



September 15, 2009
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US EPA Region 5

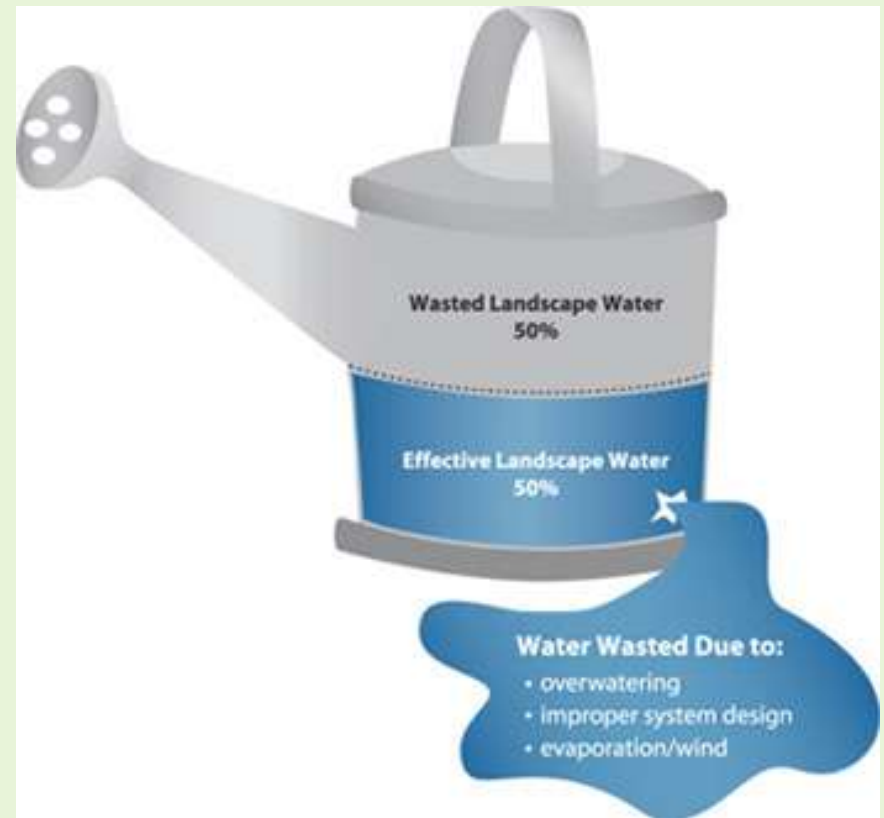
Why Water Efficiency?

- Between 1950 and 2000, U.S. population doubled while the demand on public supply systems more than tripled.
- GAO: At least 36 states are anticipating water shortages by 2013.
- To preserve our water supply for future generations, we need to use water more efficiently.



The Potential to Save Is Here

- Homes with highly efficient technology can save about 30% or more in water use.
- New high-efficiency toilets use 20-60% less water with superior performance
- Up to 50 percent of water applied for household lawn and garden care is wasted



What Is WaterSense?



- Voluntary partnership and labeling program launched by EPA in 2006.
- Simple way for consumers to identify products that save water and perform well.
- Labels products that use 20 percent less water.
- Backed by EPA's efficiency and performance criteria.
- Independently certified.
- Partnership. Lots of partners!



Who Can Be a WaterSense Partner?

<i>Promotional Partners</i> -Utilities -Government -Nonprofit Organizations	<ul style="list-style-type: none">▪ Promote WaterSense labeled products and practices to customers▪ Promote the concept of water efficiency and value of water▪ Offer incentives such as rebates for WaterSense labeled products (utilities)
<i>Manufacturers</i>	<ul style="list-style-type: none">▪ Manufacture WaterSense labeled products and promote them to buyers
<i>Professional Certifying Organizations</i>	<ul style="list-style-type: none">▪ Sponsor and promote professional certification programs that highlight water efficiency (currently only irrigation)▪ Encourage certified individuals to become WaterSense partners
<i>Irrigation Partners</i>	<ul style="list-style-type: none">▪ Promote WaterSense labeled products▪ Provide water-efficient services
<i>Retailers/Distributors</i>	<ul style="list-style-type: none">▪ Stock, promote, and sell WaterSense labeled products



WaterSense Irrigation Partners

WaterSense Labeled Programs

- IA Certified Irrigation Contractor (CIC)
- IA Certified Irrigation Designer (CID)
- IA Certified Landscape Irrigation Auditor (CLIA)
- IA Certified Golf Irrigation Auditor (CGIA)
- North Coast's Qualified Water-Efficient Landscaper

WaterSense Irrigation Partners

(have completed certification listed above)

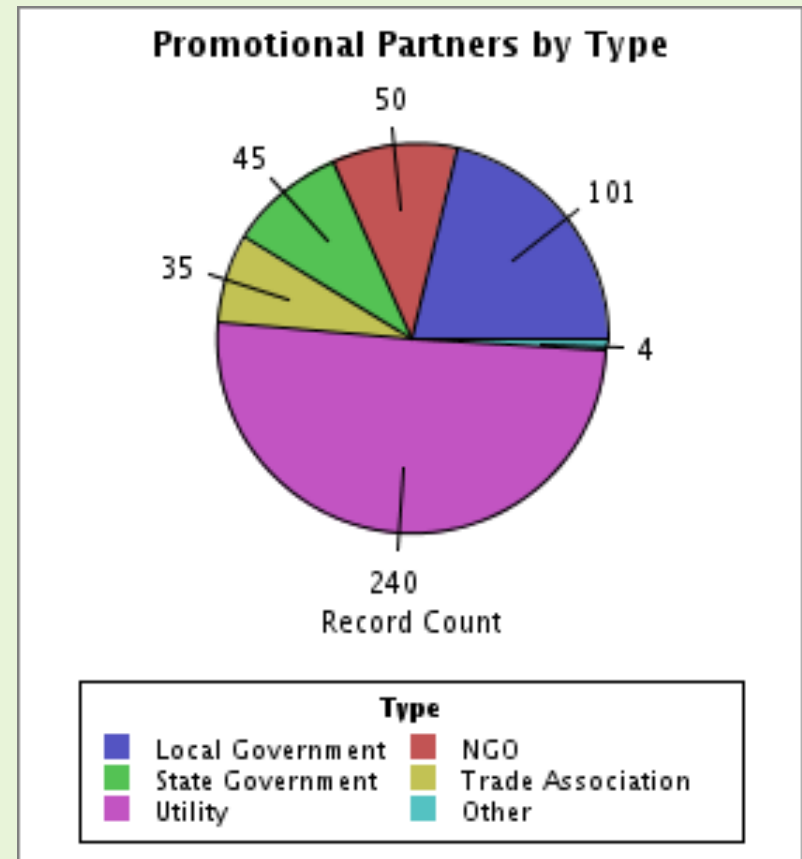
- 700+ irrigation partners
- Hiring a WaterSense irrigation partner can help reduce landscape water use



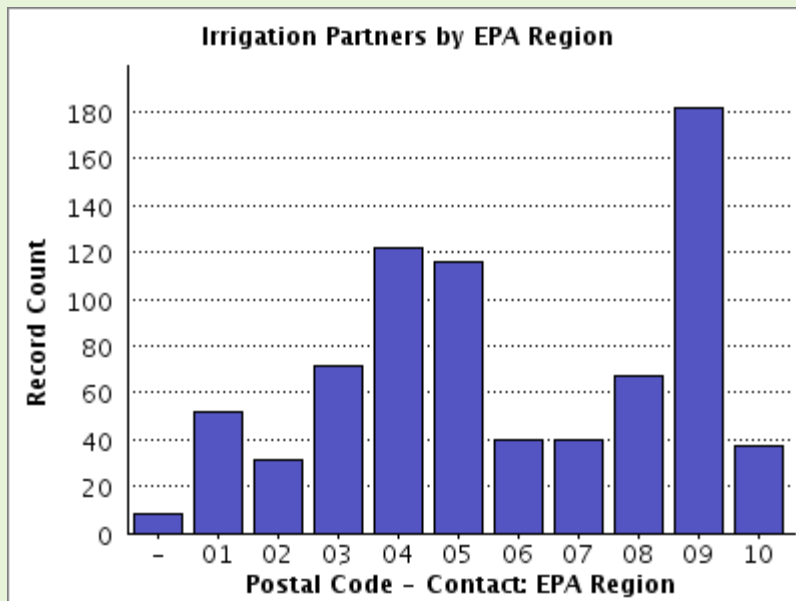
Promotional Partners

Partners:

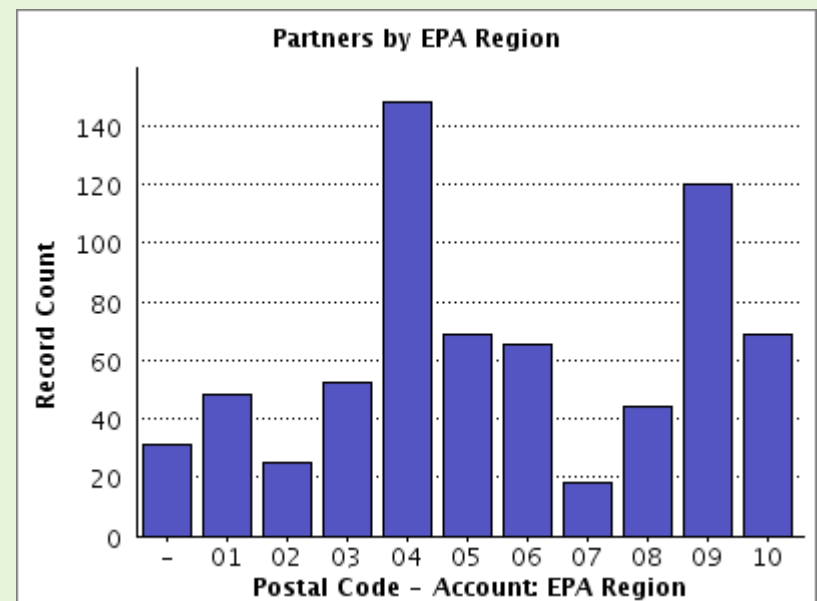
- 476 Promotional Partners
 - 240 utilities in 48 states
 - 101 local governments
 - 50 NGOs
 - 45 state agencies
 - 35 trade associations
 - 4 other



Partners by Region



Irrigation Partners



All Other Partners



2008 Accomplishments

- EPA and LBNL have calculated the national savings from WaterSense labeled products in 2008
 - **9.3 billion gallons of water**
 - **\$55 million in water and sewer bills**
- HQ press release August 3
- Opportunity to raise awareness about peak water use season with the public
- And to thank WaterSense partners



2008 WaterSense Partners of the Year

- Promotional Partner:
The Saving Water Partnership
(Seattle and 17 Participating Local Water Utilities)
- Manufacturer Partner: **Kohler Co.**
- Retailer/Distributor Partner: **Ferguson**
- Irrigation Partner: **Timothy Malooly**

- **Announced at WaterSmart Conference Oct 2008 in Las Vegas, NV**



How to join WaterSense

- Go to WaterSense Website
 - www.epa.gov/watersense
- Choose Type of Partner
- Fill out agreement form and Submit
- Participate!



What's Special About WaterSense?



- A label with integrity
 - Third-party bodies test and certify that products meet WaterSense criteria
 - Backed by the credibility of EPA
- Smart use of taxpayer dollars
 - Manufacturers bear the burden of research, testing, and branding
 - Licensed certifying bodies certify the products and police the label's use
 - EPA leverages national network of partners to promote WaterSense



WaterSense Labeled Fixtures

- **Independent Certification**
 - To earn the WaterSense label, products must pass independent, third-party testing.
- **Toilets**
 - 300+ labeled models
- **Faucets**
 - 1200+ labeled models
- **Find Products**
 - www.epa.gov/watersense





WaterSense Product Benefits



- WaterSense labeled toilets can save:
 - About 16 percent of total indoor water use
- WaterSense labeled faucets can reduce a household's annual water use by:
 - Nearly 600 gallons and 70 kilowatt-hours of electricity used for heating the water
- If just one in every 10 American homes installed WaterSense labeled fixtures, we could save:
 - More than 120 billion gallons per year
 - More than \$800 million per year in household utility bills



Schedule for Evaluating WaterSense Products

	<i>Complete</i>	<i>2009/2010</i>	<i>2010 and Beyond</i>
<i>Irrigation</i>	<i>Professional Certification Programs</i>	<i>Irrigation Controllers</i>	<i>Moisture Sensors Drip Micro Technology</i>
<i>Residential Plumbing</i>	<i>Toilets Faucets</i>	<i>Showerheads</i>	<i>Water Treatment Systems Water Softening Systems</i>
<i>Commercial Plumbing</i>		<i>Urinals Pre-rinse Spray Valves</i>	<i>Flushometer Valve Toilets</i>
<i>Other</i>		<i>New Homes</i>	<i>Autoclaves Glassware Washers Additional Professional Certifications</i>

In the Pipeline

- September – Draft Showerhead Spec
- October – Final Flushing Urinal Spec
- November – Draft Irrigation Controller Spec
- December – Final New Homes Spec



New Homes Program

- Draft specification
 - Includes indoor and outdoor water use
 - WaterSense labeled toilets and faucets
 - Showerheads, hot water delivery
 - ENERGY STAR qualified dishwashers and clothes washers
 - Landscape design, irrigation system from WaterSense partner (if installed)
 - Homeowner education
- If just 10 percent of all new homes built were WaterSense labeled, it would save 1.4 billion gallons of water per year.





New Homes Pilot

- WaterSense New Homes pilot program announced August 1, 2008.
- EPA is working with 7 builders in order to provide real-world input on the specification and help WaterSense develop and test its new home rating and certification program with qualified green building inspectors.
- First home completed November 24, 2008 in Chapel Hill, NC
- Second draft spec released in May 2009



Expand to Commercial Sector

- New white paper for water efficiency in commercial and institutional sector
- Seeking feedback by September 20, 2009
- Planning meeting October 5, 2009 at WSI

Drops to Watts



- Nationwide, drinking water and wastewater systems use 56 billion kilowatt-hours per year—enough electricity to power more than 5 million homes for an entire year
- Water efficiency saves energy used to pump, heat, and treat water
- If only one out of every 100 American homes were retrofitted with water-efficient fixtures, we could avoid 80,000 tons of greenhouse gas emissions—equivalent to removing nearly 15,000 automobiles from the road for a year!



EPA Stewardship Programs

- ENERGY STAR
- Climate Leaders
- Green Power Partnership
- Combined Heat and Power
- Green Building
- Sustainable Skylines



Emergency Response and Sustainability

- Parallels and overlaps to both goals
- Short-term and Long-term threats
- Are You “Climate-Ready?”
- Leads to a more resilient utility and community



All Hazards Response

- More recently includes effects of climate change

The likely increase in precipitation in winter and spring, more heavy downpours, and greater evaporation in summer would lead to more periods of both floods and water deficits.



Meetings on Interdependencies

- November 2007: *Chicagoland Water and Wastewater Preparedness and Business Resiliency Summit*
- September 2008: *Hospital and Water Sector Interdependency Summit*
- Conservation an important component of maintaining operations during emergency



Example: Evanston, IL Jan 2009

- Formation of ice around intake system
- Emergency declared: large users reduce 15%
- Close to running out of stored water



Example: Cudahy, WI July 2009

- Large fire in meatpacking plant
- 8.5 million gallons used after 16 hours
- Mayor asks residents to conserve water
- Emergency connection with Milwaukee used

More Information

■ WaterSense Information

- Web site: www.epa.gov/watersense
 - List of products
 - Partnership information
 - Educational fact sheets and resources
- E-mail: watersense@epa.gov
- Toll-free Helpline: (866) WTR-SENS

- Cary McElhinney – EPA Region 5
- E-mail: mcelhinney.cary@epa.gov
- Phone: (312) 886-4313

