workshops:

1. A PowerPoint presentation to post online or use in live or virtual workshops.
2. Social media posts (sized for Instagram, Facebook, and Twitter); run them in a series or post to a website featuring different landscapes/lifestyles and tips to enhance yards, along with links to more information.
3. A series of 6x9 postcards, which illustrate eight different landscapes/lifestyle types and suggestions on water-saving yard features or improvements.
4. A brochure handout and poster where customers can check out different landscapes to match their lifestyle, then get tips on how to make their yard better and save water.
5. Sample website text for partners to make their own Your Better Yard site.

Landscape Lifestyles

The types of yards covered in the national Your Better Yard campaign are shown below; some have similar features, but homeowners might take different approaches to saving water based on their lifestyles:

Backyard Beauty



This yard has a variety of annuals, perennials, and vegetables and might be maintained by a master gardener. The landscape is lush and requires good irrigation performance in a variety of climates. Recommended tips include:

- Selecting native plants
- Planting in hydrozones by water needs
- Microirrigation for do-it-yourselfers
- A WaterSense labeled weather-based irrigation controller
- Audit by a certified irrigation professional



www.epa.gov/watersense/outdoors

2



Dog Digging Dilemma

This pet owner's landscape has a mix of turf and plants that need protection from digging paws. It has an in-ground irrigation system with an existing clock-timed controller. Recommended tips include:

- Turf replacement with hardy plants
- A WaterSense labeled weather-based smart irrigation controller
- Sprinkler spruce-up to find and repair broken equipment
- Flowers in fenced-in hydrozones



Playdate Priorities

This is a yard with an in-ground sprinkler system in a family-friendly area where playdates and other priorities leave little time for lawn maintenance. The home might also have high water pressure. Recommended tips include:

- Turf replacement with mulch in high-traffic areas
- Low-water-using plants to reduce maintenance
- WaterSense labeled spray sprinkler bodies to regulate pressure
- A WaterSense labeled weather-based irrigation controller



Open Space

This is the landscape of people who like to entertain outdoors, but also travel a lot and leave the maintenance to someone else. They may be in the market for a landscape or irrigation system redesign. Recommended tips include:

- A design with plants hydrozoned by water needs
- An irrigation system designer certified by a WaterSense labeled program
- Microirrigation to get water right to the roots
- WaterSense labeled spray sprinkler bodies
- A WaterSense labeled weather-based irrigation controller



Family Fun

This yard is the envy of the neighborhood, thanks to meticulous lawn maintenance. Since it doubles as a field for kids' sports, it serves as a practical space too. Recommended tips include:

- WaterSense labeled spray sprinkler bodies to regulate pressure
- Sprinkler spruce-up every spring to check for broken equipment and leaks
- Soil moisture sensors to enhance watering
- A certified irrigation auditor to enhance system efficiency

3



Low-Maintenance Living

This yard doesn't have an in-ground sprinkler system, and the owner doesn't want a lot of turf to mow. The landscaping should require little maintenance and leave room—and time—for playing with the kids on the weekends. Recommended tips include:

- Turf replacement with drought-tolerant plants native to the region
- Plants placed in hydrozones by watering need
- Some type of drip irrigation, such as a soaker hose
- Wise watering tips, such as watering in the early morning or evening to avoid evaporation



Urban Oasis

This small space has room to grow into a lovely garden; with creative energy and do-it-yourself videos, this backyard or balcony plot could be a sustainable source of organic produce and water-smart flowers. Recommended tips include:

- Planting native flowers
- Placing plants in hydrozones based on water needs
- Mulching to maintain healthy soil and plants
- Hooking drip irrigation to a hose bibb with a soil moisture sensor or controller



Community Garden

This local school or community garden has a plan to build raised beds and educate kids about growing vegetables and saving resources. By capturing rainwater and planting wisely, it can save on water. Recommended tips include:

- Drought-tolerant plants native to the region
- Beds arranged by hydrozones to make watering easier
- Drip irrigation in raised beds
- A rain barrel to collect water for irrigation

Your Better Yard

graphics for the yard types provided and create descriptions of yards more specific to the partner's needs. The PowerPoint presentation included on the partner site can help you to promote your Your Better Yard web page with WaterSense's suggested text and include turf and weather-based irrigation rebates, regional plant selection tips, irrigation system audits, and tips to promote outdoor water savings.

<https://projects.epa.gov/watersense/partner-promote-better-yard.html> and start showing customers. You can use it along with the sample website text, social media posts, brochure, or other materials.

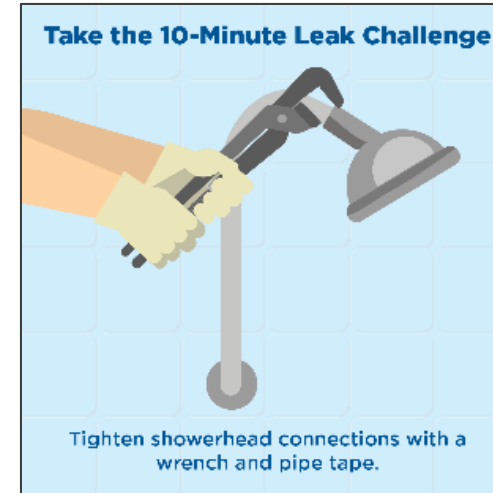
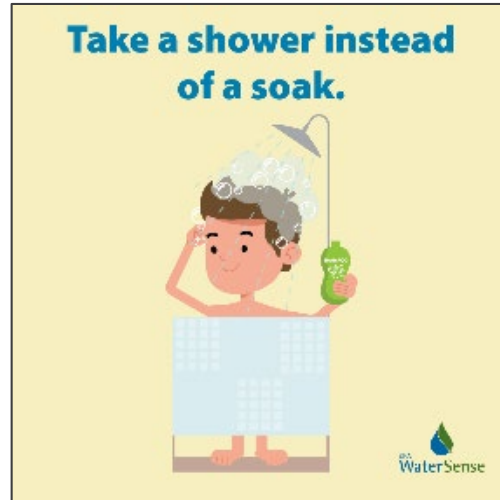
Landscape Lifestyles



Landscape Lifestyles



Social Media Graphics



Tools for Commercial Customers

look for



Take Fix a Leak Week to Work Start Commercial Customers on a Leak Self-Inspection Routine

Fix a Leak Week is the perfect time to encourage commercial customers to start a water-saving routine of walking through your workplace to look and listen for leaks. Or if a lockdown, slowdown, or seasonal break leaves a building unoccupied or minimally occupied for a short period, you can encourage customers to conduct their own leak detection audits with a few simple steps.

You can also print and include the [posters or stickers created for WaterSense partners](#) to post in commercial restrooms encouraging employers and visitors to report leaks to management.

Stop, Look, and Listen for Leaks!

Did you know that just one dripping faucet could waste 3,000 gallons of water per month in your facility? And a running toilet could waste 10 times as much? Take control of water waste in your facility by working leak detection into your operations and maintenance efforts. Incorporate the following tips into daily inspection routines and fix leaks quickly once they are identified. If your business is in a full or seasonal break, it's the perfect time to start establishing good leak-checking habits. Here's a quick checklist to look and listen for leaks at work:

LOOK

- Look** for dripping or constantly flowing water.
 - Regularly inspect mechanical rooms, kitchens, bathrooms, and other areas with water-using fixtures and appliances.
 - Most equipment shouldn't use water constantly. Any equipment that is constantly using water should be inspected for malfunction.
 - Keep your eye out to turn off faucets or hoses that are left running.
- Look** for water flowing into drains.
 - While water is supposed to flow into drains, any equipment that is constantly draining, however, should be inspected for malfunction.
 - Check for water going to your cooling tower overflow drain, which could be a sign of a stuck make-up valve or other issues.
- Look** outdoors for puddles and persistent wet areas.
 - Areas that remain wet well after it rains should be inspected for leaking irrigation equipment or water lines.
 - Talk to maintenance staff about tuning up the watering schedule or hire a professional certified by a WaterSense labeled program to audit your irrigation system.

LISTEN

- Listen** for constantly running equipment.
 - Walk through the restrooms first thing each morning when not in use.
 - Listen for running toilets and dripping faucets.
- Listen** for constantly flowing water as you walk through each room.
 - Identify the source and inspect equipment if flowing water.
 - Don't forget to listen near floor drains.
- Listen** to comments from staff and visitors.
 - Train staff to identify and report leaks.
 - Post communication materials inviting guests to alert you to problems.

Consider upgrading equipment to WaterSense labeled or ENERGY STAR certified equipment to increase water and energy efficiency. Visit <https://lookforwatersense.epa.gov/products/> or www.energystar.gov to get started.

Insert your organization's URL: _____

<https://projects.epa.gov/watersense/partner-site/>

WaterSense logo

From Audit to Upgrade: Certified Irrigation Professional Harvests Gold From Water-Saving Products

Project Summary

The residential community of Harvest Gold Village improved the appearance of its landscape and reduced outdoor water waste using a grant from Northern Colorado Water Conservancy District. By implementing the recommendations of an irrigation professional certified by a WaterSense labeled program and incorporating WaterSense labeled irrigation products, Harvest Gold saved more than \$22,500 in water bills in the first year of the project.

Background

Harvest Gold Village, located in Loveland, Colorado, struggled with irrigation issues such as dry spots and streaks that resulted from inconsistent watering patterns across the turfgrass in their common space. The village's water use and costs were also on the rise. In spring 2019, the homeowners' association (HOA) began to address these issues by arranging for a landscape consultant through the Colorado State University Extension's on-site Lawcheck program. Next, Harvest Gold received an irrigation audit from the City of Loveland, conducted by the local nonprofit Resource Central, which recommended correcting sprinkler head orientation and replacing or repairing broken sprinkler heads. To address these findings, the HOA applied for and received assistance from the Northern Colorado Water Conservancy District's Collaborative Water-Efficient Landscape Grant Program, which provides consultation and funding for new or redeveloped water-efficient landscapes that use plants, designs, and equipment suited to the local climate. Grant recipients must provide an equal match for the funding.

Professionals and Products

Harvest Gold needed a professional to help guide their project, so they turned to Aaron Sall from the landscape company Ideal Irrigation, which specializes in upgrading irrigation systems to make them more efficient. Sall is a Certified Landscape Irrigation Auditor (CLIA) through the Irrigation Association's WaterSense labeled program. The U.S. Environmental Protection Agency's WaterSense program labels professional certification programs for irrigation and installation/maintenance professionals.

Case Study Highlights

- Property: Harvest Gold Village
- Location: Loveland, Colorado
- Vegetated area: 100,000 sq ft
- Number of irrigation systems: 2
- Preliminary water savings: \$22,500 in project
- WaterSense Spray Irrigation products used
- Proper Water Use program implemented

From the Ground Up: Albuquerque Apartments Realize Savings With Rebate and Retrofits

Project Summary

The property managers at La Paloma Apartments worked with the local water utility, its contractor, and a local landscaping company to replace apartment plumbing fixtures and upgrade the complex's irrigation system. The property saved more than 5 million gallons of water within the first year, and the project paid for itself within two years, thanks in part to the utility's rebate program.

Background

In 2016, property managers at La Paloma Apartments in Albuquerque, New Mexico, examined their water use and realized there were plenty of opportunities for the complex to save water. They contacted the Albuquerque Bernalillo County Water Utility Authority (ABCWUA) and were connected with the utility's consultant, Smart Use, to identify potential indoor and outdoor water efficiency improvements.

Case Study Highlights

- Property: La Paloma Apartments (built in 1994)
- Location: Albuquerque, New Mexico
- Landscape size: 371,422 square feet of irrigated area
- Number of residential units: 424
- Water savings: Over 5 million gallons of water in 2020
- Cost savings: Approximately \$20,000 in water bills in 2020

Audits and Upgrades Help Apartments Save

The apartment complex's water efficiency makeover started in 2016, when ABCWUA began providing water usage reports to help La Paloma identify seasonal spikes and anomalies in water use. Smart Use then conducted indoor and outdoor water audits to identify efficiency upgrades, predict water savings, and calculate the return on investment for all potential projects. This analysis would be used to secure a rebate.

Smart Use professionals certified by the WaterSense labeled Qualified Water Efficient Landscaper (QWEL) program conducted the landscape audit. It quickly became apparent that the best way to start was with La Paloma's outdated irrigation system and associated runoff issues that resulted from the land's steep slope.

In 2019, La Paloma hired local water-efficient landscaping company Green Summit to upgrade the irrigation system. The firm incorporated system-wide pressure regulation at the valves and retrofitted sprinklers with

PHONE (866) VTR-SENS (867-7367) WEBSITE www.epa.gov/watersense EMAIL watersense@epa.gov

EPA 832-P-21-008 March 2021

Learn and Share with WaterSense



Partner Roundtables - Pivoting During Covid

- December 2020 series of roundtables with partners
- Partners provided ideas and lessons learned from pivoting their programs during the pandemic
 - Events and In-Person Outreach
 - Educating Kids and Adults During a Pandemic
 - Auditing and Home Assistance
 - Incentives From Rebates to Direct Installs
- What we learned
 - Customers were clamoring for activities, and partners found ways to make them happen
 - Partners found creative ways to reach students
 - Videos were a great option
 - With planning, virtual and socially distanced audit and landscape checks were still an option



Remote Possibilities: WaterSense Partners Find Creative Ways to Promote Savings



SAMPLE ONLINE TOILET REBATE APPLICATION

What you'll need to complete the application:

- Photos of the pre-1994 toilet in your home. (If your rebate program has additional qualifications, you can add additional sections to upload photos or documents.)
- Your receipt from the purchase of the new WaterSense labeled toilet.
- Your sewer/stormwater/water account number and address.
- Ten minutes to complete the form.

Note: Please complete ALL appropriate fields before submitting your request. Incomplete requests will not be processed. (If you allow printed/handwritten forms, add mailing address to submit application.)

Contact Information

First & Last Name _____
 Email Address _____
 Phone Number _____
 Mobile Number _____
 Which City/Municipality Provides Your Water Service? _____

What Type of Property is this? (Select Only 1)

☐ Residential
☐ Commercial/Business

Building Type (Select Only 1)

☐ Single-Family
☐ Multifamily
☐ Commercial

Physical Address of Property

Address _____
 City _____
 State, Zip Code _____

Water Utility Billing Information

Name of Water Account Holder _____
 Water Account Number _____

Address where water bill is received by water account holder

Street Address _____
 City, State, Zip Code _____

24

Athens Water Festival in a Box

Register your child to receive a box filled with water activities and goodies!
When the box arrives, **DON'T OPEN IT!** Join for a special, live Unboxing Party!

Marketing

- Social media
- Email to previous festival attendees
- “World” email

Registration

- 150 boxes increased to 180 boxes
- Online registration form with waitlist
- Option for special delivery
- Multiple registrations allowed per household



Partner Roundtables - Affordability

- Two partner roundtables in the spring of 2021 with partners who have made water efficiency part of their customer assistance programs.
- Partners shared information about the types of programs they provide
 - Free/reduced price/direct installs of WaterSense-labeled products
 - Leak repair/plumbing services
 - Workshops and education
 - Free home water use assessments
- What we learned
 - It can be challenging to identify/qualify participants
 - Direct installs can be better than rebates
 - Partners are critical to success, credibility, promotion, qualification
 - Don't try to do it all - water fits in with existing energy, food, and housing assistance efforts
 - Speak the language of your customers - translate materials into multiple languages

Economic Policy

White House faces new pleas to avert 'tidal wave' of water shut-offs as state bans continue to lapse

New Affordability and Efficiency Tool

direct installs product rebates incentives education
bill reduction retrofits **plumbing repair** tax status
water bill pilot programs Fix a Leak Week seniors
housing authorities energy programs multifamily
landscaping income qualification **leak identification**
nonprofit **partners** recruitment efforts toilet sensors
weatherization flow meters AMI major leak repair

Assistance That **Saves**

How WaterSense Partners Incorporate
Water Efficiency Into Affordability Programs



- How Affordability and Efficiency Can Be Mutually Beneficial Objectives
- Leveraging Partnerships for Progress
- Identifying and Qualifying Participants
- Targeted Efficiency Programs
 - Leak Repair
 - Direct Installations
 - Other Savings Incentives
- Lessons Learned From WaterSense Partners
- Resources and Tools
- Case Studies

Available at <https://www.epa.gov/watersense/using-water-efficiently>

Athens Water and Affordability



The poster features a dark blue background with a large light blue circle on the left. At the top, the 'Project SHARE' logo is displayed in red and blue, with a small red shield icon to its right that says 'DOING THE MOST GOOD'. The text 'Unleash Generosity' is written in white inside the light blue circle, with 'December 1, 2020' below it. Three paragraphs of white text are on the right, followed by the URL 'accgov.com/ProjectShare'. At the bottom, a white banner contains the 'GIVING TUESDAY' logo, where the 'I' is replaced by a red heart icon.

Project SHARE DOING THE MOST GOOD

Unleash Generosity

December 1, 2020

Challenging economic times brought on by the pandemic, emergencies, and health crises often make it difficult for people to pay their water bills.

This Giving Tuesday, consider assisting neighbors in need of assistance with water bills so they don't experience a day without water due to financial hardship.

Make a one-time donation or enroll in monthly gift-giving through your water bill. Learn more about donating or applying for assistance:

accgov.com/ProjectShare

Every year, on Giving Tuesday, millions of people across the globe show up, give back, and change their communities. The goal is to create a massive wave of generosity that lasts well beyond that day.

GIVING TUESDAY

- Partnership with The Salvation Army
- Provides bill pay assistance
- Donations through one-time donation or monthly gift-giving through the water bill

Partner Roundtables - Drought Outreach



- Two partner roundtables in early summer 2021 on drought messaging, tools, and trends
- Drought is the new normal; dry season is the new drought
 - Explain the difference between drought and water shortage
 - Explain the water cycle, especially in areas that have flooding
- Whom to target with drought messages and tools:
 - Kids
 - Irrigation pros and landscapers/maintenance providers
 - Homeowner associations
- Partners need more graphics, videos, and social content
 - Positive images of actions; cute content with Flo
 - Powerful images of drought's effects





Drought One-Pagers

- Printable and Customizable
- Restaurants and Hotels
- Landscapers and Garden Professionals
- Lawn Maintenance and Irrigation Professionals
- Residents and Homeowner Associations
- Apartments, Condos, and Dorms

Help Out in a Drought

Restaurants and Hotels

With hot, dry weather continuing in our area, our water supplies are at risk due to shortages and drought conditions. We need everyone in our community to help conserve water for the places where we need it most—including firefighting, hospitals, and public health. Your business can be a leader in the community by showing your support for water conservation and doing what you can to save this precious resource. Here are a few tips to get you started.

TAKE WATER OFF THE TABLE



Do you serve every customer in your restaurant a glass of water? Wait until they ask for it instead, and don't top it off unless empty.

WAIT TO WASH UNTIL NEEDED



Don't put clean tablecloths in the laundry, and give guests a sign to hang up if they don't need their towels or sheets laundered daily.

WHERE'S THE RESTROOM?



When you replace plumbing fixtures, look for toilets, faucets, and showerheads that have earned the WaterSense label to save water and costs.



CONSERVE IN THE KITCHEN



If you have an old spray valve for rinsing dishes, replace it with a current model. New pre-rinse spray valves save water and energy!

FOLLOW THE RULES



If your community has restrictions on watering your landscape, make sure you follow them. Don't waste water when it's in short supply.

www.epa.gov/watersense/drought-watersense

Help Out in a Drought

Landscapers and Garden Professionals

With hot, dry weather continuing in our area, our water supplies are at risk due to shortages and drought conditions. We need everyone in our community to help conserve water for the places where we need it most—including firefighting, hospitals, and public health. You can be a community leader by showing your customers how to save this precious resource outdoors without hurting their landscape. Here are a few tips you can share with them.

- PICK A PECK OF PLANTS** Choose drought-tolerant and native plant varieties that require little watering aside from normal rainfall.
- GET IN THE ZONE** Group plants in hydrozones based on their watering needs so you don't waste water on plants that don't need it.
- HAVE IT MADE IN THE SHADE** Plant trees and use mulch and microirrigation around them to get and keep moisture at the roots while reducing heat in the yard.
- LOOK FOR THE LABEL** Install WaterSense labeled irrigation controllers, sensors, and sprinkler heads that use less water and keep your lawn healthy.
- GO WITH A PRO** Choose a professional certified by a WaterSense labeled program to design the irrigation system with smart techniques and products.

www.epa.gov/watersense/drought-watersense

Help Out in a Drought

Lawn Maintenance and Irrigation Professionals

With hot, dry weather continuing in our area, our water supplies are at risk due to shortages and drought conditions. We need everyone in our community to help conserve water for the places where we need it most—including firefighting, hospitals, and public health. You can be a community leader by showing your customers how to save this precious resource outdoors without hurting their landscape. Here are a few tips you can share with them.

- STEP ON IT** Lawns may need less water than you think. Before watering, step on the grass, and if it springs back, you can skip irrigation for the day.
- TIME IT RIGHT** Avoid watering in the middle of the day when it will evaporate. Schedule watering in the morning or evening when it's cooler.
- CURB WATER WASTE** Make sure sprinklers are pointed only at landscapes and not towards sidewalks or roads where water can become runoff.
- SPRUCED UP SPRINKLERS** A missing or broken sprinkler head can waste thousands of gallons of water. Inspect the system and make repairs if necessary.
- LOOK FOR THE LABEL** Is it time to upgrade your system? Choose a WaterSense labeled controller that only waters when needed.

www.epa.gov/watersense/drought-watersense

Help Out in a Drought

Residents and Homeowner Associations

With hot, dry weather continuing in our area, our water supplies are at risk due to shortages and drought conditions. We need everyone in our community to help conserve water for the places where we need it most—including firefighting, hospitals, and public health. You can be a leader in the community by showing your support for water conservation and doing what you can to save this precious resource. Here are a few tips to get you started.

- STOP SILENT TOILET LEAKS** Check for leaks by putting a few drops of food coloring in the tank and waiting 5-7 minutes to flush. If color shows up in the bowl, you have a leak!
- CLEAN UP IN THE SHOWER** Replace your showerhead with a WaterSense labeled model and you'll save enough water each year to wash 60 loads of laundry.
- THINK OUTSIDE** Don't water in the middle of the day or you'll lose a lot of water to heat and evaporation. Make sure sprinklers only water the desert.
- TAKE A LOAD OFF** Don't run a load of clothes or dishes until the washer is full. Doing just one load of dishes a week saves over 100 gallons a year!
- FOLLOW THE RULES** If your community has restrictions on outdoor watering during water shortages, respect the rules, and save water for where it's needed most.

www.epa.gov/watersense/drought-watersense

Help Out in a Drought

Apartments, Condos, and Dorms

With hot, dry weather continuing in our area, our water supplies are at risk due to shortages and drought conditions. We need everyone in our community to help conserve water for the places where we need it most—including firefighting, hospitals, and public health. You can be a community leader by showing your support for water conservation and doing what you can to save this precious resource. Here are a few tips to get you started.

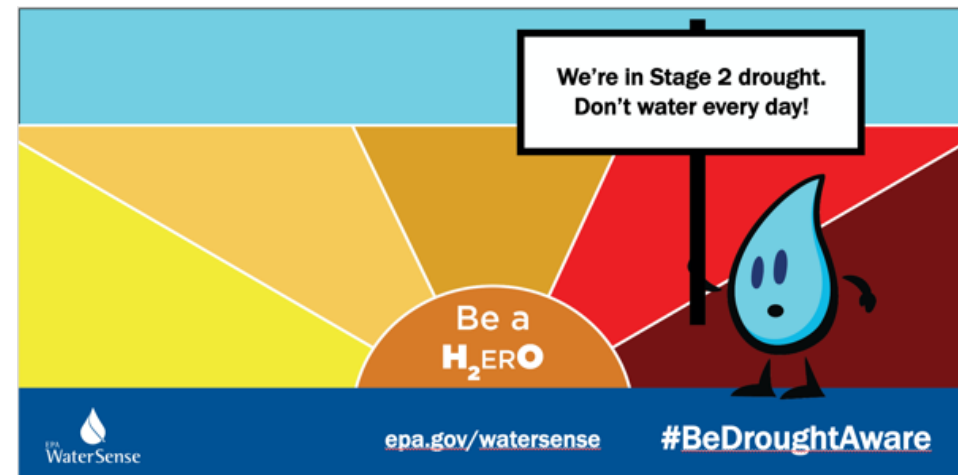
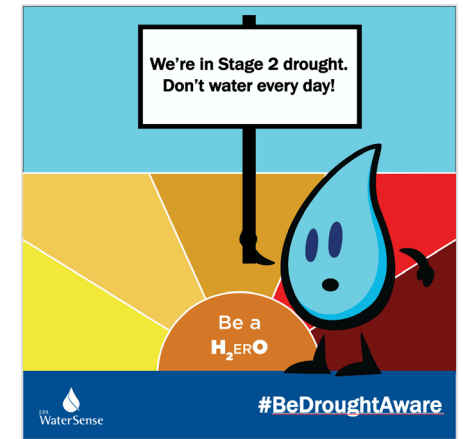
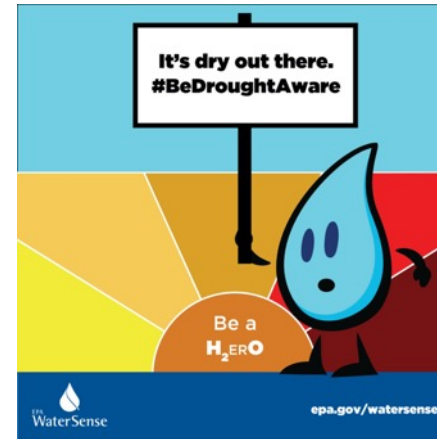
- TURN OFF THE TAP** Turning off the tap while brushing your teeth, washing your hands, or shaving will save up to 200 gallons of water per month!
- SHAVE OFF GALLONS** Shorten your showers by just one minute and you can save more than 500 gallons of water in your and enough electricity to run your laptop!
- THINK AFTER YOU DRINK** If you have water left in your reusable water bottle, your water bottle isn't fresh anyone's houseplants, or save it in the fridge for later.
- TAKE A LOAD OFF** Don't run the washer for just one dirt or dish. Save water, energy, and money by waiting to wash until you have a full load.
- LOOK OUT FOR LEAKS** If you see or hear a leak in your bathroom or kitchen, report it to the building's maintenance staff so they can fix it right away.

www.epa.gov/watersense/drought-watersense

Customizable Social Graphics



- Ready-to-use and customizable versions
- Change text within PowerPoint to communicate your own messages and insert logo and website



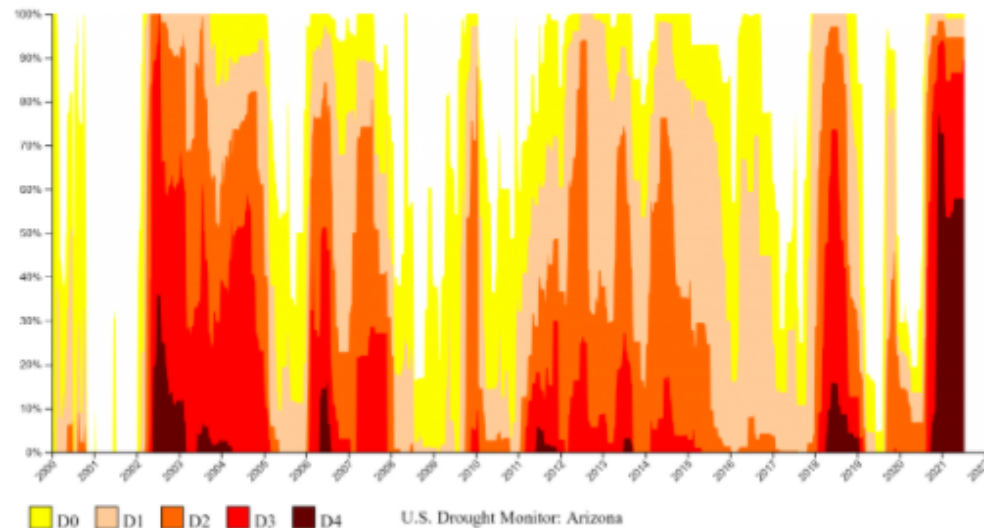
Be a H2erO Social Posts



New on WaterSense website

The New Normal?

Every year, some part of the country experiences a drought. But in some parts of the country, it seems like there is a constant state of drought, which leads the public to ask "is drought the new normal?". Temperature and precipitation (snow and rain) patterns are changing and in some areas of the country the trends are toward hotter and drier conditions, particularly in the West. The map below shows the status of drought in Arizona between 2000 and 2021. The color scale is the same as the map above. You can find the recent drought history for your state on the [NIDIS site](#).



Percent of Arizona in Drought (by level of severity) between 2000-2021.

<https://www.epa.gov/watersense/drought-watersense>

Be Drought Aware

Maybe you are thinking, "Hey, when I turn on the tap, water comes out of it, so what is the problem?" That's probably true, because behind the scenes your local water utility is working hard to ensure that they can supply water for their community. But, the time could come when they may struggle and you might have to pay more for that water! [Take the steps to be drought aware](#), so you can be prepared for shortages and help ensure that everybody in your community will be able to get water when they turn on the tap.



Be Drought Aware



Droughts vs. Water Shortages

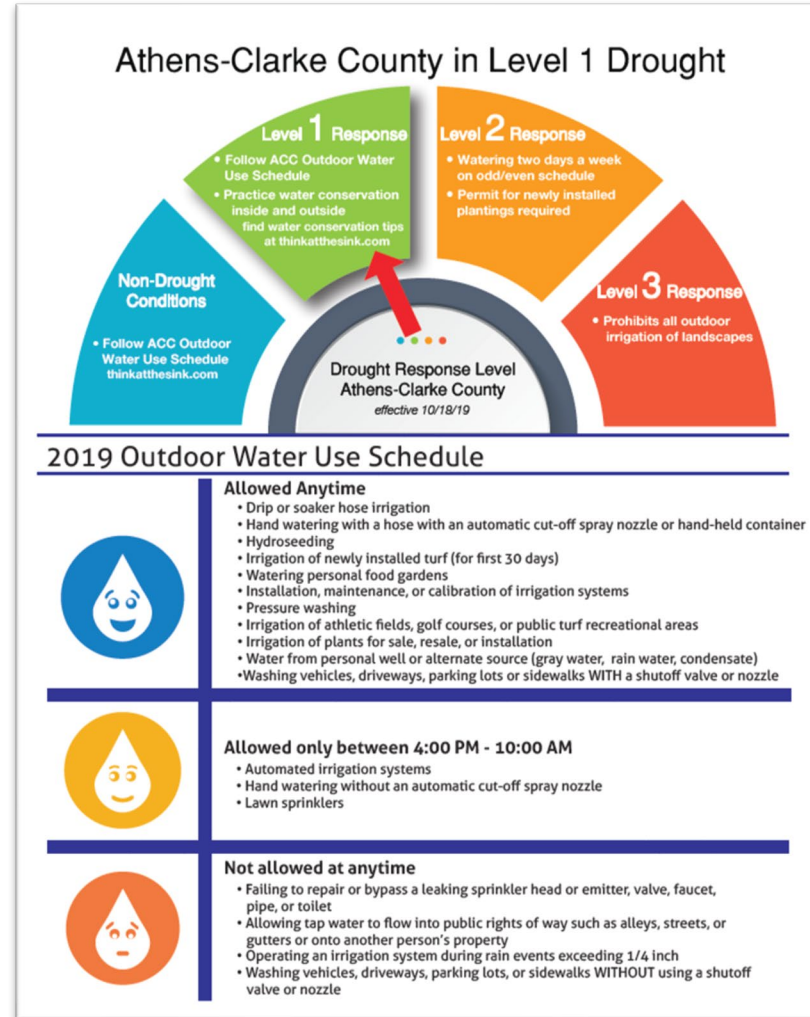
Droughts happen when there are long periods of abnormally dry weather with less rain or snow. They are sometimes referred to as slow-moving disasters because, unlike hurricanes or earthquakes, they take time to develop and happen over a longer timeframe.

Water supplies can be affected by drought because sources are not replenished with water from rainfall or snowmelt. Hotter temperatures can also increase evaporation from reservoirs and other surface water sources. Even

Related Pages

- [When in Drought - Drought & WaterSense](#)
- [When It's Hot](#)

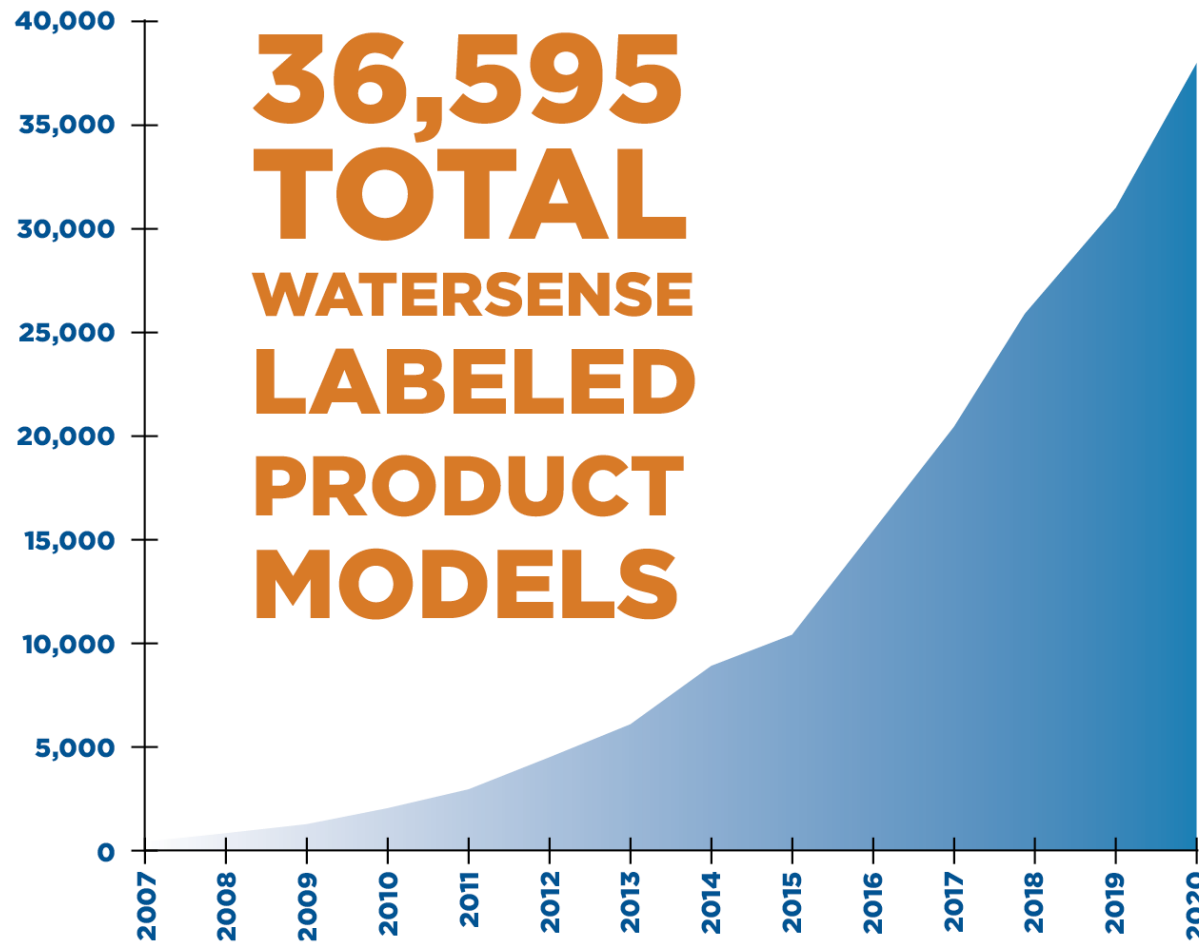
Athens Water and Drought



2020 WaterSense Accomplishments

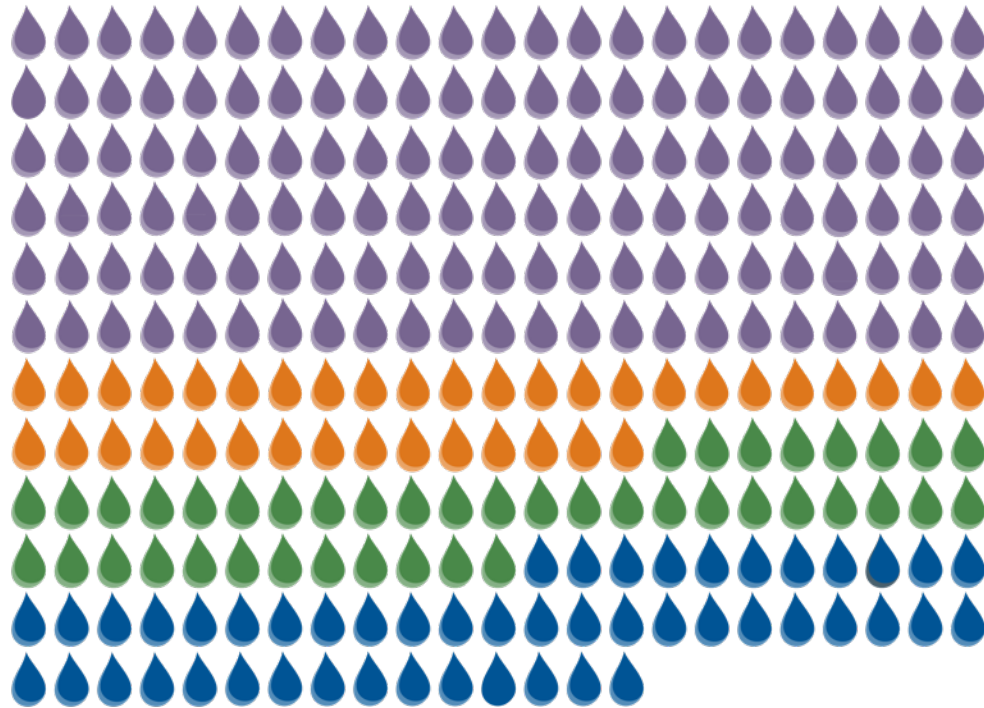


WaterSense Labeled Products



Water and Money Savings

5.3 trillion gallons of water saved since 2006!



968 billion gallons saved in 2020

That's the water used in **200 days** by all U.S. households!

WaterSense partners helped...



...**consumers save**

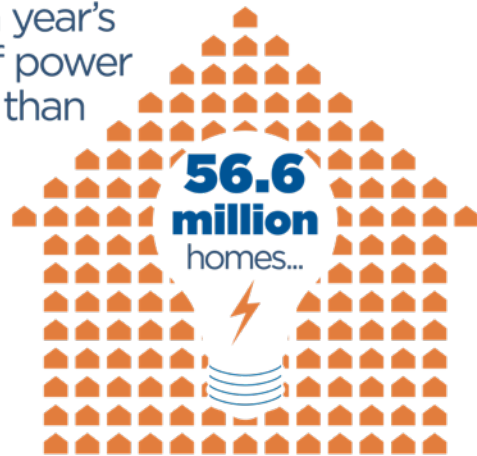
\$108 billion in water and energy bills

Energy Savings

WaterSense has helped reduce the amount of energy needed to heat, pump, and treat water by

603 billion

kilowatt hours, enough to supply a year's worth of power to more than



WaterSense partners helped eliminate

242 million

metric tons

of greenhouse gas emissions...



...the equivalent of planting

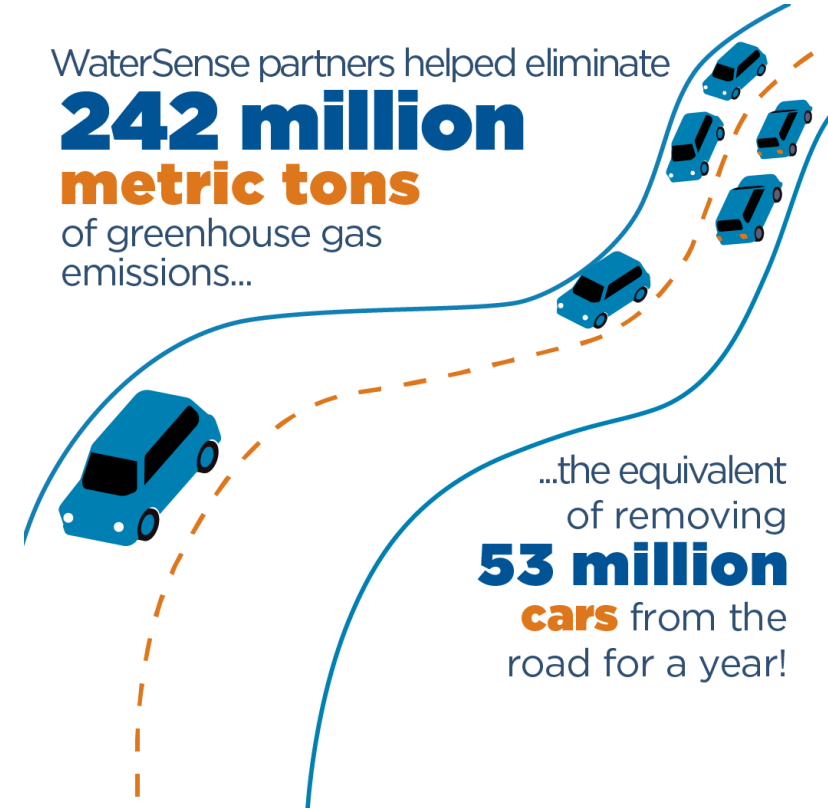
4 billion
trees...

WaterSense partners helped eliminate

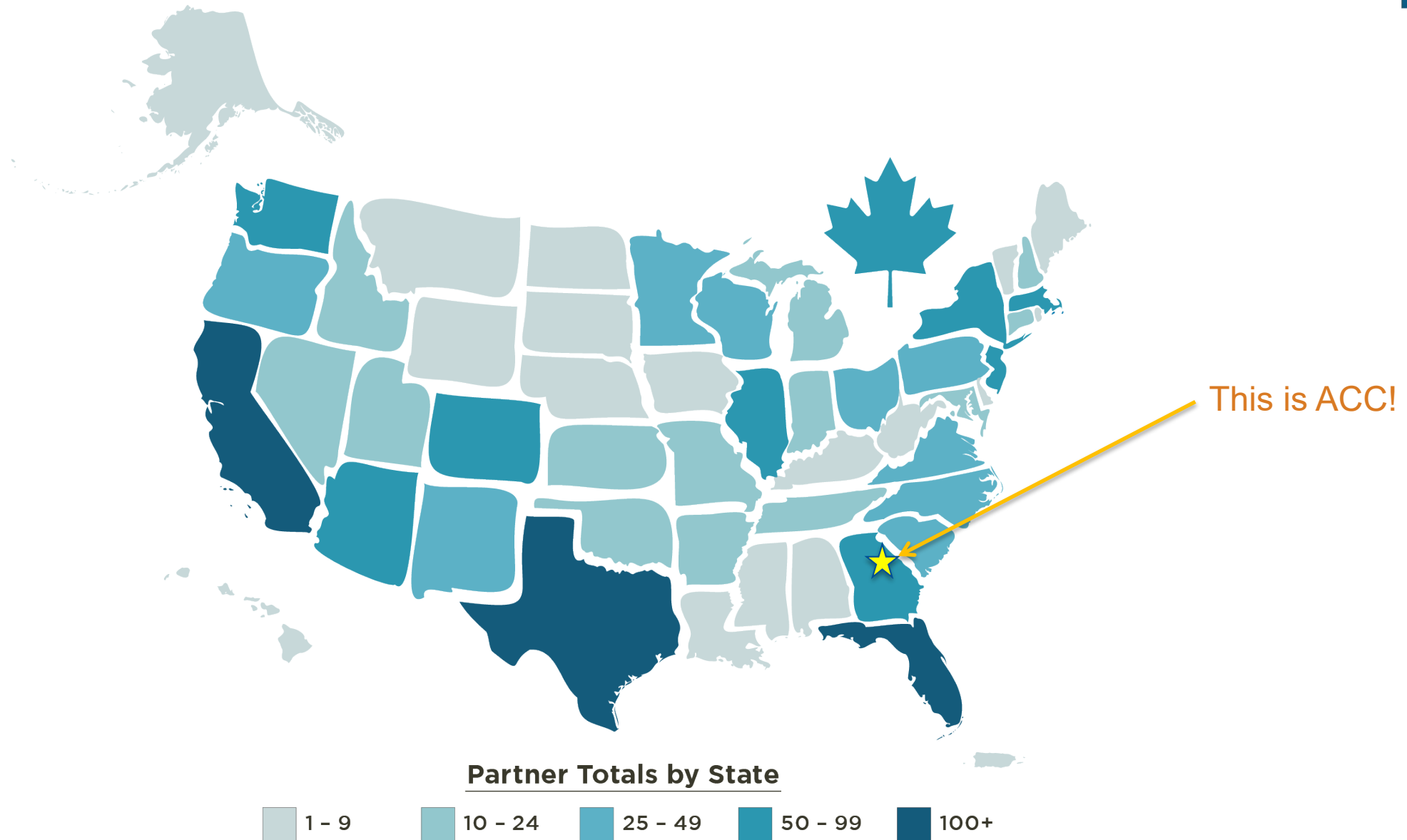
242 million

metric tons

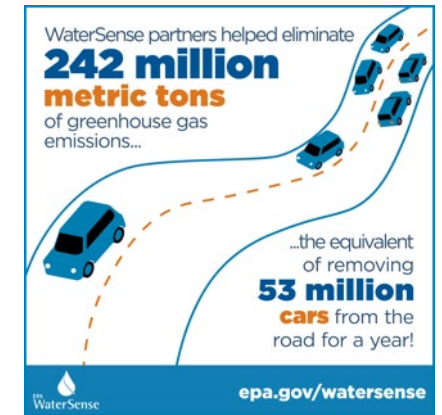
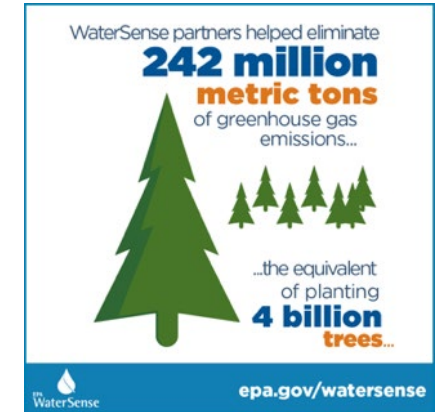
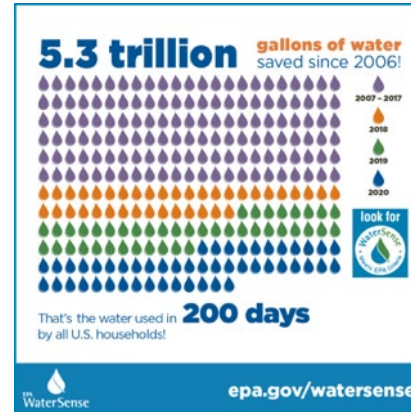
of greenhouse gas emissions...



Partners Make It Possible



Share the Success!





Q&A and Wrap-Up

Questions?



Water Conservation Coordinator
Public Utilities Department

Laurel.loftin@accgov.com

www.accgov.com/WaterSmart

www.ThinkAtTheSink.com

AthensWaterFestival.com



WaterSense

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